"Trace n' Track":
A Roadmap for the Content Journey

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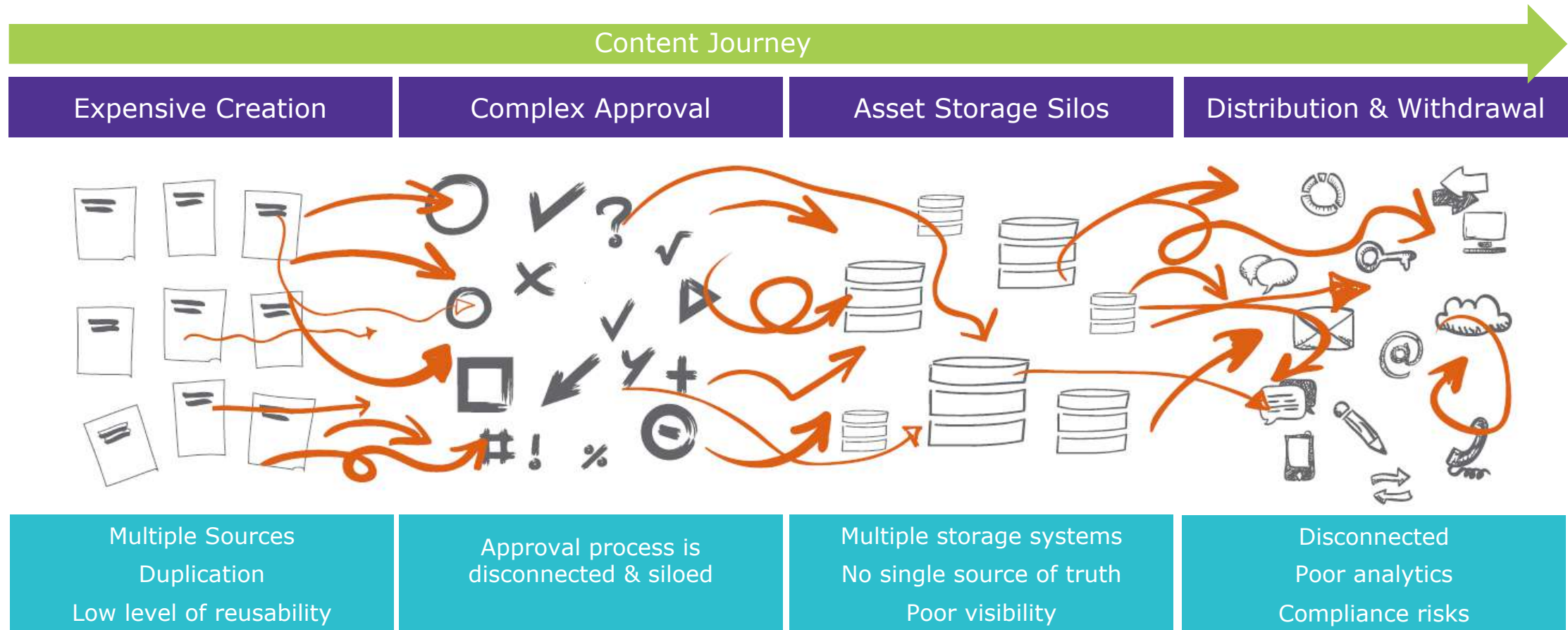# "Trace n' Track": A ~~Roadmap~~ **Passion** for the Content Journey

Contents

1	**From MLR to an end-to-end content journey & beyond…**

2	What is the future of our content journey?

3	Our ambition for the "Trace n' Track" roadmap

Our content journey & end-to-end process was complicated

Content challenge

Content Journey

Expensive Creation	Complex Approval	Asset Storage Silos	Distribution & Withdrawal
Multiple Sources Duplication Low level of reusability	Approval process is disconnected & siloed	Multiple storage systems No single source of truth Poor visibility	Disconnected Poor analytics Compliance risks

