Industry Update
Zinc to Vault PromoMats

MedComms Networking Event - 4th July 2018
http://www.medcommsnetworking.com/
Zinc MAPS: End of Life Milestones

- **Sep 2015**: Veeva acquired Zinc
- **June 2016**: 1st Customer moves to PromoMats
- **June 2018**: 50% of Zinc customers moved or have confirmed plans
- **January 2020**: One year until Zinc closes
- **January 2021**: Zinc export provided / decommissioning begins
- **December 2020**: Access to Zinc ceases
Zinc to Vault PromoMats Upgrade Progress

95 Zinc sites have migrated or are in the process of migrating
Industry Update
The Strategic Viewpoint
### Veeva Spans an Entire Life Sciences Company

<table>
<thead>
<tr>
<th>Clinical Trials</th>
<th>Regulatory</th>
<th>Quality and Manufacturing</th>
<th>Medical Affairs</th>
<th>Field Medical</th>
<th>Marketing</th>
<th>Sales</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>Study Startup</td>
<td>Registrations Submissions Submissions Publishing Submissions Archive</td>
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<td>Data Services</td>
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Content & Interactions Drive Application Selection

MedComms

Single source of truth

Prescribing Information
Standard Verbal Responses
MSL Slide Kits
Cover Letters

Standard Written Responses
Medical Presentations
Global Value Dossiers
Training Materials

PromoMats

Single source of truth

Core Promotional Claims
Approved Email
Digital Content
CLM Presentations

Press Releases
Promotional Presentations
Core Visual Aid
DTC Ads

Scientific Exchange

Marketing

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Digital Supply Chain

Review / Approval

Multi-Channel Distribution

Digital Channels
Complete Digital Supply Chain

Vault PromoMats

Creative Collaboration → Review / Approval → Multi-Channel Distribution

Digital Asset Management

Digital Channels
Three Things You Need to Know
Three Things You Need to Know

More than Zinc
Source Content
Agencies are Key
Three Things You Need to Know

- More than Zinc
- Source Content
- Agencies are Key
Audit Trail (Route Map)

- Deeper audit information is shown between the Timeline View and Audit Trail.
Reviewers assign Verdicts (Stamps)

- More robust than Zinc as Verdicts are mandatory (Zinc Stamps were not enforced)
Anchors (Referencing)

- Linked Document is the Reference Link
- Anchor is the highlighted section within the Reference document – these can be named in PromoMats for easy and accurate reuse
Three Things You Need to Know

- More than Zinc
- Source Content
- Agencies are Key
Source Content Promotes Content Re-use

Globally Approved Content

Global visibility of content consistency, efficacy, approval, distribution, custody and withdrawal

Fully-referenced materials and asset toolkits flow from HQ, through to regions

Americas
EMEA
Asia Pacific
UK
France
Three Things You Need to Know

- More than Zinc
- Source Content
- Agencies are Key
Agencies are Key

- **200+** Customers
- **165+** Countries
- **3M+** Jobs completed
- **5,000+** Agency users
Vault PromoMats Certification Program - Agencies

Giving agency individuals the skills they need to work with Vault PromoMats, giving you peace of mind.

TRAINING MODULES
EXAM SIMULATION
CERTIFICATION DATABASE
GLOBAL SERVICE CENTRE
Bite-Size Module Library 50+ Modules

Each module takes approximately 5 minutes to view and then try.

Bite-size learning enables users to fit training round workload.
Exam Simulation

Simulation Navigation and Scoring Metric

You will be facing a series of different Vault PromoMats tasks. The number of steps you need to take to succeed will differ with each task.

To set expectations, you will be greeted with an introductory pop up before each new task. The pop-up will deliver the necessary instructions required to complete the challenge.

Once a task has been accepted, there are some rules you need to abide by to pass the simulation without losing any lives.

Select an image below to review the instructions.

- Scoring Metric
- Simulation Navigation
- Bonus Tasks
Certification Database
www.veeva.com/promomats-certification
Global Service Centre

• Veeva continues to provide 24/7 support to Zinc & PromoMats Customers, and process over 10,000 requests each month
Additional Support

Promotional Compliance Group
LinkedIn

DAM life Sciences Community
LinkedIn

Vault Help for Zinc MAPS
Vault Help

Vault PromoMats Innovation Hub
Veeva & U
Get in Touch

For more information regarding any aspect of the Veeva PromoMats Certification Program for Agencies, please send an email to: vpcpa@veeva.com

Or find us on the web: https://www.veeva.com/agencies
Thank you