



SHAMAN

THE QUICK GUIDE TO...

Choosing the right Content Authoring Solution for Veeva.

Looking for a content
authoring solution?

The right one can improve the
speed and efficiency of your
marketing, the performance
of your sales teams, and your
relationship with healthcare
professionals – so choose
wisely.

In this guide, you'll discover
what questions to ask when
picking out the perfect tool.



Creating *life science content* isn't easy.

The life science industry is making a seismic shift towards digital. Standing at the forefront of this are marketing teams, which, faced with growing demands from healthcare professionals (HCPs) for **personalised** and **omnichannel** content, have been producing more of it each year to keep pace.

These figures are only expected to rise as more HCPs embrace digital content. **But there's a problem.** Faced with tight budgets, long Medical, Legal, and Regulatory (MLR) review cycles (which can take up to three weeks²) and diverse localisation requirements, life science marketing teams are struggling to push their work through the pipeline fast enough. And when they do, it's often irrelevant – field sales teams rarely or never use 77% of pharma marketing content³.

Instead, life science marketing teams must be **agile** and find a way to create personalised, brand-consistent content that's quick to deliver and easy to approve and update. All without the usual pressure that comes with producing it at scale.

**BETWEEN
2020 AND 2022¹,
THE LIFE SCIENCE
INDUSTRY SAW:**



Growth in
approved assets



More rep-sent
emails



Increase in
commercial
content volume

¹ Veeva, Veeva Pulse Field Trends Report Q4 2022, 2022.

² Veeva, 2022 Veeva Pulse Content Metrics Report, 2022.

³ Veeva, Veeva Pulse Field Trends Report Q4 2022, 2022.

What are the *options*?

Whether outsourced or handled in-house, there are several ways to produce life science content.



Agency of Record

Helps you develop creative content and messaging strategies.



Local Agency

Creates and localises multichannel Veeva CRM content for specific local markets, ensuring that it's MLR compliant.



Digital Factory

Produces content at scale in regional or global hubs, which are often based in low-cost countries. Organisations can submit request tickets to localise their content for specific markets.



Content Authoring Solution (CAS)

Technology that lets you create, localise, and upload content to Veeva Vault.

Reimagining your *Content Model*

Life science organisations (LSOs) have typically relied on agencies, digital factories, and manual workflows to take care of the whole content production process. While these options have their strengths, they're also inefficient.

Agencies can be a great creative ally for developing key messages and eye-catching visuals, but working with them is often costly and time-intensive. Producing HTML from the ground up each time is prone to errors, which inevitably leads to more QA testing, and every content decision you make has to go through your agency too, delaying your time to market.

Digital factories, meanwhile, may seem more cost-effective at first, but they don't give you any visibility over the creation process – which itself can take months – while the constant back-and-forth in communication can drag this time out even longer.

The right CAS has a lot to offer when it comes to automating repetitive tasks like local content creation (including HTML) and localisation, letting you bypass the typical production stage altogether.

A CAS gives you the freedom to rethink your content model. From creation and localisation to HTML production and distribution, ask – what aspects of the lifecycle can you improve? What value would a CAS bring to each step? Paired with the creative power of agencies, a CAS can boost the efficiency of your production model while significantly cutting your costs and time-to-market. You just need to decide how you want to use it.

| | AGENCY OF RECORD | LOCAL AGENCY | DIGITAL FACTORY | CONTENT AUTHORING SOLUTION |
|--------------|---------------------|-----------------|--------------------|----------------------------------|
| STRATEGY | ✓ | × | × | × |
| LOCALISATION | ✓ | ✓ | ✓ | ✓ |
| AUTOMATION | × | × | × | ✓ |
| COST | \$\$\$\$ | \$\$\$ | \$\$ | \$ |
| TIME | ○○○○○ | ○○○ | ○○ | ○ |

What should you *look for* in a Veeva CAS?

