



Cerus Uses Showpad to Funnel Content to Customer-Facing Teams Amid Zika Epidemic

CASE STUDY
CERUS

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| Alain Segers - Senior Director Marketing and Deployment, Cerus Corporation

Case Study

Cerus Corporation produces biomedical products that make blood transfusions safer. With offices that stretch from California to the Netherlands, the company has served a global customer base for more than ten years.

Cerus garnered the spotlight when Zika – a mosquito-spread virus related to yellow fever – turned into an international threat to pregnant mothers. It began spreading in the Western Hemisphere in the middle of 2015 after an outbreak in Brazil. When this happened, Cerus had to get educational material on Zika to customers immediately.

ADDRESSING A FLOOD OF QUESTIONS ABOUT ZIKA WITH ON-DEMAND CONTENT

Cerus' INTERCEPT Blood System is designed to reduce the risk of transfusion-transmitted infections like Hepatitis B and C, HIV, and bacteria, as well as emerging pathogens such as dengue. So when the virus became an epidemic, Cerus was in the middle of a firestorm.

Sharing vital training material globally within hours

When Zika issues in Brazil were highlighted in the press, the company immediately received a flood of questions from customers. But it hadn't yet created public-facing content that offered sufficient answers.

"We had to react very quickly, which we could do thanks to Showpad," Alain says. "In a single day, we had our EMEA organization up to speed and had made the relevant reference material available."

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About Cerus

- www.cerus.com
- Biotechnology

Goals

- Quickly update content for frontline sales teams
- Ensure content accuracy and compliance
- Get more insight into content usage

Approach

- Centralize all content assets
- Arm field sales and medical professionals with the latest content
- Use gamification to educate customers on product benefits

Strengthen relations with key stakeholders

Simultaneously, Cerus was able to deepen its relationships with hospitals, which urgently needed content that helped staff understand and combat the virus.

“In our typical sales environment, our relationship is with the blood center,” Alain says. “But it’s the hospitals that eventually get the blood and do the transfusions. By creating content for them, we have created better relationships with hospital-based stakeholders.”

Immediate response

When the FDA and other health agencies made announcements, Cerus used Showpad to share their recommendations immediately.

“You could say that Zika is the perfect storm for us. We follow all news announcements closely,” he says. “We pick that information up immediately and share it instantly with our team. This is yet another proof that you can react very quickly with Showpad.”

COMPLIANCE AND TRAINING

Medical Compliance

In the medical industry, it is crucial for companies to get the most relevant and current content in front of their customers as soon as possible. Incorrect or out-of-date material may fail to meet regulatory compliance standards.

Effective and efficient training of medical reps and distributors around the world

Providing the latest content is important for another reason – sales. Like many other global companies, Cerus found it tough to train medical reps and distributors on new products quickly and thoroughly, especially when those products are complex medical devices. Cerus was no exception and wanted to modernize its training program.

“Before Showpad, keeping our frontline resources armed with current assets was a manual and time-consuming process,” said Alain Segers, Senior Director Marketing and Deployment at Cerus Corporation. “We would send emails out to everyone, with PDF attachments that had to be printed at different locations. Then we’d organize a webinar to explain the content and educate people on how to use it, which would trigger all the usual problems – people not being available, needing to hold the webinars in different time zones, etcetera.”

Full control over content usage

This cobbled-together system gave Cerus no way to understand how content was used once it became available internally.

“We need to pay very close attention to this in our highly regulated industry,” Alain says. “There are many things that our teams just cannot share – for example, it’s especially important to make a distinction between purely scientific and promotional materials.”

Results

- Gained visibility into content usage
- Immediately updated critical content worldwide
- Strengthened relationships with hospitals

Date founded

1991

Location

- NA HQ: Concord, CA
- EMEA HQ: Amersfoort, Netherlands
- Global presence

Employees

175

PLANNING FOR THE FUTURE - LOCALIZING CONTENT

Right now Cerus is preparing to use Showpad to produce and distribute local content, as well as create interactive content to help educate its customers. “It’s designed like a game,” he said, “where our customer can actively learn about our products.”

Going forward, the company will continue to use Showpad to get timely and important information out to its frontline representatives. “With Showpad, we can send one tailored announcement and do one targeted upload to get our team fully equipped,” Alain concludes. “This is simply something you cannot replicate with any other technology.”

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ABOUT SHOWPAD

Showpad delivers the world’s most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.