vablet

BUYER'S GUIDE FOR LIFE SCIENCES AND MEDICAL DEVICE FIELD TEAMS

How to choose a sales enablement platform for a regulated field team

Most platforms look alike in a demo. The differences show up in a hospital basement, on the day a claim expires, and at renewal. Use these ten requirements and the scorecard to compare vendors on what your reps and your compliance team need.

45%

of HCPs are accessible to biopharma companies, down from 60% eighteen months earlier[1]

50%

of B2B sellers are overwhelmed by the amount of technology their job needs[2]

74%

of pharma and med device leaders believe some of their field force uses unapproved content[3]

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WHY NOW

Fewer meetings, more tools, a changing vendor market

Access to providers is tight. Veeva Pulse data shows 45% of HCPs are accessible to biopharma companies, and half of those meet with three or fewer companies.[1] When a rep gets the meeting, the content has to be right, approved and ready to play.

Reps also have too many tools. In a Gartner survey of 1,026 B2B sellers, 50% said they're overwhelmed by the technology their job needs, and overwhelmed sellers were 45% less likely to attain quota.[2] A new platform should replace tools, not add one.

The vendor market is consolidating. Seismic completed its merger with Highspot in August 2026,[5] and Vector Capital announced in August 2025 that it would combine Showpad with Bigtincan.[6] If your vendor is part of a merger, keep renewals short, ask for price and opt-out protections, and secure your data on exit.

> "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.[4] Content that reaches the meeting pays off, so the platform that carries it matters.

- [ ] **Start with your reps, not the feature list**

  Feature grids make every vendor look complete. Spend a day in the field before you write the RFP: note where reps present, what they open and what they can't find. Then mark each of the ten requirements on the next pages as must-have, important, nice to have or not needed, and score vendors with the worksheet on page 6.

THE TEN REQUIREMENTS

What a regulated field team needs from a platform

CONTENT CONTROL

1 One controlled library

Shared drives and file-sync tools are good at storing files. They can't tell marketing which version is on which rep's device, or stop a copy being saved, forwarded or opened somewhere else. That gap is where off-label and outdated content comes from.[3]

ASK VENDORS

- Can marketing see which version of each asset every rep has?
- Can we stop reps emailing files or opening them in other apps?
- Are approved content, training and tools in one place?

HOW VABLET DOES IT

Marketing controls approved content, training and tools in one secure library. Admins can limit emailing or opening files in other apps.

2 Push updates to the right audiences

When a claim or price changes, the old version has to leave the field the same day. Reps sell different products in different regions, so each rep should see only what applies to them.

ASK VENDORS

- When we replace a file, does every device update without the rep doing anything?
- Can we schedule content to appear on a future date, and notify reps?
- Can we target by team, region, product or role, and change it at any time?

HOW VABLET DOES IT

Marketing pushes content with notifications and sets audiences and device rules once. Microsoft Entra groups decide who gets which content, through vabletSync. Admins can schedule content to appear on a future date.

3 Expiry and revocation that work offline

An expired asset on a rep's device is a compliance problem, and many reps present without a connection. Expiry that only works online leaves a gap.

ASK VENDORS

- Is an expired asset removed from a device that has been offline for a week?
- Can we revoke one asset, or all access, for a rep who leaves?
- Can we clear content from a lost device remotely?

HOW VABLET DOES IT

Set an approval window once, with a release date and an expiry date. When it closes, the asset is removed automatically, even on offline devices. Admins can revoke access and remotely clear content.

FIELD EXPERIENCE

4 Full offline access

Reps work in hospital basements, ORs, cath labs and rural clinics. If content depends on a signal, the meeting depends on it too.

ASK VENDORS

- In airplane mode, can a rep open every asset and play every video?
- Is the view still logged when the device reconnects?
- Does the rep have to remember to download files first?

HOW VABLET DOES IT

Full offline access, with zero Wi-Fi needed to present. Usage syncs when the device reconnects.

5 Rich media and HTML5 that run as built

Detail aids now include video, animation and interactive HTML5 tools. Large files need to live on the device so they play without buffering in front of a provider.

ASK VENDORS

- Will our HTML5 apps run as built on every device we use?
- Does video embedded inside a PDF play?
- Which platforms are supported: iPad, iPhone, Android, Windows, web?

HOW VABLET DOES IT

Video, animation and HTML5 apps on iPad, iPhone, Android, Windows and any web browser. Video inside PDFs plays with a tap-to-play button.

6 One app for presenting, training and forms

Half of sellers already feel overwhelmed by the technology their job needs. Each extra app is another login, another place to look and another thing to train.[2]

ASK VENDORS

- Can the same app deliver onboarding and refresher training?
- Can reps fill in forms in the field from the same app, offline?
- What does a rep need to learn on day one?

