![SAS — THE POWER TO KNOW.]

# SAS® Marketing Operations Management – Claims Management

A centralized repository for approved claims and supporting information

## How SAS® Can Help

When you think of marketing, claims management isn't typically the first topic that springs to mind. And yet claims management plays an important role in marketing, particularly for consumer packaged goods and life sciences companies. After all, no marketing organization wants to bring unwanted exposure to the company by making false or misleading claims about its products and services, or by making inconsistent claims in different marketing communications.

Unfortunately, keeping track of all the claims you make in your marketing and promotional materials can be difficult. How do you know what's okay to say and what isn't?

The Claims Management module of SAS Marketing Operations Management solves this problem by providing a central repository for storing and maintaining claims that have been approved by your regulatory or legal department. In addition, the Claims Management module:

- Facilitates a consistent approach to developing and approving claims and supporting information.

- Maintains a database of approved claims that can be easily searched, retrieved and referenced.

- Includes detailed information on each claim – e.g., the context in which a claim can be made, who can make claims, evidence that substantiates a claim, etc.

- Helps expedite the creation of packaging labels by providing accurate claims information to the marketing organization.
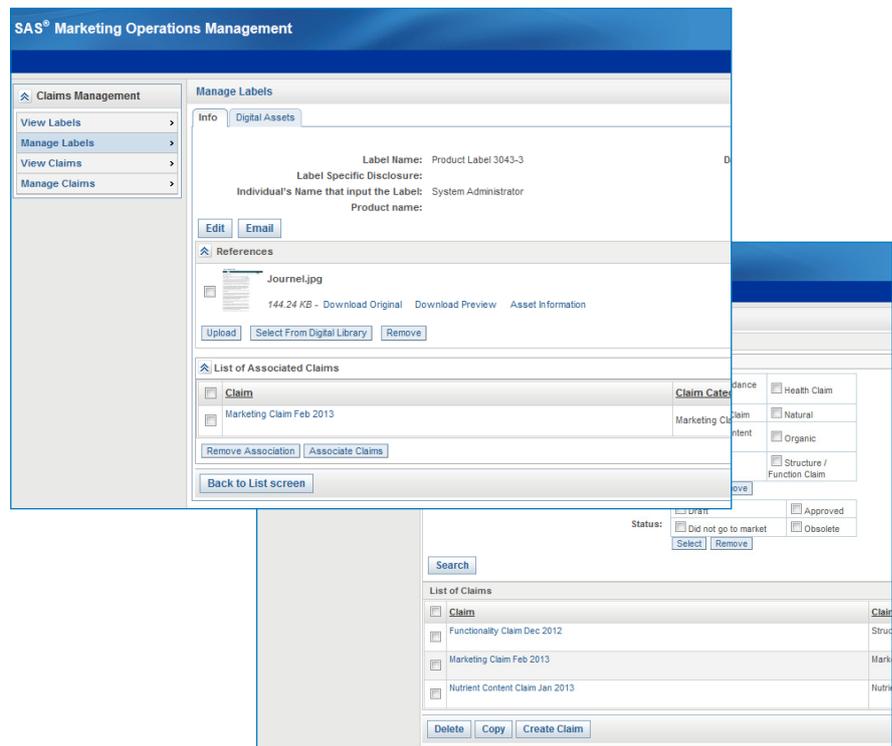
## Learn more

To learn more about SAS Marketing Operations Management, visit us online at:
sas.com/marketingoperations

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