



Customer Need

Medical technology and other regulated industries must ensure that their commercial teams are using approved content in their sales activities. The use of unapproved content presents a significant compliance risk that can impact the company's reputation as well as its relationship with health authorities and HCPs.

Small and mid-size commercial teams for medical technology companies frequently use Salesforce Sales Cloud as their CRM. These teams often require access to a document asset management (DAM) system to minimize the risk of sales reps using unapproved content in their interactions with clients and prospects.

Conexus Solutions, Inc. developed PrismTeq to bring the value of Veeva Vault to its customers' Salesforce environments. PrismTeq synchronizes approved content from Veeva Vault and makes it available within Salesforce Sales Cloud.

Key Features

PrismTeq connects Salesforce Sales Cloud to the Veeva Vault DAM system. Sales reps can only access approved content because PrismTeq fetches and displays currently approved versions. If a piece of content is expired, it is unavailable to the sales team.

The searchable asset list supports quick retrieval of relevant collateral. PrismTeq also enables sales reps to associate content with a lead or prospect and an event, such as a call or meeting, as part of the call record.

PrismTeq supports a variety of common file formats including MS Word, PowerPoint, and Excel, Portable Document Format (PDF), and video. It can be accessed as a standalone solution via a web browser or as part of an integrated Sales Cloud user experience.



Benefits of PrismTeq

PrismTeq brings the value of Veeva Vault to the Salesforce environment. It minimizes the compliance risk sales teams face by accidentally using and sharing unapproved content. By enabling connections between content and contacts, PrismTeq supports a closed-loop sales cycle and offers enhanced insights into the effectiveness of content and how it is being used.

The searchable asset list simplifies and accelerates sales activities with rapid display and tracking of only approved versions of content. An integrated user interface within Salesforce Sales Cloud offers a familiar experience that enhances adoption. In connecting Veeva Vault and Salesforce Sales Cloud, PrismTeq delivers an integrated and compliant asset management system that was previously inaccessible.

PrismTeq Dashboard

Name	File Type	Thumbnail	Description	Version	Size	Actions
CNX 3000 IIA	PDF		CNX 3000 demo PPT	10	203 KB	View
CNX TS Applications	PDF		TS Application Product Sheet	10	351 KB	View
CNX TS Transducers	PDF		Transducer Product Sheet	10	3093 KB	View
COVID19_25MarchPPTWithAni...	PDF		COVID-19 March PPT with Animation	28	79 MB	View
Conexus - Marketing Automation Services 2021	PDF		Automation Services	11	6.6 MB	View
Conexus Cloud Services 2a	PDF		Cloud Service Video Presentation	10	1468 MB	View
Conexus Overview	PDF		Overview Video	10	1231 MB	View
Conexus Solutions Inc - Commercial Operations	PDF		Commercial Operations	10	12 MB	View
MD_Regulations	PDF		MD Regulations	10	4991 KB	View
Vault PromoMats	PDF		Vault PromoMats Guide	28	1114 KB	View

PrismTeq List View

Asset Name	Version	File Size	Actions
CNX 3000 IIA	Version 1.0	File Size: 203 KB	View
CNX TS Applications	Version 1.0	File Size: 351 KB	View
CNX TS Transducers	Version 1.0	File Size: 3093 KB	View
COVID19_25MarchPPTWithAnimation	Version 2.0	File Size: 76 MB	View
Conexus - Marketing Automation Services 2021	Version 1.0	File Size: 6.6 MB	View
Conexus Cloud Services 2a	Version 1.0	File Size: 1468 MB	View
Conexus Overview	Version 1.0	File Size: 1231 MB	View
Conexus Solutions Inc - Commercial Operations	Version 1.0	File Size: 12 MB	View

PrismTeq Tile View

About Us

Conexus Solutions, Inc. delivers innovative sales and marketing operations support and technology solutions to small and mid-size life sciences companies. Our solutions and services are built on decades of experience and innovation in life sciences commercial operations. We understand the unique needs of Medical Device commercial teams and how technology can be used to address these needs. Visit us at: www.cnxsi.com.