



ARTWORKS

Packaging, Artworks and promotions items management

Management and validation of Artwork in-house up to the publication for the printer (subcontractor) for an international pharmaceutical company.

IN BRIEF

CHALLENGES

- ✦ Multiplication of Artworks
- ✦ Regulatory constraints
- ✦ Centralized approvals

BÉNÉFICES

- ✦ 20% time saving in Artworks approvals
- ✦ Validation of promotional materials reduced by 30% (time)
- ✦ Simplified international collaboration
- ✦ Training follow-up simplified.

CHALLENGES

Multiplication of packaging and advertising items, with local and regional constraints to be respected, and management of multiple versions with ongoing validation. The need for a single platform to centralize the management of packaging, training, and advertising items and a system that supports the different languages and typographies required.

SOLUTION

An application to manage and control the verification and approval workflow.

Management by regulatory affairs through an approval system (multi-level workflow), up to the creation of a «Ready To Print» (RTP) for the subcontractor when necessary.

The customer and end-users contributed to developing and enhancing the solution, which meets compliance requirements, manages user access, and ensures data integrity.

THE BENEFITS

The application enabled the customer to :

- ✦ 20% time saving in approving Artworks
- ✦ Define access management for all users
- ✦ Management of mandatory data entry
- ✦ Control of the approval process with electronic signature
- ✦ Audit trail for tracking modifications
- ✦ Version control for packaging items and promotional materials
- ✦ Creation of Ready to Print (RTP) in 1 click
- ✦ Subcontractor management

The solution was implemented over eight (8) weeks, with an initial workshop and four (4) sprints. The customer had access to the application between sprints to test it and request changes according to usage and requirements.



ARTWORK MANAGEMENT

Artwork management simplifies and accelerates the validation of packaging items, advertising, and training for healthcare professionals, by centralizing decisions on a single platform.

KEY FEATURES

- ✦ Workflow
- ✦ Electronic signature
- ✦ Versioning
- ✦ Audit Trail



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