Discover endless design and branding opportunities, seamless personalisation tools, and a user-friendly platform that makes it easy to build winning campaigns in no time. Who knew creating emails could be so fun?

WHAT SHAMAN OFFERS

The Shaman CAS makes it easy to create, edit, localise, and reuse compliant content that wins over HCPs in a heartbeat. With a stunning choice of pre-designed branded assets, shared campaign templates, global content, and a modular content system, as well as automated localisation and seamless Veeva integration, you can give local content teams the power to make a real impact – all without the need for design skills, coding, or outsourcing.



Easy setup and onboarding process



Intuitive interface for the whole team



Fast drag-and-drop content creation



Flexible support for different content types



Direct sync with Veeva CLM



Powerful personalisation tools



Insightful sales call and customer analytics



Seamless integration with your omnichannel efforts



Responsive customer support and training

DECISION TIME

On the next pages you find the questions you should ask yourself when looking for the perfect CAS.



Q&A

Questions you should ask yourself when *looking for the perfect CAS.*

1. Does your CAS support a global content strategy?
2. Who are the users?
3. Can your agency use your CAS?
4. How easily can you track content?
5. Does your CAS integrate with your workflows?



1. Does your CAS support a *global content strategy*?

Think big. Look for a CAS that offers strategies to improve your content production model. This way, your local and global content teams can easily work together to create, manage, and localise assets at scale across multiple channels and markets.

The matrix below shows a few popular methods for reimagining your content production and when to use them:

STRATEGIES FOR EFFECTIVE GLOBAL CONTENT PRODUCTION

| | BRAND DESIGN SYSTEM | COMPOSITE ASSETS | MODULAR CONTENT |
|----------|--|--|--|
| Best for | <ul style="list-style-type: none">• Local initiatives• No or few MLR reviews• Non-reusable content | <ul style="list-style-type: none">• Regional campaigns• Reusable local initiatives• Sharing best practices | <ul style="list-style-type: none">• Many MLR reviews• Key brand/TA claims• Product information |
| Strategy | <ul style="list-style-type: none">• New or duplicate content• Templates and image library | <ul style="list-style-type: none">• Text searchable (English)• Duplication and translation | <ul style="list-style-type: none">• Pre-approved assets (global, local)• Drag and drop modules |
| Example | <ul style="list-style-type: none">• Local invite• Local reimbursement info | <ul style="list-style-type: none">• Webinar recordings• Patient days• Local email fragments | <ul style="list-style-type: none">• Core brand claims• New disease data |

WITH SHAMAN

The Shaman platform supports all three of these strategies. You can pick from a selection of pre-approved email templates on the Brand Design System, and create stunning local variations of brand assets, images, and design layouts from the Global Image Library.

Your global and local assets are all stored on the ShamanHub, where teams across your organisation can easily find, edit, and localise them using AI-powered writing and translation tools. Then with the Modular Content Builder, you can add custom, pre-approved modules such as images, text, references, and claims from Veeva Vault to your emails.

2. Who are the *users*?

It all starts with people. Who will use your CAS – local marketing teams or agencies? If you're equipping local content teams with any kind of new software, make sure you choose something user-friendly and intuitive that they can get onboarded with as quickly as possible.

Your local marketing and digital teams are essential cogs in the content creation machine. They're responsible for giving field reps the relevant and personalised Veeva CRM content they need to reach HCPs around the world. If they're struggling to use your CAS, they can't control the production process, which means you can't hold them accountable for it. And so, the whole system falls apart.

Software is only useful if it's being used, in the end.

WITH SHAMAN

The problem with many content creation platforms is that they're too complicated and tedious for local content teams to get to grips with. That's why the Shaman CAS makes things simple. Our interface and editors pack a host of state-of-the-art features, but crucially – they're easy to use. Meanwhile, our pre-designed brand assets and machine-learning localisation tools help local teams take charge of their work from day one.

