

FOR LIFE SCIENCES AND MEDICAL DEVICE FIELD TEAMS

Nine reasons a shared drive can't run your field content

Dropbox, Google Drive and SharePoint are good at storing files. Regulated field teams need approved content only, expiry that works offline, and a record of every view. Use this guide to score where your current setup falls short.

~80%

of pharma-approved content is never shared by reps¹

74%

of pharma and med device leaders say some of their field force uses unapproved content²

69%

of B2B buyers validate AI-generated insights with a sales rep³

Marketing builds the content. The field doesn't use it.

Teams invest heavily in MLR-approved decks, videos and leave-behinds. Then the content goes into a shared folder, and reps fall back on the old PDF in their inbox.

Field teams that do use marketing content get results. Veeva data shows 2.5 times more new patient starts when reps use it during provider visits.¹

Buyers now research with AI before they meet a rep, and most still want a person to confirm what they found.³ The rep who shows up with the right approved content, on any device and with no signal, wins that conversation.

"Sales enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders."

Forrester definition of sales enablement

2.5x more new patient starts when field teams used marketing content during provider visits.¹ Yet reps shared marketing content in only 48% of meetings.¹

☐ How to use this guide

The next two pages list the nine capabilities regulated field teams need. Tick each one your current setup already gives you, then count your score on page 4. Prefer to do it online? The interactive version at vablet.com scores you as you go and includes a cost calculator.

Check what your team has today

A BETTER WAY OF WORKING

- 1 One approved library, controlled by marketing** ☐

Reps get every file they need from one place. Marketing decides who sees what, changes permissions at any time, and pushes new content with a notification to every device.
- 2 Expired content disappears automatically, even offline** ☐

Set an approval window once. When it closes, the asset is removed from every device, including ones that haven't reconnected. Outdated pricing or claims stop reaching customers.
- 3 Reps present anywhere, with zero Wi-Fi** ☐

Content syncs ahead of time, so a rep in a hospital basement or an OR corridor presents the same way they would at the office. Changes and usage data sync when the device reconnects.

A MORE STRATEGIC WAY OF SELLING

- 4 Every view is logged, down to the second** ☐

See which assets reps open, present and share, for which accounts, and how long each page stays on screen. Marketing learns what works and builds more of it.
- 5 It fits the stack you already have** ☐

Log activity to Salesforce or SAP C4C, report in Power BI, and import from Google Drive. Microsoft Entra keeps users in sync automatically through vabletSync, with single sign-on.

6**Rich media that plays on any device**

Video, animation and HTML5 apps run on iPad, iPhone, Android, Windows and the web. vablet even plays video embedded inside PDFs, with a tap-to-play button on the page.

BEYOND FILE SHARING**7****Built for regulated teams**

SOC 2 attested, ISO 27001 certified, GDPR and HIPAA compliant. Audit trails, revocable access, remote wipe, and limits on emailing or opening files in other apps.

8**Present, train and capture forms in one app**

Use the same library for onboarding, refresher training before key meetings, and forms reps fill in the field. Reps learn one tool instead of three.

9**Create with any AI tool, deliver under control**

Draft content with the AI tools your team prefers. Once it clears your review, vablet delivers only the approved version, so AI speeds up creation without adding risk in the field.

Your score: ____ of 9**0 to 3**

Your shared drive is carrying a job it wasn't built for.

4 to 6

You have the basics. The gaps are where compliance risk lives.

7 to 9

You're close. Compare cost and ease of rollout before you renew.

Six field moments, two outcomes

MOMENT	SHARED DRIVE	VABLET
A price sheet changes on Monday	The new file is uploaded, but reps still have last month's copy downloaded or attached to old emails.	Marketing replaces the file once. Every device updates, and the old version is gone from the field.
A rep presents in a hospital basement	No signal means no access, unless the rep remembered to download the right files beforehand.	The full approved library is already on the device. The view is logged when the device reconnects.
An asset's approval expires	Someone has to remember the date, delete the file and hope reps delete their copies too.	The approval window closes and the asset is removed automatically, even on offline devices.
Leadership asks what the field used last quarter	Download counts at best. No view time, no presentation data, no account context.	Every open, presentation and share is logged by rep and account, to the second.
A rep leaves the company	Files already downloaded stay on personal devices and in inboxes.	Access is revoked and content is cleared from their devices.
Marketing launches a new training video	A link goes out by email. Some reps watch it, and nobody knows who.	The video lands in every rep's library, plays offline, and the view is tracked.

AI-CREATED CONTENT, CONTROLLED DELIVERY

Use any AI tool to create. Use vablet to deliver.

<p>STEP 1</p> <p>Create</p> <p>Marketing, with any AI tool</p> <p>Draft decks, visual aids, training and HTML5 tools with the AI tools you choose.</p>	<p>STEP 2</p> <p>Review and approve</p> <p>Your MLR process</p> <p>Nothing reaches vablet until it clears medical, legal and regulatory review.</p>	<p>STEP 3</p> <p>Publish with rules</p> <p>Marketing, in vablet</p> <p>Set the approval window, audience and device rules once.</p>	<p>STEP 4</p> <p>Present and measure</p> <p>Reps, online or offline</p> <p>Every view is logged and flows to Salesforce, SAP C4C or Power BI.</p>
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AI never generates or changes approved content in vablet, so nothing a rep presents is created on the fly. The AI meeting assistant is optional, and your admin turns it on or off. Compliance never depends on AI. Optional AI through MCP adds assisted search and reporting on top of the same controlled data.

One app for presenting, training and forms

Reps already juggle too many tools. vablet gives them one, and gives marketing the controls a regulated team needs. Named a Hot Vendor in Sales Enablement by Aragon Research (2017).

2010

vablet launched

60+

countries in use

50+

life sciences teams

0

Wi-Fi needed to present

Estimate what unused content costs you

A. Annual field content budget (creative, agency, video, MLR)	\$
B. Share of content reps never use (Veeva data: about 80%)¹	%
C. Field reps × hours a week finding content × 46 weeks × cost per hour	\$
Yearly cost: (A × B) + C	\$

Example: a \$500,000 budget at 80% unused, plus 50 reps spending 2 hours a week at \$85 an hour, comes to about \$791,000 a year.

See your approved library on every rep's device

Deployment can take as little as a day, with simple per-active-rep pricing.

[Book a demo](#)

Sources

1. Veeva CRM aggregated data, 2022 to Q1 2025, and Veeva Pulse Field Trends Report, as reported by eMarketer, July 2025. [emarketer.com](https://www.emarketer.com)
2. Citeline survey for ACTO of 192 biopharma and medical device professionals, published February 2023. [acto.com](https://www.acto.com)
3. Gartner survey of 645 B2B buyers, August to September 2025, press release May 2026. [gartner.com](https://www.gartner.com)

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