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CHALLENGE

A leading global pharmaceutical firm sought ways to shorten time-to-market, ensure brand consistency across regions, and contain costs for launching new products. To become more agile, they needed a more efficient way to manage the complexity of rich media content from creation through delivery, while taking into account the distributed nature of their marketing teams.

SOLUTION

ActiveMedia®, a digital asset management system, provided a centralized approach to storing, managing, and rapidly distributing global marketing materials.

RESULTS

Using one centralized, online system, current versions of assets are now instantly available to marketing teams worldwide. Secure, Web access for printers and agencies accelerates project completion, including review and approval processes. And, the ability to download production-ready files in region, repurpose and upload for approval has helped the company reduce localization costs by 70%.

In the high-stakes pharmaceutical market, launching a profitable product presents marketers with ever-increasing challenges. Only companies that can bring their product to market quickly with a relevant, consistent brand will gain immediate market share. And, only the most agile businesses can achieve this goal. These businesses are armed to maneuver the complex distribution channels, geographically dispersed teams and regulatory compliance challenges of the pharmaceutical market.

At the core of any product launch process is content... a lot of content. Marketing materials, packaging graphics, product images, video clips, advertising, white papers, abstracts, presentations, posters, competitive information, clinical studies, multi-media graphics and more—the list seems never-ending. Managing the supply chain of this content (from creation to delivery) is both costly and time-consuming. And getting this critical marketing content into the hands of the sales organization and regional marketing teams downstream presents an enormous obstacle. By shortening the marketing content supply chain and streamlining global efficiencies, pharmaceutical companies become more agile—and they gain tremendous time-to-market advantage.

For one major global pharmaceutical giant, a technology solution called ActiveMedia® provided the cost-efficient answer to this very complex challenge.

ROADBLOCKS TO PERFORMANCE

A leading global pharmaceutical firm wanted to contain costs, achieve operational excellence and shorten time-to-market for their worldwide marketing efforts. In short, they sought business agility. But the complexity of the content, combined with the distributed nature of their marketing teams, were roadblocks to success.

The vast majority of their brand-related content is complex with highly specialized requirements for its management. Digital imagery, photographs, print publishing files, video and multimedia presentations are increasingly critical components of each new product launch. These assets are expensive to create, and even more expensive to recreate if the content can't be located for a new project. The need to promote the product in diverse cultures and new markets increased costs and duplicated efforts when variations-on-a-theme were needed.

Although these marketing assets were critical to sales and marketing success, the pharmaceutical giant was ill-equipped to manage and distribute this high-

value intellectual property. The complexity of rich media files combined with their large size made file distribution difficult, especially in low-bandwidth locations. Because of their layered complexity and multi-faceted metadata requirements, specialized functionality was needed to work with rich media files and their subcomponents. In addition, this content needed to be delivered in the right format for multiple communication channels—Web, print, desktop, even handheld devices.

Brand consistency was a never-ending battle for the firm as rich media content often resided in departmental silos around the globe, making it nearly impossible to manage and control. The company recognized that each drug brand is a critical corporate asset, yet maintaining brand consistency was difficult on an international scale. Localizing materials for multiple markets was very costly, but the global nature of their business demanded it. Content could not be found quickly and fulfilling requests for marketing materials took too long, which is not a formula for an agile organization. The company relied on their various creative agencies and printers to act as “libraries” for their content, adding more unnecessary expense and delay. Other bottlenecks included costly content distribution and problems with version control, legal approval and redundancy.

Since the pharmaceutical industry is heavily regulated, the company also had to be in compliance with no margin of error. Content accuracy and global control of information is critical. And each market has its own regulatory nuances. Complicated approval cycles might generate many iterations of a branded piece before it was final, which made version control particularly challenging. And even once completed, content must be readily located when changes are necessary. For example, the word “new” can only be used for the first six months after market introduction, finding all materials referencing that brand as “new” had to be found and updated, a monumental task if handled manually.

CONTENT HUB WITH GLOBAL REACH

From design to print procurement, legal review to sales force consumption, better management of the marketing content supply chain seemed the fundamental answer. To improve business agility, the pharmaceutical leader chose to implement a marketing content management (MCM) solution. With MCM, the company could gain centralized control of their branded rich media content, while establishing a common “hub” from which knowledge workers could access and work with a myriad of marketing resources. All content needed to support sales and marketing activities for their pharmaceutical brands

today is managed, stored and delivered from one central workspace for both draft and final-form assets. These include marketing materials, product information, white papers, abstracts, presentations, posters, competitive info, FDA documents and clinical studies.

