HOW TO CHOOSE

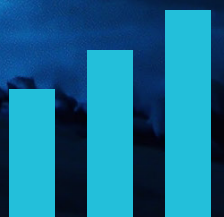**THE RIGHT DIGITAL CONTENT CREATION PLATFORM FOR BETTER CUSTOMER ENGAGEMENT**
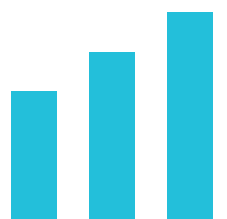
Ultimate content creation platform

Anthill™

HOW TO CHOOSE THE RIGHT DIGITAL CONTENT CREATION PLATFORM FOR BETTER CUSTOMER ENGAGEMENT.

Digital content is a vital tool for marketeers. It connects a company to their customers and drives business growth. As the amount of content grows, so does the need for technical solutions that enable a quick and cost-effective creation and adaptation of content, reducing strain on internal teams and minimising dependence on expensive external agencies.

With this in mind, we have created the first solution that allows your brands and agencies to create, localise and deliver quality Veeva CRM content without ever leaving the Veeva environment. Take a look at how you can benefit from using Anthill Activator and see how it differs from other digital content management solutions on the market.

Activator's user interface is designed to enable users to edit and update their content with little or no training.

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TAKE CONTROL OF YOUR E-DETAILING. COLLABORATE WITH TEAMS AND WORK WITH YOUR AGENCIES AT SPEED.

Other solutions

SLOW AND UNSTABLE CREATION AND DISTRIBUTION OF CONTENT

Currently available third party platforms store content outside of Veeva Vault, which makes even editing text a cumbersome task. Due to the need to synchronise content between systems, an error or loss of connectivity can mean partial or total loss of work. An unstable content production workflow may result in breaking marketing campaign deadlines and negatively influencing your launches.

COMPLICATED NAVIGATION

Most platforms offer a poor user experience:
• Unclear navigation, an overly complex
  interface for average content authors.
• Lengthy user time for simple actions, and
  challenges with Veeva synchronisation.
All this leads to highly frustrated users and a need to purchase additional expensive training.

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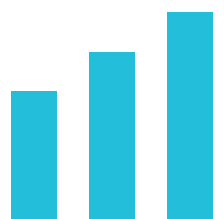
DELIVER CONTENT TO MARKET FASTER AND SAFER

Activator is the only solution that directly extends Veeva Vault and allows to make changes to the content in seconds. Deep integration with Veeva Vault Digital Asset Management provides the highest compliance level and assures that users always access the latest approved version.
The average time to create content:
• Middle complexity eDetailing slide - 1,5 hours
• Approved email template – 1,5 hours
• Middle Complexity eDetailing presentation
  with 5 slides – 7,5 hours.

INTUITIVE USER INTERFACE WITH MINIMUM TRAINING REQUIRED

Activator's user interface is designed to enable users to edit and update their content with little or no training. A clear and consistent interface allows users to quickly familiarise with the tool. And in the case it's needed, the integrated "How-to" guides provide the extra assistance some users might require.
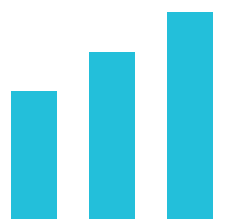
AN INNOVATIVE DIGITAL CONTENT MANAGEMENT PLATFORM COMPLETELY INTEGRATED WITH YOUR EXISTING VEEVA VAULT.

COMPLICATED AND COSTLY LOCALISATION PROCESS

While some platforms have localisation features, no competing platform leverages the official content stored in Vault, so version history or changes made as part of localisation area black box from a compliance perspective.

SIMPLE AND RESPONSIVE LOCALISATION WITH 360* MARKETS VIEW

Activator lets you easily localise your content. Several translation file formats can be imported and exported, including Excel, CSV, or XLIFF. Users can use a side-by-side slide view of master and local versions from Veeva Vault to ensure compliance. You can also get a "view from the top" and review the full localisation of slides from Global to every local market.

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LOW PERFORMANCE OF DETAIL FLOW

While some other platforms allow for content to be reordered by the user, the workflow often leaves a lot to be desired.

Testing performance and appearance of custom presentations require publishing to a CRM sandbox, then approval for testing and synchronisation to a device before a Brand Manager will have a real opportunity to review their presentation.
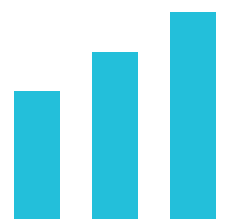
MISCOMMUNICATION DURING APPROVAL PROCESS

All other platforms either lack comprehensive commenting and review features or have their own approval process outside Veeva Vault. This means that feedback and approval exist in multiple platforms, with no auditable way to track comments from within Vault. The history of your content gets lost across emails, zip files and handover documents and this turns your approval process into an unpleasant experience for all participants.

EASILY CREATE CUSTOMISED PRESENTATIONS

In Activator you can easily update Detailer flows, letting users create customised presentations for their markets without requiring external agency input. Users can preview their presentations directly in the browser, and instantaneously on their iPad by reading a QR code with the Activator iOS companion app. Since Activator works directly in Veeva Vault, your custom presentation is ready for approval and distribution the moment you are happy with it.

EFFICIENT REVIEW AND APPROVAL DIRECTLY IN VEEVA VAULT

Activator users can review their content in-browser, on-device, and generate shareable links. Every time a Vault user modifies a slide, an approval-ready and ZINC-ready PDF is automatically created and attached to their Veeva Vault CRM Document. This process is completely built on existing Veeva Vault workflows and permissions, making sure that all comments, corrections and editing history stays in your Vault where it maintains a comprehensive audit trail for review.

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TRANSFORM YOUR CLM CONTENT CREATION AND MANAGEMENT WITH ANTHILL ACTIVATOR™

EXTRA TIME AND COSTS ON MATERIAL ADAPTATION

Other platforms use their own proprietary formats for content, which generally are positioned to ensure that the platform vendors' developers are the only people who can edit your code, and tend to exclude cheaper or local developers from your projects. By keeping all your digital materials in a third party format you lock yourself with a provider for years. You'll likely need to stay with this agency even if you are not satisfied with the quality of the content to avoid the painful and expensive process of converting your source materials.

SENSITIVE INFORMATION STORED OUTSIDE VAULT

All competing solutions involve taking your content out of Veeva Vault and storing it on external systems. This adds another level of security consideration to how your data and content is transported and secured. It also adds a compliance concern when working with sensitive or controlled content, as third-party software vendors cannot deliver the level of security and control provided by Veeva Vault. The third party has no responsibility for the disclosure of your confidential information in case of the accidental system break.
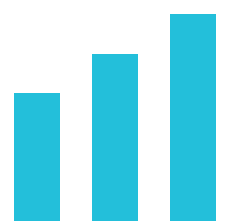
NO NEED FOR MATERIALS ADAPTATION

Activator provides a modern, open-source framework for the creation of rich multi-channel content that allows all authors, from designers to developers, to extend and customise their materials with interactive components and modular content.

SAFETY OF YOUR DATA AND CONTENT

Activator is completely based on your existing Veeva Vault and inherits the same world-class security, user management, workflow controls and auditability of Veeva Vault.

Working with Activator means that you always work with approved content directly in Veeva, in the same environment it was originally approved in, maintaining the connections between your CRM content and all related assets at all times.

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FOR MORE INFORMATION:

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