

Brochure

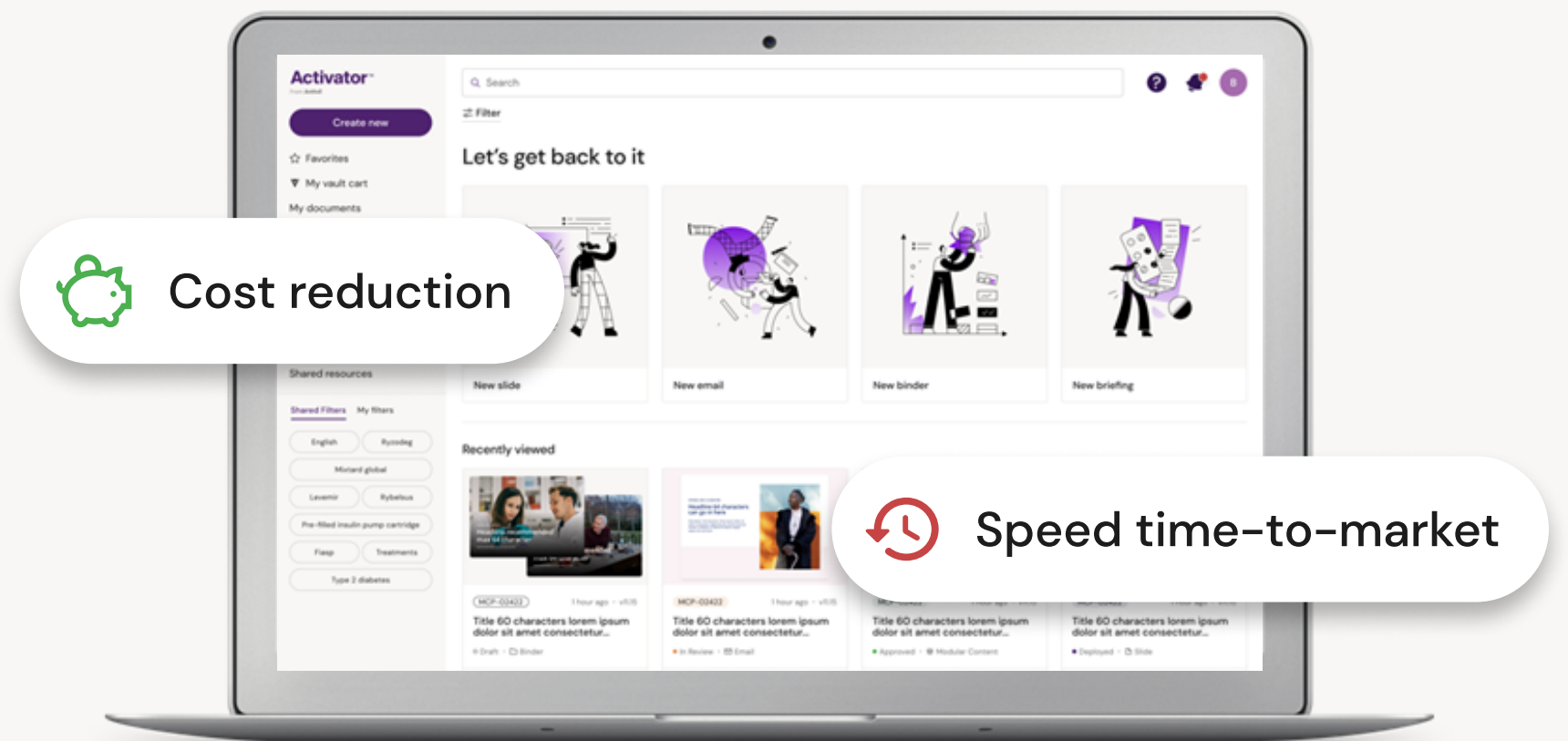
Activator speeds and simplifies your content supply chain.

Activator™
From Anthill

What is Activator?

