Veeva

PRODUCT SHEET

Veeva Commercial Content

Veeva Commercial Content is a unified suite of enterprise content management applications for marketing and medical teams. It supports the end-to-end content lifecycle for promotional and scientific content and medical inquiry management.

The Commercial Content suite includes PromoMats, MedComms, and MedInquiry.

Veeva PromoMats is a regulated content management application to manage the approval, storage, and distribution of promotional content.

Veeva MedComms is a regulated content management application to manage the approval, storage, and distribution of scientific content.

Veeva MedInquiry is an application for managing and responding to medical information requests.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva PromoMats	2011	Very Mature	100+
Veeva MedComms	2012	Very Mature	100+
Veeva MedInquiry	2018	Mature	51–100

PRODUCT SHEET
Veeva PromoMats

PromoMats is a regulated content management application that supports the full lifecycle of promotional content. It enables content creation, review and approval, digital asset management, claims management, and modular content.

PromoMats is connected with CRM for automatic distribution of promotional content via applications like CLM and Approved Email. The PromoMats API allows for integration with third-party systems such as web content management or campaign management applications.

PromoMats includes Brand Portal, a central repository that makes content easily accessible for internal users while enhancing content reuse. PromoMats generates eCTD compliance packages for digital submission to the FDA.

Announced	2011
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, MedTech, Consumer Products
Customers	100+
Platform	Veeva Vault
Integrations	Connected with CRM, RIM, and MedComms

Veeva MedComms

MedComms is a regulated content management application that supports unique content types, lifecycles, and workflows specific to the needs of Medical Affairs. It enables content creation, review and approval, storage, management, and distribution.

MedComms is connected to CRM for automatic distribution of medical content via applications like CLM and Approved Email. The MedComms API enables integration with third-party systems.

MedComms includes Medical Portal, a central repository that makes content easily accessible for users while enhancing content reuse.

MedComms manages scientific communication platforms that define scientific position, narrative, and objectives, as well as scientific statement and reference libraries.

Announced	2011
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, MedTech
Customers	100+
Platform	Veeva Vault
Integrations	Lives with MedInquiry Connected with CRM, PromoMats

Veeva MedInquiry

MedInquiry manages the intake of and response to medical information requests.

Requests can be automatically received and tracked from various channels, including phone, email, CRM, and websites. Responses are sent and tracked directly from MedInquiry.

MedInquiry supports contact centers with inbound telephony integration and enables the creation, review, and approval of FAQ and Standard Response libraries.

MedInquiry can automatically detect FAQs from inbound inquiries and create response packages that include an email, cover letter, and approved content from the document library.

MedInquiry can connect with Safety and Quality to transfer adverse event and product quality complaint data.

Announced	2018
Status	Mature
Customer type	Enterprise Pharma, Biotech, MedTech
Customers	51–100
Platform	Veeva Vault
Integrations	Lives with MedComms Connected with CRM, Network, OpenData, Safety, Quality