

# Veeva PromoMats Essentials: Build a Content Foundation for the Future

**Enabling emerging pharma companies  
to launch, optimize, and scale content  
with speed**

Over 350+ emerging biotechs trust Veeva PromoMats to deliver accelerated review, approval, and distribution of compliant commercial content. The cloud-based software optimizes compliant workflows with built-in metrics to enable real-time medical, legal, and regulatory (MLR) collaboration and speed time to market. PromoMats is a flexible, intuitive software that scales based on your business needs — and is natively connected to Veeva CRM.

## Get Started with Veeva PromoMats Essentials

The Essentials package enables emerging biotechs to quickly deploy Veeva PromoMats across the organization. Developed with industry best practices, the package includes dedicated resources for seamless onboarding, training, and ongoing support. It offers a fast, simple solution to launch with speed, with the flexibility to scale over time as the organization grows.

**High Impact at  
Emerging Biopharmas**

**57%**

Reduction in time spent  
in review cycles

**55%**

Reduction in time spent in  
review and approval meetings

**88%**

Reduction in time spent on  
agencies preparations for review

## Business Benefits



### Deep domain expertise.

Gain access to best practices and process optimization, industry insights, and an extensive peer network.



### Two-week implementation.

Meet fast launch timelines and stand up your commercial content ecosystem in as few as 10 days.



### Start simple, scale with ease.

Get exactly what you need for launch, with the flexibility to scale for the future.

## A Flexible, Scalable Solution

✓ Simple, Connected UI

✓ Extensive Support Model

✓ Industry-standard Workflows



✓ 550+ Agency Partners

✓ Foundation for Omnichannel

✓ Speed with Compliance

## Access to Veeva PromoMats software with key features:

- Fast-track MLR with best-in-class workflow
- Enable launch efficiency with modern claims management
- Generate 2253 Submission Packages automatically
- Organize content into a “storefront” for your brand with Brand Portal
- Gain visibility into performance and activities
- Support and store native digital asset files
- Collaborate in real time with collaborative authoring



By using a core technology solution, we have a single source of truth for approved content and the ability to flex and optimize our MLR workflows as the company evolves.

**Senior Director of Field and Marketing Operations**