 **Vault** Integration

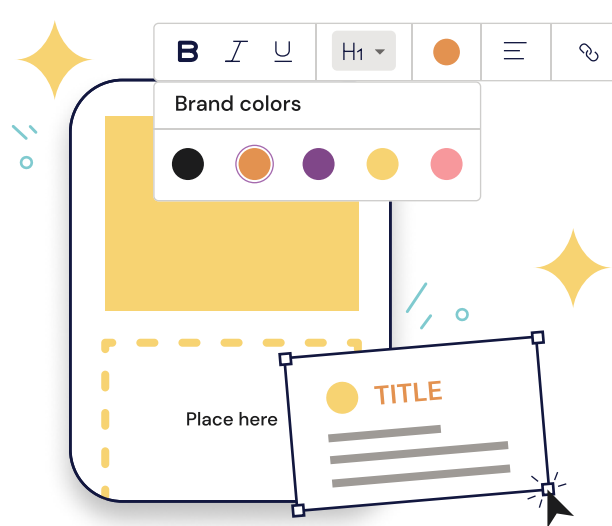
Activator is a digital content management platform completely integrated with your Veeva Vault. It reduces costs, empowers your teams to create, and speeds time-to-market of always on-brand content. Because Activator makes everything easier, you really can make a bigger impact – effortlessly.



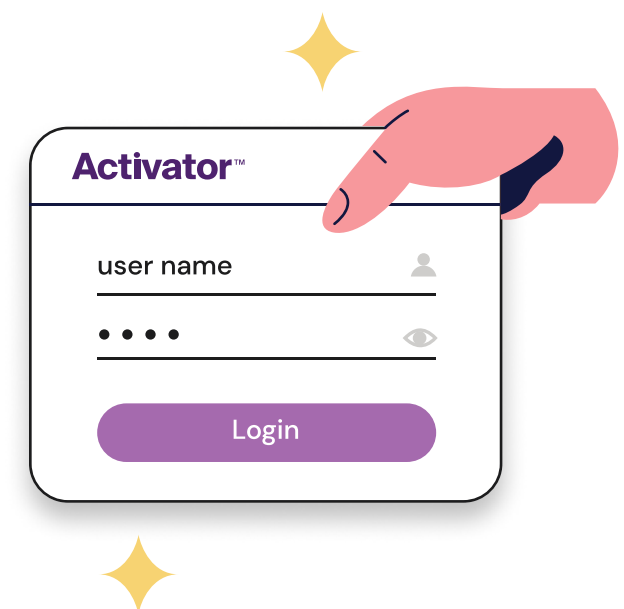
How Activator works



Activator is a cloud-based solution that makes it easy to create, edit, design, approve and localise sales and marketing content. Activator connects securely to your Veeva Vault, which remains the 'single source of truth' — all content begins and ends its lifecycle in Vault.



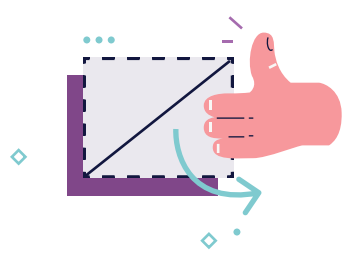
By simplifying everything, Activator enables brand teams and affiliates to speed content time-to-market while lowering costs. It also unlocks Veeva Vault's potential for modular content, bringing further efficiencies by making it possible to easily re-use content across channels.



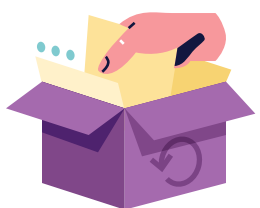
Activator can be quickly implemented across your organisation with industry-standard user interface design and 'single sign-on' enabling people to use their standard credentials.

Speed

Activator removes friction from the whole content creation, approval, and localisation process – which means more content, created faster, and without compromise.



Use pre-approved modular content and templates: Speed content production by using pre-approved templates and 'modular content' — immediately accessible right in Activator. Simply insert into the channel that is being built. It just takes seconds.



Re-use modules across multiple channels: 'Modular content' is created once, approved once, and then used in as many channels as you require. This speeds the production of materials by making it easy to re-use core content — enabling you to deliver more content faster than ever before.



No coding or developer experience required: Use Activator's visual interface to quickly build content for channels like eDetailing and Approved Email and see changes as they happen. No coding or developer experience is required.



Create quick briefs for your agency/production partner: Quickly mock-up content in Activator to direct your agencies. Now you can speak their 'visual language', better communicate your ideas, and avoid misunderstandings, so fewer revision rounds are required.



Enhanced collaboration tools: Activator makes it easy to comment on content by adding clearly visible notes. It's even possible to 'tag' people to indicate responsibilities or enable them to share their expertise on specific topics. In this way, Activator improves collaboration by facilitating discussion in a clear and structured way (rather than emails, messages etc.).

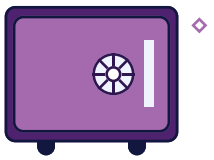


Version control: Activator automatically keeps track of changes to content. This helps speed MLR by making material easier to review — and ensures that you, your affiliates, and their agencies are always working with the latest approved content. No confusion, no hassles, just clarity.

