

Veeva Vault ContentManager

Enabling End-to-end Content & Digital Asset Management



Content management is experiencing a major shift, driven by the continuously evolving digital environment. This dynamic landscape calls for collaborative reviews and more rapid creation of assets that can be leveraged across channels and geographies. Traditional methods, consisting of multiple siloed systems or paper and email-based processes, are slow and increase risk. A better approach is needed to address the limitations of dated technology.

Veeva Vault ContentManager is a comprehensive solution to streamline content management. Automating the end-to-end process, Vault ContentManager provides better content accuracy and faster availability with accelerated creation, approval, and management of content across the digital supply chain. Delivered in the cloud, it is instantly accessible to all teams worldwide — simplifying collaboration and delivering a single source of truth for content. By making it easy to share and reuse content, Vault ContentManager enables greater brand alignment while controlling runaway costs.

Key Business Benefits

Greater Accuracy: Powerful referencing capabilities, core claims management functionality, and a configurable reference library ensure that your content is always accurate, organized, and accessible.

Speed to Market: An intuitive interface and automated workflows let you streamline creation, approval, and reuse of content — accelerating time-to-market.

Decrease Cost: Now you can easily distribute and manage assets across markets, delivering global brand alignment while reducing content development costs and lost opportunities for reuse.

Solution Features

Single Solution Empowering the Digital Supply Chain

Vault ContentManager automates the entire content lifecycle process, from collaborative creation, review, approval, to content updates and withdrawal of outdated materials across channels. By using a single solution across the digital supply chain, you accelerate speed-to-market, reduce risk, and allow content to be shared quickly and easily through Vault ContentManager’s global digital asset management.

Fast, Collaborative Content Creation

Creative agencies and internal teams can now collaborate in the cloud for quicker content creation, review, and approval. Stakeholders work on commercial content pieces within a secure environment, while asset owners maintain control at every step in the process. Claims are linked directly to the pieces they support. All activity is tracked, ensuring a clear, documented chain of custody throughout the content lifecycle. All file types and internet browsers are supported.

Robust Content Review

Vault ContentManager streamlines content review for all asset types, including multimedia content, by delivering automated versioning, powerful search, and real-time annotations. Configurable workflow allows you to tailor approval processes to specific department and regional needs. Features like electronic signature and audit trail ensure accountability throughout the process.

Built-in Global Digital Asset Management

Delivered in the cloud, Vault ContentManager Digital Asset Management (DAM) capabilities provide a globally-accessible repository for reusable assets.

The system not only stores approved content and related attributes like usage rights and brand information, but also saves original artwork, source files, and all content versions. The DAM capability consolidates all of your image, video, and creative files in one location, letting you quickly access and share content. Global teams can reuse approved content, tailoring or updating pieces as needed rather than developing net-new content for each use.

Single Source of Truth for Claims and Usage Rights

Claims and usage rights can be reviewed, approved and stored in a central claims library, searched, traced and reported on, and made obsolete—all at the click of a button. With advanced claims and usage rights management, your assets or claims are current and compliant, reducing your risk.

Country-specific Workflows

With globalization comes the need to adapt content to country-specific processes, codes, and regulations. Administrators can configure workflows to support additional company-specific or local market requirements.

Insights from Creation to Distribution and Withdrawal

Flexible, self-service, time-based reporting helps identify bottlenecks and areas for process improvement. Reports include average number of review cycles by product or agency, status of items by product, agency, or market, and average number of review cycles before approval. Reports are easily configurable, so users can create or adapt them to their needs. The unique “Where Used” report tracks where claims are used across your assets.

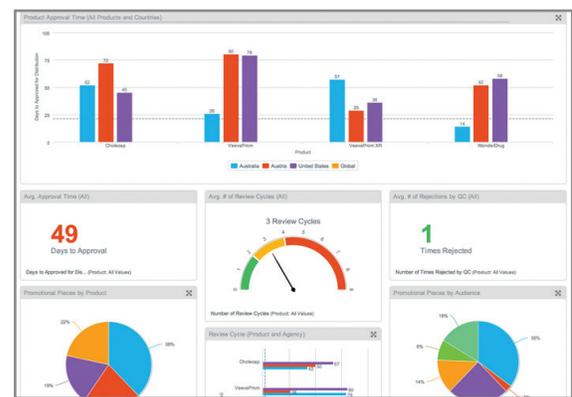


Figure 1: Actionable insights

The Cloud Advantage

With Vault ContentManager, tasks like changing workflows, security profiles, and even adding new users, take seconds. A multitenant cloud ensures that there are no servers to buy or maintain, no software upgrade projects to manage, and fewer system validation costs to absorb. Your system is always current, scalable, and adaptable to your needs.

Application Integration and Security

Leveraging the open Vault API, Vault ContentManager easily integrates with other enterprise systems. With sophisticated security, strict regulatory compliance, and flexible administrative controls, the Vault Platform replaces the multitude of antiquated and costly content management platforms with a single cloud-based solution.

Real-time Collaborative Authoring

Seamless integration between Vault and Microsoft Office Online provides real-time collaborative authoring and does so in a compliant way.