MLR and DAM were operating in silos
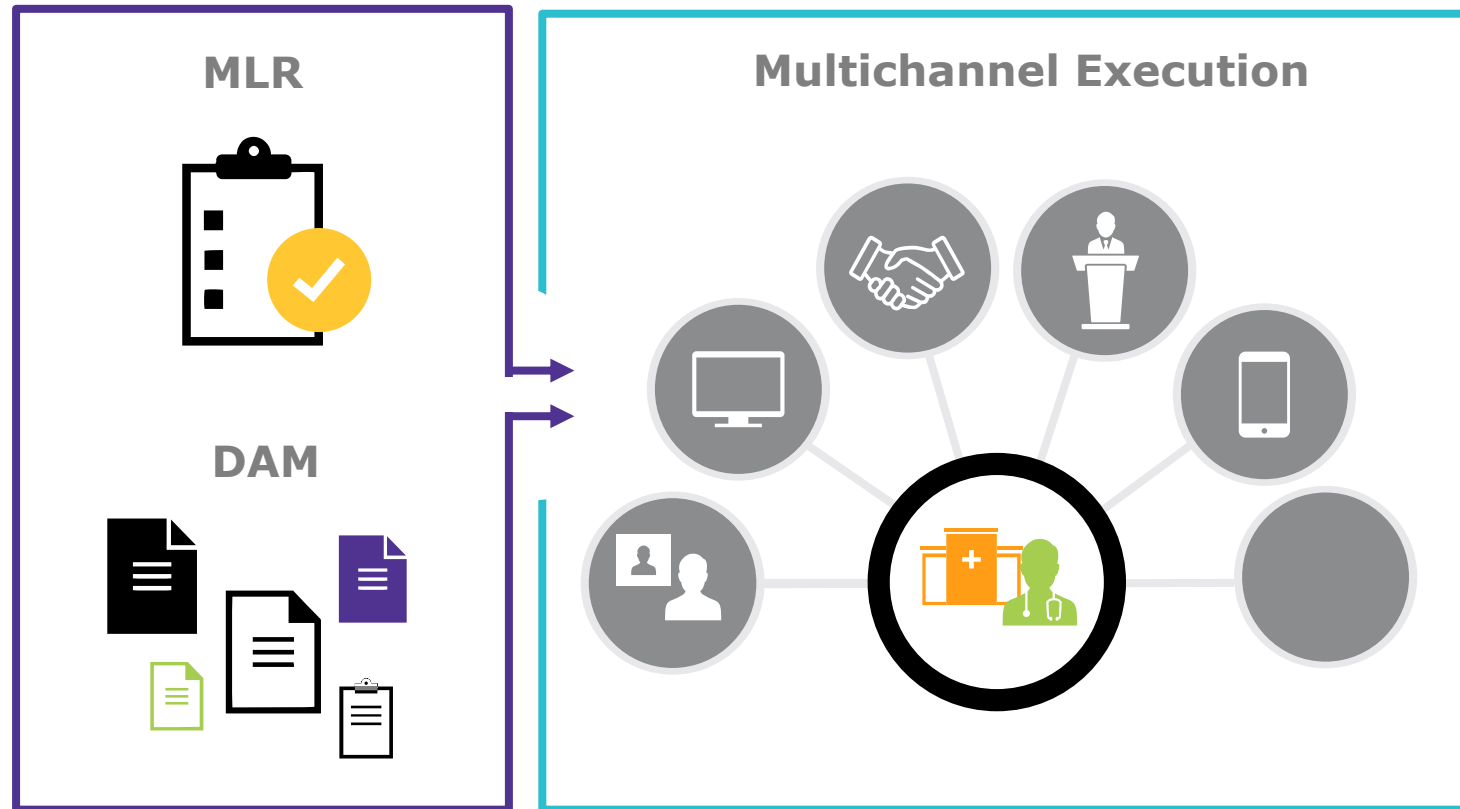
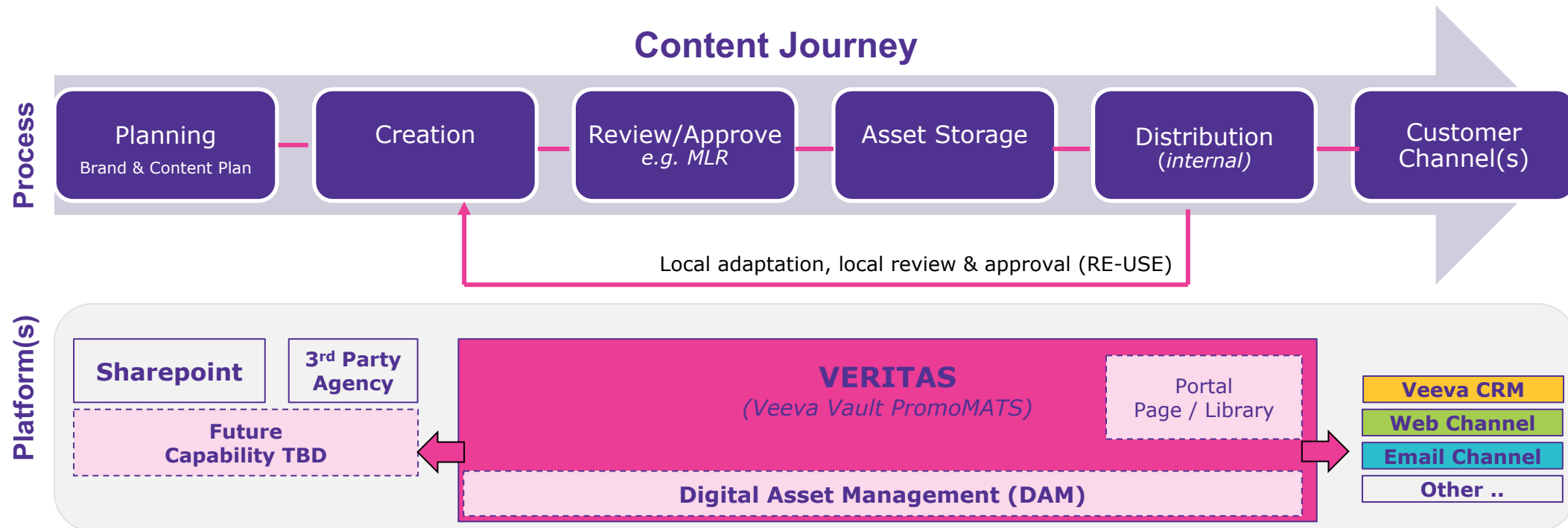Regulatory