Activator brings speed. It reinforces what's great about Veeva Vault – **your content safety** – and then **removes friction.** If you choose to connect to Vault with Activator, **everything goes faster.**

Veeva Vault activated

Activator keeps your **content safe in Veeva Vault** while making everything easier to **overview, search, adapt, re-use and share**. Now you can get the full value from all your creative investments.



Content safe in Vault: Activator connects to Vault through an API. This means that your content never leaves Vault — everything remains securely in place for its entire lifecycle. But now, with Activator, your content becomes easier to overview and editable.



Content visibility: By connecting to Vault through an API, Activator provides a full overview of all your available content. Everything becomes clearly visible. And Activator enables you and your creative partners to quickly make updates — without the content ever leaving Vault.



Best-in-class content creation tools: Activator makes your Vault marketing content more dynamic and editable. Now it becomes easy to create and update content for key channels like eDetailing and Approved Email. With Activator, it just takes seconds to insert content elements, rearrange on screen, make copy edits, and alert MLR for required approvals.



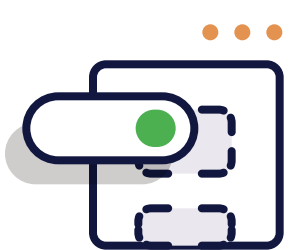
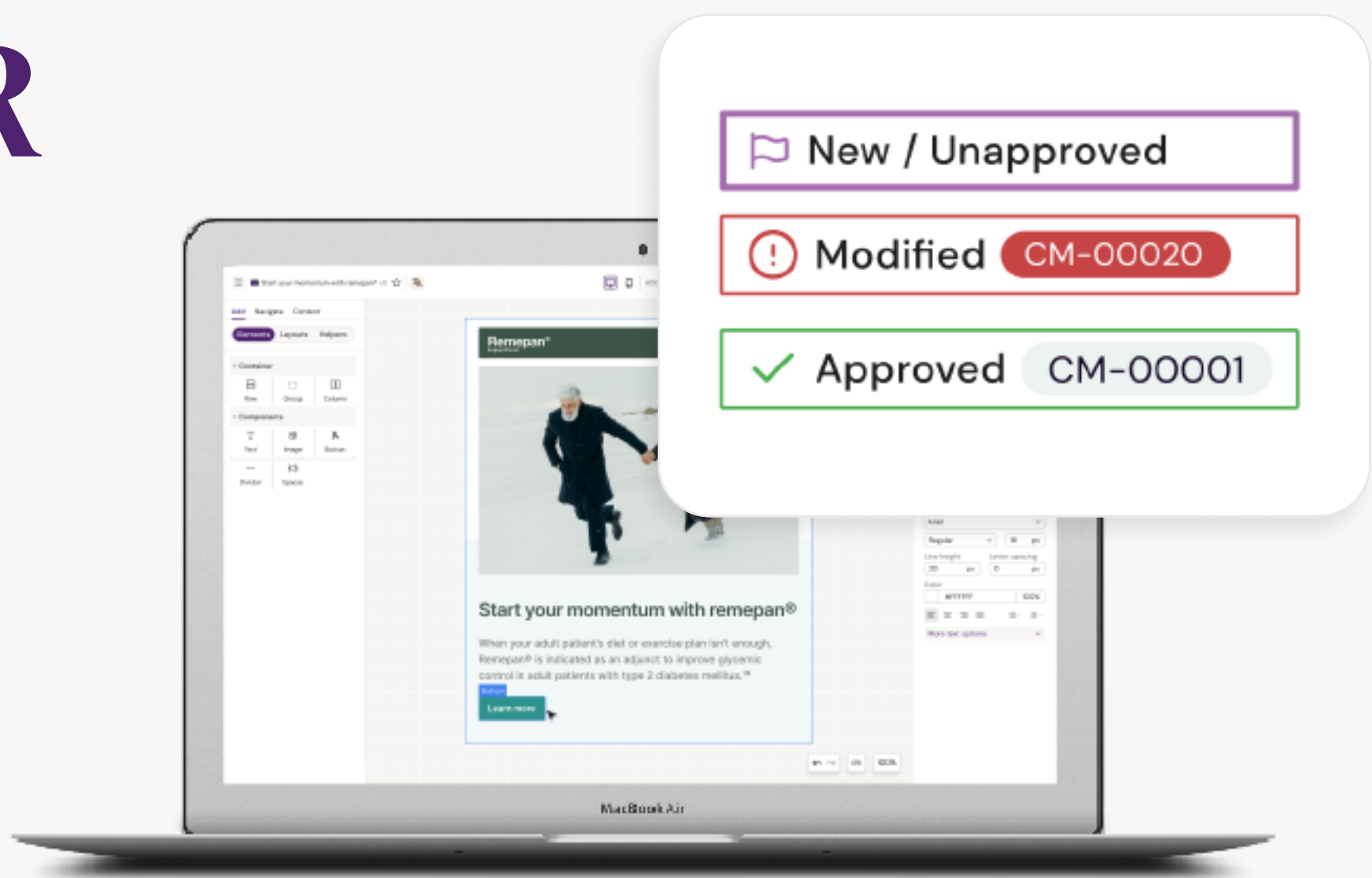
Better agency collaboration: Because your content never leaves Veeva Vault, you never need to worry about keeping track of materials saved in multiple places and in different systems. Activator ensures that everything is always secure yet accessible, so it can be continually re-used and repurposed — ensuring that you get the full value from your content.