Shaman also provides dedicated success teams and hands-on support across multiple channels to help flatten the learning curve. It's thanks to this, alongside our deeply intuitive technology, that people adopt our platform quickly and use it often. An extraordinary 55%-100% of all content in our customers' Veeva Vault is created with Shaman while over 80% of end users are active on the platform, with all of them logging in at least once a month and half doing so every week.



3. Can your agency *use* your CAS?

Combined, your agency and a CAS can make a powerful union. The right CAS will easily accommodate your agency, giving it the tools, training, and support it needs to set brand guidelines and develop personalised campaigns for HCPs that hit all the right buttons.

And talking of buttons, look for a CAS that offers user-friendly templates and editable content that can be reused and localised in just a few clicks. An intuitive platform will let your agency spend time on what really matters – producing captivating messages that connect with HCPs – not fighting with the tools.



WITH SHAMAN

Shaman is the only CAS that's **agency-agnostic**. We make it easy for your agency of record to set up templates and campaigns in Shaman and publish them to specific markets – all with the proper access permissions – while supporting them with tailored training and certification programmes. We can also enroll digital factories or let local markets onboard local agencies if needed.

4. How easily can you *track content*?

Veeva workflows can get complicated fast. That's why it's crucial to find a CAS that lets you track content across the entire production lifecycle with tags and annotations. Trust us – you don't want to be doing this manually.

Content teams need a **clear tagging taxonomy** that tells them whether their work has been synced with Veeva Vault, if it needs MLR review, and how far along the approval cycle it is. They should also be able to gather **data and insights** on how to improve the content strategy. This will prevent errors, speed up your time-to-market, and simplify the overall production process.



WITH SHAMAN

Don't let content teams work in the dark. With Shaman, you can set up an auto-generated, globally standardised naming and **tagging system** for your organisation, alongside **validators** to make sure this information is added to your content before it's synced with Veeva.

These features give you total visibility over the content production process and put a stop to long-winded manual Veeva upload processes. And keep your eyes peeled – the Shaman platform will soon feature an AI-powered **auto-tag suggestion tool** to help you consistently select the right messages out of your full message list.

5. Does your CAS *integrate* with your workflows?

A lot goes into making great life science content – vital medical information, brand-consistent design, granular personalisation features, and a host of teams and agencies that help localise and share this content with HCPs across the globe. The sheer scale of this means you need to choose a CAS that integrates with your content strategy as seamlessly as possible.

Veeva Vault is the backbone of your production model. It's a single source of truth, and your CAS should treat it as so, providing customisable options for expiring approved content from Veeva Vault and making it easy to sync assets back and forth between your CAS and Veeva.

When LSOs use highly specific content solutions that lack Veeva integration, they end up being forced to rely on manual quality control and testing processes, which are slow, complicated, and prone to errors.



WITH SHAMAN

Our platform is purpose-built for Veeva Vault. With Shaman, your content mirrors what's in Veeva, including status and version updates, making it easy for you to sync it back and forth whenever you like.

We prioritise security too – Shaman user access can be logically separated from Veeva Vault.

Shaman *helps you...*



SPEAK TO THE WORLD

Localise and translate your best Veeva content at the touch of a button and share it with local and global teams in seconds.



HIT THE GROUND RUNNING

Shaman offers hands-on support and training to get your teams up and running with the platform as quickly as possible.



REDUCE TIME TO MARKET

No more outsourcing delays. Rapidly create approved Veeva content like emails and presentations in hours, not weeks.



GAIN CUSTOMER INSIGHTS

Uncover valuable HCP data from your presentations and emails to optimise your content strategy.



WIN OVER MORE HCPS

Effortlessly personalise content for audiences worldwide using automated localisation and translation tools.



GET THE MOST OUT OF VEEVA

With full Veeva integration, Shaman lets you synchronise, track, and preview Vault content in one place, stress-free.



