iDetailAid Delivers Integrated eDetail Content Creation Solution for the Life Sciences Industry

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iDetailAid provides a quick and easy way to author compliant multichannel content and builds integration to Veeva's best-in-class CRM solution.

iDetailAid announced today it has developed an integration between their cloud-based content creation platform and Veeva Vault enabling the direct publication of multichannel content for consumption by Veeva CRM users.

iDetailAid's integration to Veeva makes it quick and easy for customers' internal teams, affiliates, digital factories and agencies to create, update and localise content for Veeva CRM across multiple therapeutic areas and territories using a simple, web-based authoring platform. As well as enabling the fast and efficient production of 'content managed' presentations across all products and regions, iDetailAid increases customers' abilities to react quickly to new study data and regulatory requirements. Significantly, this supports the drive to ensure the co-ordinated and compliant execution of product materials across the industry.

Tim Heyes, Director at iDetailAid said: "Our platform is designed to enable sales and marketing teams to work smarter, wherever in the world they are. As well as delivering significant operational efficiencies for customers, iDetailAid offers a platform to author and publish consistent core messaging on a global scale. We're delighted to become a Veeva Technology Partner to bring the benefits of iDetailAid to Veeva customers."

Jan Van den Burg at Veeva Systems Inc., said: "Partnerships such as with iDetailAid further extend the range of content development approaches available to meet specific customer needs."

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About iDetailAid:

iDetailAid is an eDetail creation platform for the Pharmaceutical and Life Sciences industry that integrates with existing CRM systems. It enables the fast and efficient delivery and management of engaging content while reducing costs, simplifying localisation and ensuring brand consistency across global markets.

iDetailAid
(http://www.idetailaid.co.uk/?utm_source=responsesource&utm_medium=release&utm_campaign=veevapartner)

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