

veeva



Vault PromoMats Standard Metrics

Vault PromoMats Standard Metrics Overview

Overview

Vault PromoMats Standard Metrics empowers you to gain insights about key business challenges at the heart of your content strategy

- What is the avg. approval time?
- How many review cycles does it take?
- What is the avg. time content spends in review?

2021: Benchmarking

Vault PromoMats Standard Metrics will, for the first time, allow you to compare your business processes against industry average anonymized benchmarks



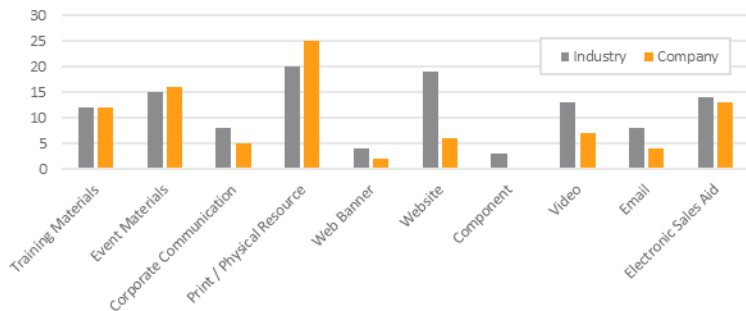
Benefits of Vault PromoMats Standard Metrics

Veeva will anonymize and aggregate the metrics to enable you to answer key business questions.*

*Data will be a summary across all customers with no ability to identify individual customers.

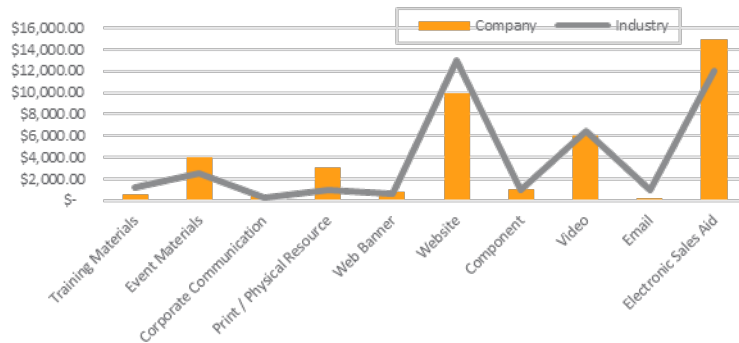
Does my content take **longer** to get to market than the industry average?

Average Content Review Time by Global Content Type



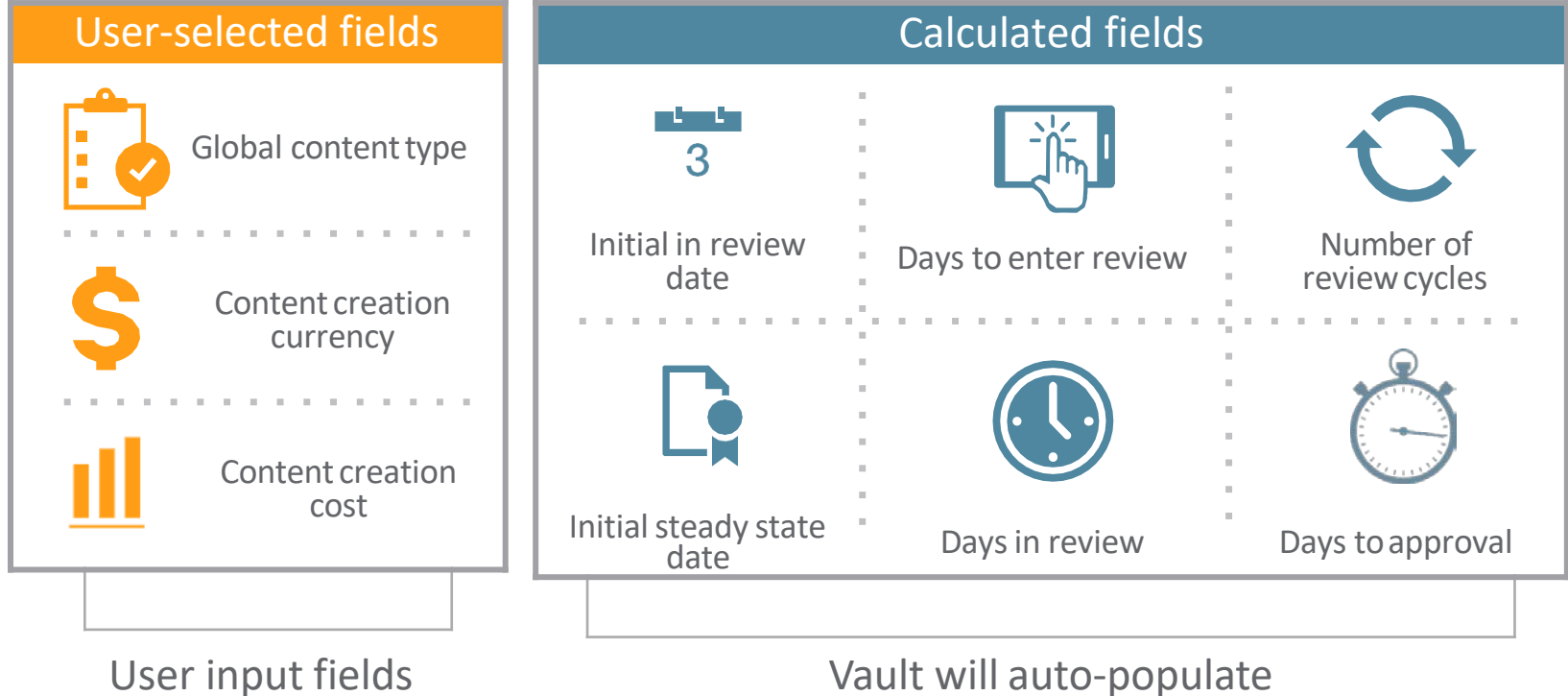
Is the cost of my website promotion **greater** than the industry average?

