



Share Approved Content between Veeva Vault PromoMats and Adobe Experience Manager

Xpediant Solutions' XpConnect™ provides a proven, bi-directional connector between Veeva Vault PromoMats and Adobe Experience Manager, allowing approved content and digital assets to be accessed from one document repository and published in the other.

Veeva Vault PromoMats is the only life-sciences specific application that combines digital asset management (DAM) with review and distribution capabilities.

Adobe Experience Manager (AEM) and the Adobe Marketing Cloud suite of products are leading products in the marketing automation and platforms space and widely used by life sciences companies.

An Integrated Solution

XpConnect enables customers to synchronize assets and metadata between the two systems. Content authored in AEM is sent to Vault PromoMats for review and approval. Vault PromoMats provides the central DAM that publishes content via AEM to websites and other channels.

Reduce costs

The costs for building assets in two systems that don't integrate can be substantial. XpConnect allows assets to be shared seamlessly between AEM and Vault PromoMats.

Rapid Implementation

Easily installed and maintained bi-directional connector allowing for approval and access of documents between the two content management systems.

Flexible and configurable

A modular design facilitates easy customization and modification. A predefined set of Veeva objects are included as AEM components for authoring new Veeva objects such as websites, presentations, slides, and emails. Web pages and Veeva objects (slides and presentations) can be "authored" in AEM and sent to Vault PromoMats via a new AEM workflow using the Veeva API's.

Single source of truth

Vault PromoMats is the central DAM for all assets. XpConnect enables the "syncing" of assets and related metadata seamlessly between Vault PromoMats and AEM. AEM will never modify Vault PromoMat's assets; Vault PromoMats continues to conduct asset lifecycle processes and maintain a single source of truth.

Example use cases:

- An approved image or logo could be pulled from Vault PromoMats and published to a website via AEM.
- A layout system for a brand's interactive sales aid could be created in AEM that shares assets with the same brand's HCP website. These assets can be uploaded directly into Vault PromoMats for review, approval, and publishing to a website or to Veeva CRM.

About Veeva

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 600 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America.

About Xpediant Solutions

Xpediant Solutions is an established digital experience consulting and systems integration firm that specializes in Adobe Experience Cloud installation, configuration and staffing support. With nearly 20 years in the digital marketing platform industry, Xpediant Solutions has helped transform some of the world's largest brands. Xpediant Solutions is headquartered in Houston, Texas with teams to serve the global life sciences industry.