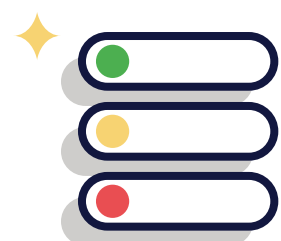
Enhancing collaboration: The content visibility that Activator provides makes it more accessible. Now all content gets seen and is more easily shared. This unlocks its full value, enabling great ideas from HQ and affiliates to quickly spread across your organisation — so your very best content reaches more customers faster than ever before.

Faster MLR

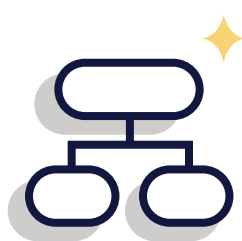
Simplify and speed MLR reviews. Activator enables content history to be easily traced, makes approval status clearly visible, removes the unnecessary duplication of work, and helps MLR colleagues to focus their attention just where it's needed.



Modular content activation: By enabling modular content, Activator further simplifies and speeds the review process. Modular content is approved once but then used multiple times across channels. Uniquely, Activator's handling of modular content provides MLR with a complete development history of every module.



Approval status clarity: An innovative 'traffic light' system (green approved, yellow modified and red unapproved) enables MLR to quickly overview the content and focus their attention exactly where it is needed, avoiding the duplication of work.



Complete development history: Activator speeds approvals by providing an instant and complete overview of the review status of all content elements. MLR no longer have to go hunting for information. Everything is right there in Activator, immediately accessible.

Understanding modular content

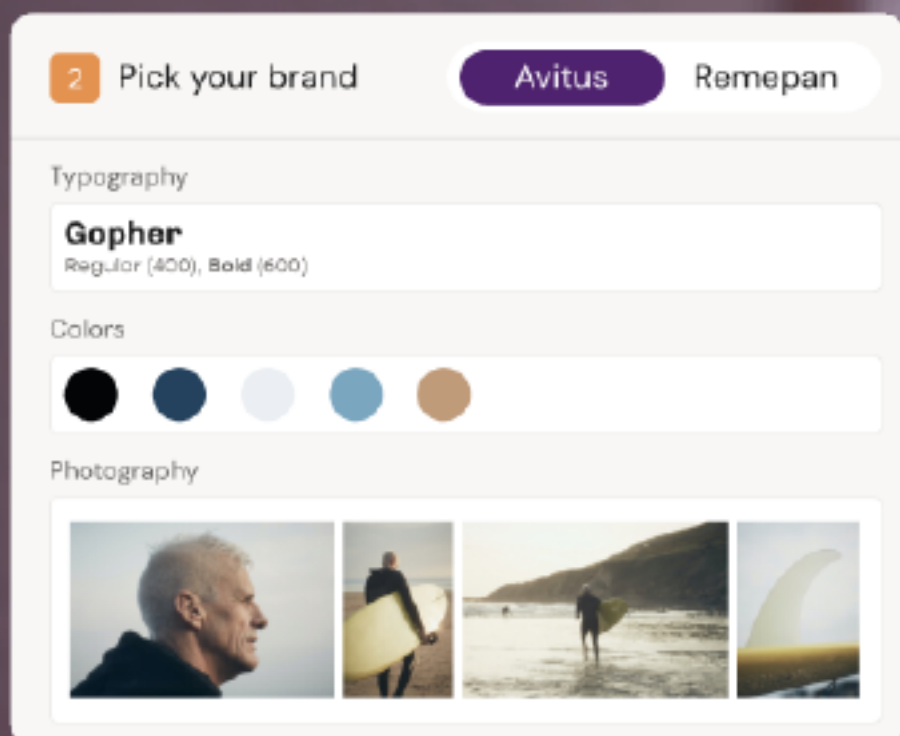
It isn't created for any one channel, but rather designed to work in multiple channels. Pre-approved modules—including product claims, copy, graphics, and logos—are created, documented, and stored in Veeva Vault, and can quickly be combined to create new assets.

