



# End to End for Life Sciences: CARA for Sales and Marketing

Sales and Marketing teams often require information from various locations across the enterprise but are not viewed as integral to an enterprise platform, so the information flow to these departments is very poor. As an individual module or as part of the CARA end to end information management platform, businesses can manage sales and marketing documentation across the enterprise, including videos and artwork.

#### ■ **Intuitive Navigation**

CARA users are able to configure their own metadata-based navigation trees

#### ■ **Widgets**

Retractable side panel displaying widgets that provide users with information about their selected document, ranging from locations and renditions to QR codes and custom widgets.

#### ■ **Dashboards**

Advanced reporting functionality to manage metadata based metrics related to sales and marketing

#### **Contract Management**

Management of the full lifecycle of sales contracts from creation through to approval, with additional watermarking and e-signature features included.

#### **Portal**

The CARA portal is optimised for use by external users, allowing a simple, intuitive and limited access version of your repository for direct contributions to the platform.

#### **Preview and Annotation**

Built in preview and annotation tools for easy viewing of sales and marketing documents, complemented by a live, collaborative annotation tool.

#### **Watermarking/ e-signature**

Documents can be watermarked with overlays and system information, including company logos, timestamps and more. These are applied dynamically when documents are viewed in the system or printed. Our eSignature capabilities further extend this by applying user information into a signature page that can be added to documents automatically depending on your business process

Connect your Landscape  
New CARA is the most interoperable ECM platform for Life Sciences.

Navigation by maps to leverage e.g. labelling documentation to manage related sales activities.

The screenshot shows the CARA web application interface. At the top, there's a navigation bar with the CARA logo, user profile (CARA Administrator), and menu items like Dashboards, Control Panel, Monitoring, and About. Below this is a search bar with options for 'Import Document', 'Create Document', 'New Structure', and 'View PDF'. A search filter is set to 'All Versions'. On the left, a map widget displays a satellite view of Europe with a blue pin over the Netherlands. A message above the map says 'Please modify your filters or zoom level to see matching results'. On the right, a table displays search results for 1114 documents. The table has columns for Product, Health Authority Status, and Country. The row for 'Netherlands' is highlighted in yellow.

| Product | Health Authority Status | Country     |
|---------|-------------------------|-------------|
| CARA    | Submitted               | Luxembourg  |
| CARA    | Approved                | Monaco      |
| CARA    | Approved                | Montenegro  |
| CARA    | Submitted               | Montenegro  |
| CARA    | Rejected                | Macedonia   |
| CARA    | Approved                | Macedonia   |
| CARA    | Approved                | Macedonia   |
| CARA    | Submitted               | Macedonia   |
| CARA    | Approved                | Netherlands |
| CARA    | In Discussion           | Poland      |
| CARA    | In Discussion           | Poland      |
| CARA    | Submitted               | Serbia      |
| CARA    | Rejected                | Serbia      |
| CARA    | In Discussion           | Serbia      |

## Pure SaaS

All our of New CARA solutions are cloud-first, providing the simplicity and security of a fully-managed service. Backed by global content storage leaders, you can be safe in the knowledge that your content and information is protected by cutting-edge technology in a private cloud.

