

**vablet<sup>®</sup> Case Study: Life Science in the OR**  
**Solution: Multimedia Collateral for Sales Reps**  
**Industry Profile: Life Science/Medical Devices**

**The Business Environment**

Sales reps for Life Science and Medical Devices utilize video media and HTML for product demos, during customer engagement. Sales meetings routinely take place in a hospital, often in the operating room during surgical procedures.

**The Problem**

Getting quick access to a library of videos without Internet access or the experience of buffering while streaming is key for an effective presentation. Doctors are busy and the sales rep doesn't have time to wait for content; in addition, the video media is often utilized during a procedure in the operating room, in which any connectivity is not allowed.

**The vablet<sup>®</sup> Solution:**

The vablet content management platform is being used in the Life Science industry since it's release in the App Store in 2011. The following features have enabled the selling cycle to be reduced, analytics to support compliance and

- A centralized method for managing and controlling sales collateral
- Secure file deployment as well as secure tiered user roles
- Efficient access to video media - locally on the device
- Brandable design of the vablet interface, for familiarity and quicker adoption
- Comprehensive analytics for compliance tracking when material is viewed or emailed
- Integrated CRM options for lead generation and tracking
- Support for dynamic HTML5 content including interactive forms, emailing and video
- Robust APIs for integration with ERP, CRM and reporting systems

vablet was released within months of the launch of the iPad, with a vision to enhance the way businesses are able to leverage tablet technology. We work hand in hand with project management teams and design agencies on customized strategies to ensure a successful mobility plan.

**Success**

Our fastest growing market segment is Life Science and Medical device sales, driven by the benefits of the vablet content management platform for effective sales enablement.

vablet has been deployed globally, throughout North America, Asia, Europe, India, Australia and South America by Life Science divisions of Fortune 1000 companies.

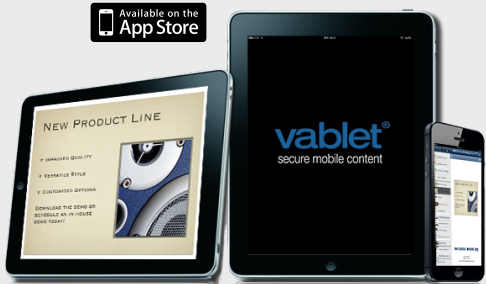
*"We carefully took a "before and after" approach to our mobile deployment, assessing the process of managing sales collateral, paper production, video distribution to laptops or DVDs, etc... We identified clear benefits of the vablet platform among "technically-challenged" staff members, while device users were able to shorten the sales cycle due to the reliability of instant updates and email lead generation features..."*

**~Director, Digital Marketing Strategy & Analytics  
Medical Device Company**

*"The biggest advantage is a pretty simple one: It works without any issues... vablet is a huge success"*

**~Manager, Customer Management Operations  
Pharmaceutical Company**

*"I have no doubt that our implementation would have taken twice the man-hours had it not been for selecting vablet and their team of grade 'A' mobile experts."*



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