MAKE YOUR BRAND SHINE

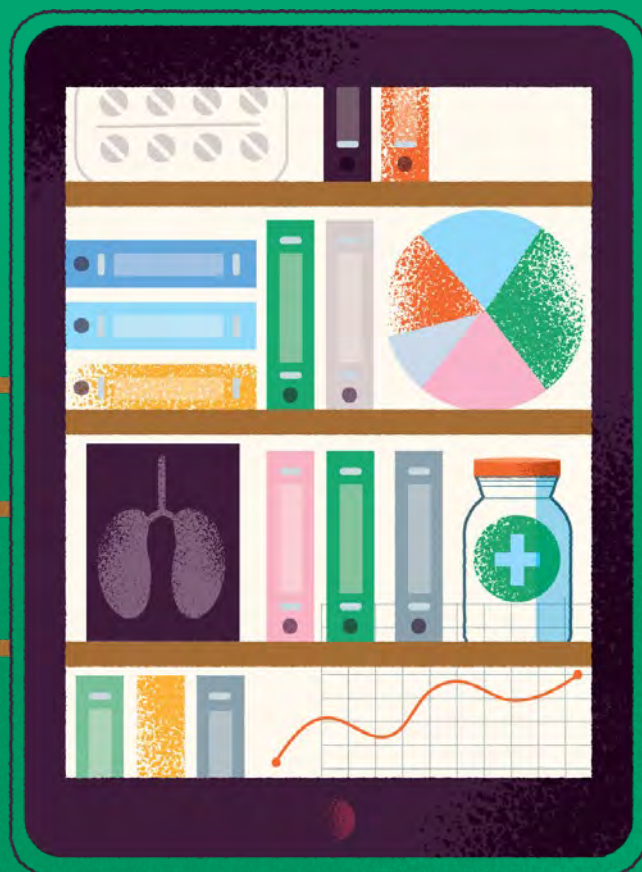
No more endless design meetings, either. Bring your creativity in-house with pre-designed templates, flexible modules, and countless interactive elements – no coding required.



CUT YOUR COSTS

Shaman significantly reduces your overheads, especially when you create content at scale.

Introducing our CONTENT BUILDERS



Approved Email Builder

Marketing Email Builder

CLM Builder

Slide Builder

ShamanHub

Create *Approved* Emails that make an *impact*.



Approved Email Builder

Shaman's no-code Approved Email Builder lets marketing teams quickly and easily create beautiful, branded Veeva emails for field sales teams on the fly. In just a few clicks, you can craft email campaigns that drive engagement, build trust, and deliver real, personalised experiences to HCPs, all without the need for design skills, coding, or outsourcing.

Build your email using a stunning selection of assets and templates from the Brand Design System, then use dedicated AI writing and translation tools to create copy for local markets. Finish your email in the intuitive drag-and-drop editor, adding modular content, personalisation tokens, and predesigned blocks as you go, then instantly test and preview it before syncing with Veeva Vault. Piece of cake.

*Mass
Email,
Minimal
Effort.*



Marketing Email Builder

Creating, updating, and localising mass email campaigns can be a monumental task. Not with the Shaman Marketing Email Builder. Our platform makes it easy for you to craft and repurpose pre-approved and personalised life science content for Salesforce Marketing Cloud, at scale.

Build your emails from pre-designed templates, dynamic content blocks, and modular content, then tell the MagicCopy tool your key message – it'll do the writing for you. Thanks to the builder's intuitive, no-code drag-and-drop interface, you can easily add Salesforce personalisation tokens to your email campaigns and tweak the logic of dynamic content blocks based on the CRM attributes of your emails to drive up those engagement rates.

Your email HTML is designed for Salesforce Marketing Cloud. That means you can export and upload it – complete with AMPscript and instructions for the internal marketing cloud team – with a simple point-and-click.

Interactive Detail Aids *in hours, not months*



CLM Builder

Breathe new life into boring, static documents and presentations with the Shaman CLM builder. Our platform gives your teams the tools to generate HTML in Veeva on the fly and create interactive CLM presentations for Veeva in as little as an hour – for a fraction of the cost.