Example: Creation Cost by Content Type



Standard Metrics Re- Vamp

9 doc fields have been added into all PromoMats, MCR and OLS Vaults



Standard Metrics User Input Fields

Global Content Type

Picklist	Examples
Corporate Communication	Press Releases, Internal communications
Social	Facebook shells & posts, Twitter posts, etc.
Paid Search	Ads to be displayed on search engine results
Web Banner	Banner Advertisements for paid placement, Pandora ads etc.
Mobile Apps	Mobile application screenshots
Electronic Sales Aid	Edetail screenshots submitted for Advertising and Promotion Review
Email	Any email screenshots submitted for Advertising and Promotion Review and Approval
Health Authority Form / Compliance Package	Materials generated for a Health Authority submission or included as part of a compliance binder
Component	Images, Photographs, Auto-Linked Components, etc. to be used to create other materials
Event Materials	Materials developed for use at live events such as congresses, advisory boards, internal meetings such as booth panels and displays, attendee material packets, name cards etc.
Print / Physical Resource	Print Sales Aid, Patient Brochure, Coupon/Co-Pay, Reprint, Exhibit item, Giveaways
Reference Materials	References, Claims documents, Labelling, Data on file, Attachments, Zinc Migration Gallery Items, Supporting Documents
Training Materials	Materials developed for the sole purpose of training customer teams or consultants inclusive of Speaker Training, Internal Training, Sales Training etc.
Video	
Website	
Other	Does not fit into any category listed above or Any materials developed to be served on a Veeva platform such as assets associated with approved email (fragments), CLM content (slides), etc.

Content Creation Currency*

Picklist	Abbreviation
European Euro	EUR
Japanese Yen	JPY
Pound Sterling	GBP
United States Dollar	USD
Decline to Provide	N/A

*New currencies for 20R2: CAD, Yuan, AUD, CHF

Content Creation Cost

Picklist	Mid-point value for calcs.
0 to 1,000	500
1,001 to 10,000	5,000
10,001 to 50,000	30,000
50,001 to 100,000	75,000
100,001 to 250,000	175,000
250,001 to 500,000	375,000
500,001 to 1,000,000	750,000
Decline to Provide	0



Standard Metrics Auto-Generated Fields



Initial in review date: the date the job entered an “In Review” system state for the first time



Initial steady state date: the date the job entered the system “Steady State” for the first time and the document must be in a major version



Days to enter review: the time (in days) between the document lowest minor version created date for that major version and the *Initial In Review Date*



Days in review: the time (in days) between the *Initial In Review Date* and the *Initial Steady State Date* and the document must be in a major version



Number of review cycles: the cumulative number of times a document enters the “In Review” state before the Initial Steady State Date and major version has been reached



Days to approval: the cumulative time (in days) between the document’s lowest minor version and the *Initial Steady State Date* for that documents' major version

*To ensure that each of these calculates correctly, the Lifecycle state should be updated in your configuration.

