

# NOVO NORDISK: A Modular Content Journey

## THE CHALLENGE

### CLIENT PROFILE

Novo Nordisk is and has been the global diabetes leader for over 100 years. Their digital content work has used leading industry solutions such as Adobe AEM for CMS and authoring and Veeva Vault PromoMats for MLR and DAM.

### ISSUES & OBSTACLES

Despite employing these best-in-class efficient point solutions, the digital asset ecosystem remained inefficient, due to lack of integration and automation across the Digital Asset Supply Chain (DASC). Novo Nordisk looked for a solution to achieve content reuse across their brands and AoRs, including integrating and automating the DASC to drive efficiencies and time to market improvements. Novo Nordisk started with identifying the key challenges and goals in the digital asset ecosystem.

*Why is content taking so long to get into production? How could this be improved?*

*What can be automated to support the goals?*

**Novo Nordisk engaged Xpediant Digital to develop a solution that would streamline, integrate, and automate the DASC to drive increased value for all stakeholders.**



### OVERVIEW

- Siloed Digital Asset Ecosystem
- Veeva Vault PromoMats for MLR
- Veeva Vault DAM for approved Assets
- Veeva CRM for IVA distribution
- Adobe AEM for CMS and web authoring
- Custom coding of non-web channel content
- Many manual processes for synching content between AEM and Veeva PromoMats
- Little to no content reuse across brands/channels



# THE SOLUTION

Our team typically begins with a solution oriented approach built upon three basic steps:

- 1 Understanding client goals and objectives
- 2 Establishing the foundational technology platform
- 3 Deploy the authoring, content, and the integrated/automated ecosystem

In this case, we began with a focus on content strategies intended to establish a single source of truth for approved content. We then proceed to the development of a COPE strategy, integrating content into COPE to build a foundation from which content can be reused while enabling automated MLR submissions.

Novo Nordisk drove the change management process for all of their brands and AoRs, establishing key policies to drive the behavior and stakeholder training on the new integrated solution. Xpediant provided training and ongoing support as the platform was set up to achieve the client's goals.

# THE RESULTS

## OVERVIEW

The value achieved by integrating and automating the Digital Asset Supply Chain using the XpConnect® Platform has been significant. Furthermore, while the primary emphasis was focused on speed to market, notable increases in both MLR submission quality and overall cost advantage have also been byproducts of this transition.

With this platform in place, as well as ongoing innovation via partnership with Xpediant, Novo Nordisk is positioned to experience continued improvements in speed to market and cost reductions.

## CONCLUSION

The benefits of a single authoring platform cannot be overstated – enabling a superior overall user experience for our Content Authors through simplifying and expediting the process of creating and reusing content.

## KEY ELEMENTS

- Content reuse strategy
- Evolution toward Modular Content
- Fully integrated and automated ecosystem
- Automation replaces manual steps
- Single Adobe AEM Authoring for all channels
- Automated MLR submission process
- Automated IVA production package creation
- Supports a Content Authoring Factory model

*“This asset costs a hundred thousand to create in the previous model for a single tactic. In this new model, you’ve created all of your assets to be used across all tactics ... essentially a 4 to 1 return, multiplied by thousands of transactions per year.*

*In terms of speed to market, it is typical for an IVA to take 25 build days once it’s handed off from the agency. The improved model allows for a cumulative author and deployment schedule of two weeks from beginning to end – saving almost two weeks of development time for one single change. Now, multiply that hundreds of changes in a year ...”*

**Peter Chiappano** | Emerging Technologies, Omnichannel Marketing