rebound
COMMERCIAL ACCELERATION

Rebound Drives Launch of New RIM Smart Content Management Module

Situation

IQVIA's Safety, Regulatory & Quality (SRQ) Global Business Unit offers a class-leading regulatory information management suite, RIM Smart. To complement the solution's existing capabilities in registration, labeling and submission planning, the RIM Smart product team was readying the launch of a **crucial new SaaS-based content management module.**

Challenge

Because the Safety, Regulatory & Quality (SRQ) Associate Marketing Director had a full plate of RIM Smart initiatives to manage, she needed help. A seasoned marketing consultant to partner with product management and sales could make a big impact on the launch of **RIM Smart Content Management**. She also required an individual who understood the regulatory landscape, could ramp up quickly on a new technology solution, and could drive results with limited oversight. This individual also had to be familiar with IQVIA's Marketing operations such as VIA ticket submissions, the approval process for new product names, and how to introduce a new web page on **www.iqvia.com.**

Solution

Rebound matched a product marketer with life science technology expertise and multiple prior IQVIA engagements to the RIM Smart Content Management launch. He began with a **discovery exercise of the RIM Smart suite**, the new Content Management module, and the competitive landscape via discussions and product demonstrations with IQVIA regulatory stakeholders.

Outcomes

The product marketer drove the following projects:

Completed IQVIA's new product launch template in collaboration with the product group, which involved securing an approved name for the new RIM Smart module.

Applied a proven positioning methodology to develop a messaging framework for the new Content Management module consisting of a value proposition, responses to regulatory hurdles, three anchor themes and talking points, product differentiators and an elevator pitch.

Created core marketing assets, including a capabilities presentation, fact sheet, and email templates.

Built a new web page, including navigation, copywriting, content flow, selection of standard IQVIA web module templates, development and reviews of wireframes, coordination with the offshore web development team and final web page launch.

Project managed reviews of the messaging and of all customer-facing content, as well as completed the workflow to write, design, stage, approve and roll-out a new web page on **www.iqvia.com.**