

## Success Story

# Improved visibility and streamlined workflows across the digital supply chain

## Impact

INSIGHTS INTO CONTENT USAGE TRENDS



promotes reuse



reduces marketing spend

## Challenge

LIMITED VISIBILITY AND CONTROL OF COMMERCIAL CONTENT



Multiple systems and processes for managing content



Insufficient audit trail for claims

## Solution

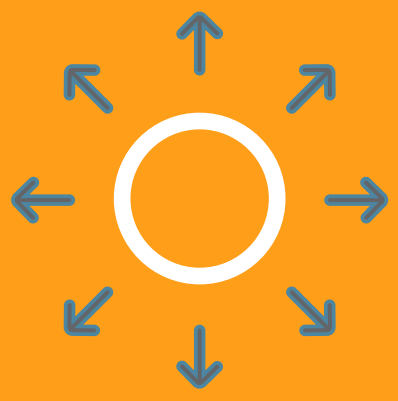
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**1** The ability to analyze content performance trends helps **reduce marketing spend** and promotes reuse of the right content

**2** Streamlined, **process-driven workflows** combine content creation, review, and distribution

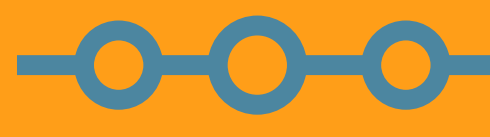
**3** **Claims directly link** to supporting evidence stored in the central system

## Results



**Increased content control & distribution**

Centralized access to documents and assets allows for **greater reuse of content**



**Streamlined content workflows**

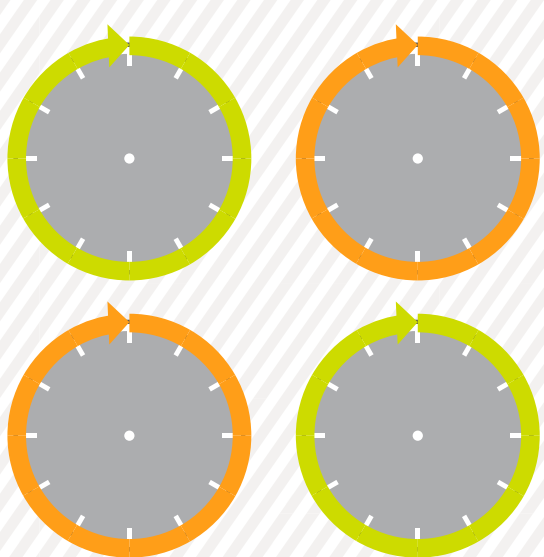
Process-driven content approval process **improves operational efficiency**



**Better visibility**

**Electronic audit trails** help auditors quickly verify content is compliant

3-4 hours



VS



15 minutes

“ Instead of taking a **half day** to evaluate what auditors need to review for one piece, they can get a feel for what they're up against in **15 minutes** ”

Clinical Data demos

Charlotte Sylvest  
Senior Master Data Governance Manager

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