



# XpConnect® Platform *Automating and Integrating the GAP between Adobe AEM and Veeva Vault*

## THE CHALLENGE

Many Pharma and Life Sciences companies are using both Adobe AEM for Authoring and web site publishing, Veeva Vault for MLR approval process, and either or both as a DAM. These systems reside in their respective silos causing slow responsiveness to the brand, along with the high cost to put content into the marketplace. Couple this with multiple authoring solutions and custom coding channel content, and we have slow responsiveness. Finally, the promise of modular content simply cannot be achieved without an integrated ecosystem between Adobe AEM and Veeva Vault, too many manual steps that eliminate the benefits. This solution is fraught with exceptionally slow time to market, high cost, and compliance risk.

## XPCONNECT® PLATFORM IS THE SOLUTION

### Authoring

- Adobe AEM is the single authoring platform
- Author all channels using modular content
- Integrated ecosystem let's you realize the benefits of Modular Content

### Integration

- Bi-directional integration
- Access content in any AEM or Veeva DAM
- Meta Data is passed along with the assets
- Ability to configure and customize workflows

### Automation

- Customized workflows and notifications
- Automated target source file packaging (ex. For CRM/IVAs)
- Automated MLR package creation

### RAPID TIME TO VALUE

- The software is licensed as an annual subscription that includes the license, upgrades, and support.
- The solution is installed as an OSGI bundle into your AEM Author instance.
- Your integrated ecosystem can be up and running in 4 to 8 weeks adding value to your enterprise.

### WHAT IF YOU COULD

1. Reduce your time to market by 60% +
2. Reduce your cost by 50%+
3. Reduce compliance risk

*Let's set up a 45 minute intro and demo*

# Xpediant Digital Introduction



Xpediant Digital has been in business for over 20 years and was doing Digital before it was the market to be in. We worked with many CMS systems including Day Software, before Day became Adobe AEM and Adobe Experience Cloud. We have deep AEM knowledge both for products and services as this is the core technology of the Xpediant Digital platforms.

Xpediant Digital is a dynamic, leading-edge product and services firm committed to optimizing the end-to-end lifecycle of the digit asset ecosystem. Our focus is in the Pharmaceutical, Life Sciences and Financial Services industries. We specialize in transforming the digital asset supply chain between Adobe AEM and Veeva Vault through integration and automation. Our XpConnect® Platform, XpGenerator™, and XpOmniChannel™ Framework solutions are designed to integrate and automate the digital asset ecosystem between Adobe AEM, Veeva Vault, and Veeva CRM, automating and streamlining processes while enabling authoring efficiencies and driving improved speed to market and cost savings. Our XpGenerator solution not only solves the MLR packaging challenge in the Pharmaceutical and Life Sciences sectors, it solves the AEM website back-up to PDF for other Regulated industries as well. It's the same problem, just a different industry.

Xpediant Digital provides **Professional Services** for all of our products (customization, installation and support) in addition to being a best in class Adobe AEM solutions provider. We offer full service for development and ongoing support for any Adobe AEM solution.

The **XpConnect® Platform** is the only Veeva certified and Adobe approved bi-directional integration and automation platform for Adobe AEM and Veeva Vault. The XpConnect® Platform provides integrated authoring and compliance, access to approved digital assets across DAM platforms, with the user experience designed as an extension to the AEM user experience. It also manages the expired assets and synching of metadata between Adobe AEM and Veeva Vault, while maintaining a single source of truth. It provides a seamless solution placing the Author at the center of the end-to-end process driving both cost savings and improved speed to market.

**XpOmniChannel™ Framework** provides a "starter kit" of templates and modular content components that are customized for each client and enables the usage of Adobe AEM to author all channels, *i.e.*, website, IVA / ISA, and rep triggered emails. This framework makes it easy to curate assets for one channel or all channels using a single platform.

**XpGenerator™ PHARMA** was developed for the Pharmaceutical, Life Sciences, and Medical Devices industries to PDF content that has to be packed for MLR approval. This innovative product can PDF an asset, page, multiple pages or the entire site with cover page and an ability to comment.

**XpGenerator™ FINANCE** enables significant time and cost savings for any regulated industry that must provide websites in PDF format to regulatory or approval boards. The return on investment of this product can be in weeks when comparing the value against the cost of creating the PDF files manually.