Because modular content is pre-approved they don't need further approvals, saving MLR significant time. If claim updates are required later on, they can be dynamically applied at the module level, rather than necessitating a recreation (and re-approval) of the entire finished asset.

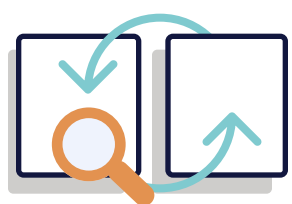
**Localisation complexity
puts the breaks on
content time-to-market.**

**Activator simplifies the
process — delivering
clarity on content
status, providing
collaboration tools, and
making modular content
accessible and simple.**

Easier localisation



Speed content localisation throughout your entire organisation. Activator makes it easy to track content adaption and translation across markets and provides localisation tools that simplify and clarify the process for affiliates.



Quickly compare local and global content: Activator provides a ‘side-by-side’ view, enabling people to see the global master content and the localisation simultaneously on screen. This allows reviewers to easily and quickly compare content. Now, rather than dealing with multiple documents, everything is right there in Activator — presented in clear visual way.



Side-by-side translation review: Activator’s ‘side-by-side’ view enables you to see both the original ‘master’ text and the translation simultaneously on screen. This facilitates faster content reviews and simplifies the translation processes — providing a useful comparison of text lengths, which change significantly across languages.



Industry standard formats: Activator enables easy import and export of Excel, CSV and XLIFF file types which are industry standard for translation. Therefore, no disruption is made to agency practices while you and your affiliates benefit from Activator’s improved localisation oversight and collaboration tools.



Modular content: By using Activator’s modular content abilities, you enable affiliates to produce more content in less time. The ability to reuse pre-approved content greatly simplifies localisation and empowers local markets to quickly create materials. It also reduces MLR workload resulting in faster content time-to-market.

Cost efficiency

Activator brings efficiency that enables you to achieve more with your existing resources. It removes the duplication of work, unlocks more value from your Veeva Vault, simplifies everything so things happen faster, and frees your agencies to focus on truly creative work.



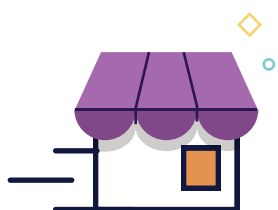
Fast and simple content production: Activator makes it easy to create and update content for key channels like eDetailing and Approved Email. Now it just takes seconds to insert content elements, rearrange on screen, make copy edits, and alert MLR for required approvals.



Efficient content re-use: Activator makes it easy to access pre-approved templates and modular content right within the system. This means that assets are both faster to create and reusable across channels — bringing efficiency that results in more content created in less time.



Faster MLR approval: By providing metadata on all content, Activator enables content history to be easily traced. This, together with the innovative 'traffic light' approval status system and the potential for modular content, removes the unnecessary duplication of work and enables MLR to focus their attention just where it's needed.



Rapid time-to-market: Speed content localisation throughout your entire organisation. Activator makes it easy to track content adaption and translation across markets and provides localisation tools that simplify and clarify the process for affiliates.



Veeva Vault activation: Activator keeps your content safe in Veeva Vault while making everything easier to overview, search, adapt, re-use and share. Now you can get the full value from all your creative investments. Nothing is hidden, forgotten or goes to waste.

**By fully-activating your
Veeva Vault, and
enabling modern
content management
practices, Activator
makes the pharma
marketing supply chain
efficient — enabling you
to deliver more content
in less time.**

Designed for pharma

Activator was created by Anthill Agency — a hybrid consultancy, agency and software company that's dedicated to digital communication in the life sciences.

We witnessed our clients' struggles with their content supply chain and developed Activator in dialogue with them to solve the specific content challenges of pharma.

Special thanks to Anthill's industry partners whose support made Activator possible and who continue to shape the solution's development through their insights and in-the-field experience.



Anthill

Partner with us

Looking to get more from digital in your organisation? Work with an experienced partner who understands the technology, the content, and the human factors that determine success.

Petter Rönström

VP ANTHILL TECHNOLOGIES

+45 53 55 92 65

pro@anthillagency.com

[CONTACT US](#)

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