

How to increase content go-to-market speed



01

Challenge

Reduce content creation and localization costs, increase transparency and oversight, and speed time to market

02

Solution

Anthill Activator was deployed, fully integrated with the company's existing Veeva Vault

03

Result

69% reduction in cost per slide and 37% reduction in hours per slide for brand teams. 83% reduction on cost per slide and 56% on localisation time saved for affiliates



Challenge

The Commercial Excellence Team of a top pharma company identified that 720 eDetailing slides and 80 approved emails were being created by agencies each year – content that then needed to be approved, translated, and localized around the world. This amount of content production resulted in high costs, slow release to markets, and required considerable attention from brand teams to oversee and organize (4–5 weeks of an employee’s time). In addition, despite the best efforts to manage the process, there was no clear visibility over the global / local responsibilities and status of each content piece.

Consequently, the client’s objective was a digital content management strategy that was:

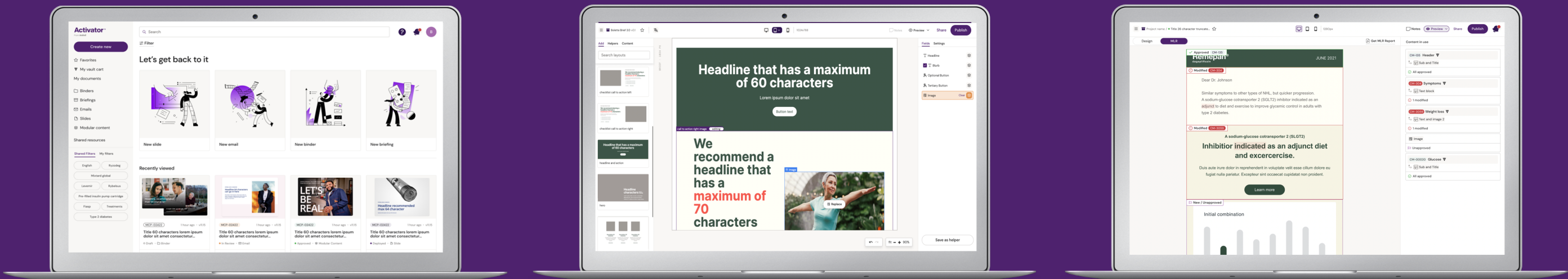
- ✓ **specifically designed for life sciences**
- ✓ **flexible to meet diverse global and local needs**
- ✓ **easier to manage**
- ✓ **cheaper and faster to market**



Solution

To meet this change, Anthill worked together with the company to devise a content strategy around Anthill Activator. Activator is a content management system completely integrated with Veeva Vault. It maintains the security and safety of Vault content – nothing ever leaves Veeva system — but it makes it easier to manage and provides tools to make changes to content.

Activator also adds more control. It provides analytics on every content element, both during its development and its use in local markets. It simplifies the approval process by offering greater transparency and speed, improves localisation with clarity over the status of every content piece, and aids translation with smart workflows.



Activator enables Veeva Vault content to be easily edited, localised and approved

In addition to the product solution itself, a wide range of services were applied around Anthill Activator: ensuring internal understanding and support; developing the right content strategies and conventions; providing technical solutions; and devising the analytics for actionable insights. These services were vital in maximizing the benefits of Activator and achieving the full value from the company’s Veeva investments.

▶ Advisory

Stakeholder analysis & communication

Process design & governance

⚙️ Technical services

Configuration and user onboarding

Ongoing tool support & updates

⚙️ Roll-out support

Preparation & delivery of training

Project delivery support

🧩 Added services

Marketing insights & KPI tracking

Digital-first branding and content

Anthill supports Activator implemented with a wide range of services

“Within just two months, 27 users in 12 countries were already using system”

Petter Rönström

VP ANTHILL TECHNOLOGIES



Results

Despite implementation taking place during the COVID-19 pandemic in 2020, Anthill ensured that Activator was integrated with the company's Veeva solution – and fully supported with online brand team training at a global level – in four months. Within just two months, 27 users in 12 countries were already using the system.

The company has increased digital content creation performance significantly while saving time and budget. A 69% reduction in cost per slide and 37% reduction in hours per slide were achieved for master templates. At the affiliate level, the results were even higher. Affiliates experienced a reduction of 83% on cost per slide, with 56% of localisation time saved.

- ✓ 12 countries using Activator within 2 months
- ✓ 69% reduction in cost per slide at the global level
- ✓ 37% reduction in hours per slide at the global level
- ✓ 83% on cost per slide for affiliates
- ✓ 56% of localisation time saved for affiliates



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.

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