HOW VABLET DOES IT

One app for presenting, training and forms (vablet Capture forms). Forms work offline, and responses submit when the device reconnects. Nothing for the customer to install.

PROOF AND GOVERNANCE

7 Usage data down to the page

Marketing needs to know which assets help reps and which are never opened. Sales leaders need activity by account. Download counts answer neither question.

ASK VENDORS

- Is every view logged, including time on each page?
- Are offline views captured?
- Does the data flow to our CRM and BI tools?

HOW VABLET DOES IT

Every view is logged and engagement is tracked to the second. Activity flows to Salesforce or SAP C4C, and reporting to Power BI.

8 Security and compliance you can show an auditor

IT, compliance and procurement will ask for evidence. Life sciences and medical device teams handle sensitive content and, in some workflows, health information.

ASK VENDORS

- Which attestations and certifications do you hold today?
- Is content encrypted on the device?
- Is there an audit trail for content delivery and views?
- How do you handle single sign-on and user provisioning?

HOW VABLET DOES IT

SOC 2 attested, ISO 27001 certified, GDPR and HIPAA compliant, with audit trails. Content is encrypted on the device (file-level encryption). Single sign-on, and automatic user sync with Microsoft Entra through vabletSync.

9 AI under your control

Teams want AI to speed up content creation. Compliance needs to know nothing a rep presents was generated on the fly and skipped review.

ASK VENDORS

- Can AI generate or change content inside the rep's app?
- Can we turn AI features off?
- How does AI-created content get through our MLR review?

HOW VABLET DOES IT

AI never generates or changes approved content in vablet. The AI meeting assistant is optional, and your admin turns it on or off. Create with any AI tool, review in MLR, and vablet delivers only the approved version. Optional AI through MCP adds assisted search and reporting.

ROLLOUT AND TERMS

10 Fast rollout, stack fit and fair terms

Long implementations delay value. Contract terms matter more when vendors are merging. Keep renewals short, ask for price and opt-out protections, and make sure you can take your data with you if you leave.

ASK VENDORS

- How long from contract to reps presenting, and how much IT work?
- How is pricing calculated, and what happens at renewal?
- Can we export our content and usage data if we leave?

HOW VABLET DOES IT

Deployment can take as little as a day, with simple per-active-rep pricing. If you leave, vablet exports your content files and usage data on request, at no charge. Works with Salesforce, SAP C4C, Power BI, Google Drive, Microsoft Entra and single sign-on.

☐ **Add what is specific to your team**

Most RFPs also cover languages, support hours, data residency, device management and accessibility. Add a row to the worksheet for each one that matters to you, and give it a weight like any other requirement.

SCORECARD

Weight what matters, then score each vendor

Weight

3 must-have, 2 important, 1 nice to have, 0 not needed.

Score

0 no, 1 partly or with workarounds, 2 yes, 3 yes and shown working on your content.

REQUIREMENT	WEIGHT	VENDOR A	VENDOR B	VENDOR C
CONTENT CONTROL				
1. One controlled library				
2. Push updates to the right audiences				
3. Expiry and revocation that work offline				
FIELD EXPERIENCE				
4. Full offline access				
5. Rich media and HTML5 that run as built				
6. One app for presenting, training and forms				
PROOF AND GOVERNANCE				
7. Usage data down to the page				
8. Security and compliance you can show an auditor				
9. AI under your control				
ROLLOUT AND TERMS				
10. Fast rollout, stack fit and fair terms				
Weighted total (sum of weight × score)				
Maximum possible (sum of weights × 3)		Divide each vendor total by this number for a percentage.		

Rule: a score of 0 on any must-have rules a vendor out, whatever its total. Prefer to do it online? The interactive version at vablet.com/how-to-choose-a-sales-enablement-platform does the maths and builds your RFP question list.

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THE PROCESS

Five steps from shortlist to signature

1 **Ride along first**
Spend a day with two or three reps. Write down where they present, what they open and what they can't find.

2 **Set your must-haves**
Mark each of the ten requirements. A vendor that fails a must-have is out, whatever its total score.

3 **Demo on your content, offline**
Give every vendor the same five assets: a deck, a video, a PDF with embedded video, an HTML5 tool and a form. Ask them to run the demo in airplane mode.

4 **Test expiry and revocation**
Set an asset to expire, take a test device offline, and check the asset is gone when the window closes.

5 **Pilot, then check the terms**
Pilot with one team, look at the usage data, then negotiate contract length, renewal pricing and data export.

WHY VABLET

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. vablet is a product of Meiotic, Inc., founded in 2001. 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

See vablet run on your own content, offline

Bring five of your assets and we'll run them on an iPad in airplane mode. Deployment can take as little as a day, with simple per-active-rep pricing.

Book a demo

Sources

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