Standard Metrics Adding Value Today

Build reports based on the calculated fields to address common business process questions

“We need to improve planning for key launch promotional materials”

Providing planning parameters based on actual data for marketers and agencies developing new tactics

“Do my higher value items take more cycles to review?”

Generate dashboards to provide marketing visibility into the number of review cycles for the high value materials

“Are we working within our SOP guidelines?”

Generate flash reports to identify materials that are beyond the standard “days in review” thresholds laid out by guidelines or SOPs



Customer Mapping choices

End User: Comms

Communicate on Standard Metrics

Comms toolkit available to support

End User: Mapping

Choose option: End user enters fields or admin Maps

Simple mapping tool available

Configuration

Set Lifecycle States and review APIs

Advice from CSM or services teams

How Should I Set the Lifecycle States?

Document Lifecycles >
Material

Details ?

Label	Material
Name	material__c
Source	Custom
Description	MLR Review and Approval for promotional materials.
Status	ACTIVE
Document Type	Material
Starting State	Draft
1 Steady State	Approved for Distribution
Superseded State	Superseded
Obsolete State	Withdrawn
Multi-document Workflow:	
Pre-Approval	
Multi-document Workflow:	
Approved	
Multi-document Workflow:	
Rejected	
2 In Review	In Review
Rejected	Revise and Resubmit
Deleted State	

Promotional material “Steady State” almost always set

- “In Review” state should be set to first state of the promotional material when sent to MLR reviewers
- If “In Review” state is not set, certain fields won’t populate:
 - Initial In Review date
 - Days to enter review
 - Days in review
 - Number of review cycles

How do choose to Map My Global Content Type & Currency?

Map Document Types

- Customers can map Global Content Types in *ADMIN > Configuration > Document Type*
- If customer maps the GCT before 20R1 there will be an exercise to re-map fields made inactive

Edit Details: Training material (Subtype)

Available Lifecycles* (Inherited from Material) ⓘ

Material

Rendition Types

Panoramic Thumbnail Custom Thumbnail Viewable Rendition Large Size Asset Unmodified Source Web Ready Distribution Package Production Proof

Relationship Types

Components Original Source Related Documents PI Linked Documents Supporting Documents

Document Type Groups (Inherited from Material) ⓘ

All Documents Materials

Global Content Type (Not inherited from parent; Remove override) ⓘ

Training Materials

Binder Thumbnail Options

Inherit from "Base Document": Do Not Display Binder Thumbnails ⓘ

Display Binder Thumbnails Do Not Display Binder Thumbnails

Attachments

Inherit from "Base Document": Allow attachments ⓘ

Allow attachments

Cancel Save

Map Currency

- Customers can map their default content currency in *ADMIN > Settings > Application Settings*
- If a customer maps their default content creation currency to 'Decline to Provide', cost will not be required for any materials

Application Settings ⓘ

Portal

Enable Portal

Compliance Package Generation

Allow Compliance Package Generation

PI Document Type Reference - PI - Full Prescribing ⓘ

Enforce Documents are in Steady State

DAM

Enable InDesign Auto Linking

Linked Documents

Allow creation of link annotations ⓘ

Enable Create & Import Document Links ⓘ

Bring forward Linked Document relationships to new versions ⓘ

Allow users to view and navigate annotation links in View mode ⓘ

Make a Copy

Enable Reason for Copy

Standard Metrics

Enable Standard Metrics

Default Content Creation Currency USD ⓘ

Summary

What

Standard Metrics is enabling the industry to measure business processes through common definitions and measurements.

This will help you unlock key metrics for understanding how content moves from creation through approval and distribution.

How

Standard Metrics was turned ON for all PromoMats, MCR and OLS Vaults in 20R1 (April).

The 3 user input fields will now be user choice in 20R3 release (Dec 20) or even sooner in November 2020.

What's Next?

Veeva will aggregate and anonymize the data to share industry averages in 2021

This gives you the ability to compare content strategy metrics against industry averages to improve performance and speed





Thank you