With one centralized system, the most current versions of assets are available to teams around the globe—instantly. Automated review and approval processes

improve the company’s ability to compress approval timelines. With effective version control and rights management, sales and marketing teams have confidence that the materials they are downloading are approved and accurate. Secure, easy-to-use Web access for printers and agencies accelerates project completion and eliminates artwork courier and shipping costs. And when a regulation requires a global content change, a quick search returns all related materials for fast updating. Overall, the process improvements through the centralized, automated system speed time-to-market, enable cost avoidance and contribute to operational excellence.

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WEB-BASED FOR GLOBAL DEPLOYMENT

The company chose ActiveMedia, a completely Web-based solution, for a number of reasons. Because they would be deploying across international teams, a browser-based user interface requiring no local software was an important consideration. But supporting large, diverse constituencies was also concerning. As they rolled out the solution to teams around the globe, the company found that the intuitive, easy-to-use system required little or no training. ActiveMedia is designed with a very granular, robust security model that drives every aspect of the system, including the user experience. Since only the

functionality required and authorized for their role is presented, the system is extremely easy to use for new users.

FILE HANDLING MADE EASY

The unwieldy rich media files that once presented a big distribution challenge are no longer an issue for the pharmaceutical giant. ActiveMedia is designed for the specialized demands of these assets. Users view materials by browsing network-friendly thumbnails of high-resolution, final-form materials. Although these production files are very large, their size is transparent to users. The system automatically transforms content to PDF, JPEG or whatever file type is needed by the user, which translates into big time-savings for the marketing services team. The system also automatically creates and manages renditions of an asset, such as low-resolution JPEGs for presentations and high-resolution EPS files for production printing.

COST SAVINGS

Two primary areas of cost savings have been identified – re-use of content and reduced distribution costs. The ability of regional agencies to download a production-ready file, repurpose it and upload it for approval helped the company realize savings of 70 percent in localization costs. This automated distribution and accelerated approval process expedited the marketing process demonstrated a significant benefit of the new hub. Streamlined processes and distribution also reduced creative and agency fees, virtually eliminated courier and shipping costs, and improved overall marketing consistency, ultimately resulting in improved time-to-market.

HOSTED SERVICE FOR FAST DEPLOYMENT, IMMEDIATE ROI

The firm chose the option of a hosted service to take advantage of rapid deployment, minimal resource commitment, and a phased implementation. The company began with a single drug brand. With rapid user adoption and proven cost savings, they were quickly able to demonstrate value. Systematically, they rolled a dozen other product brands into the solution, each

deployment more rapid than the one before. Now, when a new drug is ready for market, a new worldwide brand hub is created in as little as two weeks—each brand with its own user interface design, metadata model, and branded look and feel. Getting to market faster translates into an immediate return on investment, enabling the firm to pursue potential revenue and market share quickly.

“This pharmaceutical giant chose ActiveMedia and opted to have ClearStory host the solution for them. In doing so, they were able to launch over a dozen global brands, reduce review and approval time, and improve the effectiveness of their marketing processes.”

Today, the system supports over 2,000 diverse users around the world, including marketing teams, legal staff, global business units, joint venture partners, creative

agencies and print houses. Because the solution is hosted, there’s no need for a supporting IT infrastructure, resulting in low total cost of ownership. Global deployment is simple and cost-effective with its Web-based user interface. Day or night, users in more than 70 countries can work with a wide range of marketing materials. The company has achieved tremendous results and the system is fully managed by only three marketing services staff members.

DEMONSTRATED SUCCESS

This pharmaceutical giant chose ActiveMedia and opted to have it delivered as a hosted solution. In doing so, they were able to launch over a dozen global brands, reduce review and approval time, and improve the effectiveness of their marketing processes. The increased availability of marketing materials has made product launches quicker and more cost-effective, worldwide. Leveraging the competitive advantage of business agility, the company can capitalize on the benefits of accelerated time-to-market by delivering a relevant, consistent brand on a global scale.