

An Introduction to Xpediant Digital's XpConnect Platform

CURRENT STATE: The current state is typically fraught with silo's systems, tremendous manual work required, significant copy & paste of files and data, little to no content reuse, long time to market for new content and high cost due to the manual work required.

DISRUPTIVE TECHNOLOGY: Xpediant's XpConnect® Platform is a disruptive technology that integrates and automates the siloed Martech (Adobe), Regulatory and FDA approval (Veeva Vault PromoMats (VVPM)), and Veeva CRM ecosystems at Pharma/Life Sciences companies. It uses the industry's best CMS/Authoring solution, Adobe AEM, as the single authoring solution for all channels. The user experience places the author at the center of the solution enabling change more effectively. In addition, numerous manual processes and intersection points are automated, making functions such as creating the Medical Legal Review (MLR) submission package, sending the package with all associated content to VVPM, or building an IVA distribution package occur with a click of a button. In our next release of the product (v5.3 in October 2022), we will have a reporting and analytics solution that will begin to measure this value. The solution delivers the increased speed to market and cost savings that Pharmaceutical, Medical Device, and other Life Sciences companies desire – and it all starts with an integrated and automated ecosystem that operates as a single, seamless system.

MODULAR CONTENT: The XpConnect® Platform supports Modular Content, creating new content and composite assets using Adobe AEM – with the composite templates and components being part of Xpediant's XpOmniChannel™ Framework. In addition, the solution has a Modular Content Builder authoring solution to allow the creation of Modular Content from Approved Assets and content in VVPM. This allows for maximum leverage of assets and a very simple creation process for new content. Our XpOmniChannel™ Framework enables AEM to be the single authoring solution for all channels and, most importantly, it becomes the content framework for the client. The client's content is modified to work in this framework, resulting in an increased time to market and significant cost savings. Ultimately, this becomes the single source of templates and components to author channel content across all channels.

BASE PLATFORM: In addition to the innovations above, the solution has numerous other core capabilities such as:

- a. Supporting bi-directional integration across the ecosystem
- b. Allowing authors to see MLR approver comments in AEM, simplifying the access and manual work to see such comments in today's model
- c. Managing expired assets but alerting the author when there is an issue to be resolved
- d. Providing a single source of truth DAM – either Adobe Assets or Veeva Vault (or sync between both)