IMPRESS HCPs

Combine videos, PDF documents, slides, MP3s, and HTML to create dynamic content that HCPs will love.

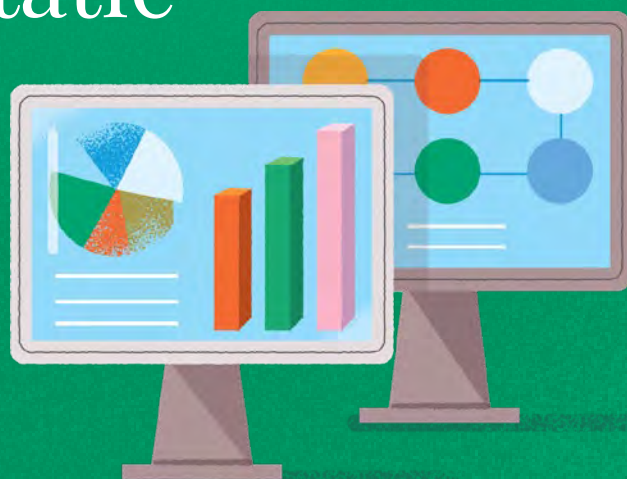
REVIVE YOUR DOCUMENTS

Import your existing PDFs and PowerPoint presentations into the CLM builder and make them interactive with links, menus, polls, animations, and other effects.

BE RELEVANT

Add even more personalisation tools to the CLM so that field sales teams can reach HCPs by launching relevant mini-brand stories or adding email fragments to the email basket during calls.

Convert your static document to an *interactive CLM for Veeva*.



Edit and localise CLM slides in three easy steps

Empower your sales team to deliver impressive CLM slides that make an impact wherever they land. With the Shaman Slide Builder, you can edit or localise your CLM slides in three easy steps.

1. IMPORT

There's no need to spend weeks rebuilding your existing artwork from scratch. Just import it as a PDF and watch as the builder turns it into an editable slide.

2. DUPLICATE

Easily build templates from your new slide to reuse and localise in different markets.

3. LOCALISE

Set permissions or lock shapes, images, and text for localisation using the Slide Builder's powerful placeholder feature. And get the language just right with the dedicated machine-learning translation tool.

*All in
one Place.*



ShamanHub

ShamanHub is the base of your content reuse strategy. It brings all of your approved Veeva content to the surface where it can be shared globally or among local teams.

Using a powerful machine learning tool, ShamanHub auto-translates the best content from your Veeva Vault into English from over 100 languages so you can easily view and search for it, sort it by relevancy, create deep copies, and generate summaries.

Got a great email from Spain? Translate it in seconds for a local market in South Korea, then do the same for Turkey, and beyond. Finish up by adding shared media from ShamanHub such as design layouts and images, then reuse your content across different channels and markets. In this way, it takes just weeks to launch successful global or regional campaigns from within your organisation.

Discover Shaman's Content Authoring Solution for Veeva

We'd love to walk you through our CAS in a quick 30-minute call. That's enough time for us to explain exactly how we can help boost your content strategy.

YOU'LL FIND OUT:

- Why Shaman is the right fit for your organisation
- How to easily create, localise, and share Veeva content using our CAS
- Which features of the platform you'll benefit from most
- How much time and money you'll save with Shaman

Book a discovery call

sales@getshaman.com
(+31) 23 8902510
getshaman.com



TRUSTED BY TOP LIFE SCIENCE COMPANIES LIKE:



About Shaman

Trusted by over 2,500 content creators across a range of LSOs, Shaman is the leading no-code, do-it-yourself content creation platform for Veeva Commercial Cloud. It allows marketing teams to take back control of the conversation and effortlessly create Veeva multichannel content in line with their unique requirements. What's more, Shaman makes it easy to share and reuse this content across different markets, bridging the gap between global and local teams.

© Shaman BV 2022. Shaman is based in The Netherlands with employees in over 10 countries.



SHAMAN