Commercial

MLR

DAM

Moving from a traditional to a digital content strategy

Shared Ownership

VERITAS supports end-to-end processes including: **Review & Approval + Storage + Distribution in 1 platform**

Integrated content journey improves re-use of approved materials & assets

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The "Trace n' Track" Methodology

Where
does my material go?

How
is my material used?

TRACE

TRACK

From Planning to Execution & Beyond…

How to get value out of DAM in three steps

3

Step Three: Clear re-use model

Re-Use Model → Global2Local AND Local2Local

2

Step Two: We trace and keep targets

Three pillars to trace to get it right

Clear re-use model

We trace & keep targets

1

Step One: Strategic linkage to iGBP

Overview Global Activities

Strategic linkage to global planning

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New with VERITAS
Support for content end-to-end processes within one platform

Content Journey

| 1 | Planning | | 2 | Creation | | 3 | Review/Approval | | 4 | Storage | | 5 | Distribution (Internal) | | 6 | Customer Channel |

(Local market RE-USE) ★

Platforms/Systems:

VERITAS
(Veeva Vault PromoMats)

Portal
Page / Library

Future Capability

3rd Party Agencies

Digital Asset Management (DAM)

Veeva CRM
Web Channel
Email Channel
Other ..
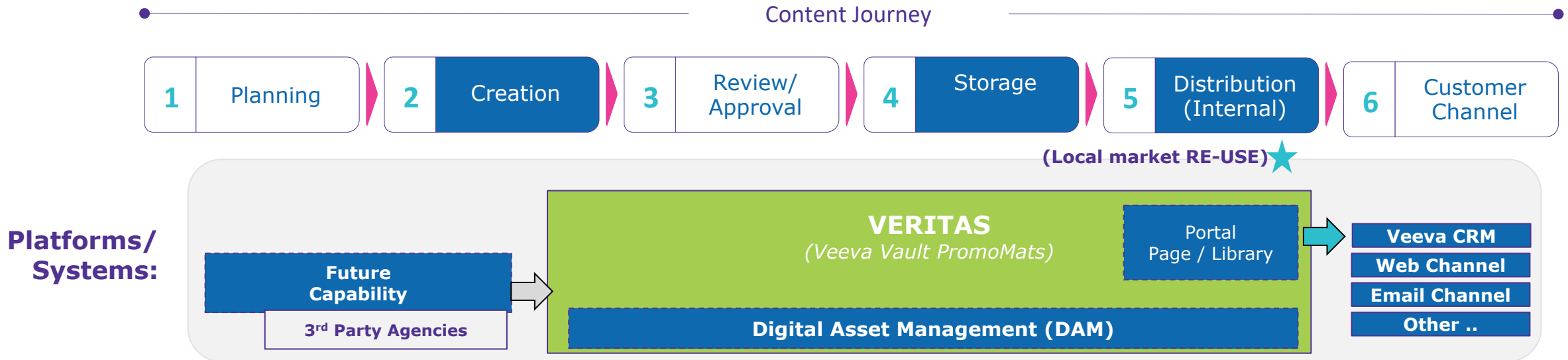
✓ Support content re-use (Global-to-Local & Local-to-Local)

✓ Full content journey supported by single platform

✓ Actionable Trace & Tracking

✓ Increased material compliance control across the globe

We have the platform and now...

How do we tag the content?

How do we change our operational model?

How do we Trace & Track?

How do we operationalize the program?

From Strategy

Global Campaigns

Approval process E2E solution

Approved content to be used in different channels & available for countries

DAM

Which countries use which material and how

Efficiency feedback loop to Global

Thank you