

SAS® Marketing Operations Management – Claims Management

A centralized repository for approved claims and supporting information

What if you could...

Prevent unwanted exposure from false claims

What if you had easy access to claims information so you could ensure that only approved claims are used on packaging or advertising materials?

Quickly find claims information

What if, when a certain claim was no longer relevant or true, you could quickly identify all the places that claim has been used so you could modify the information expediently and consistently?

Ensure consistency in claims management processes

What if your regulatory or legal department had a common approach to developing and approving claims?

You can. SAS gives you The Power to Know®.

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.

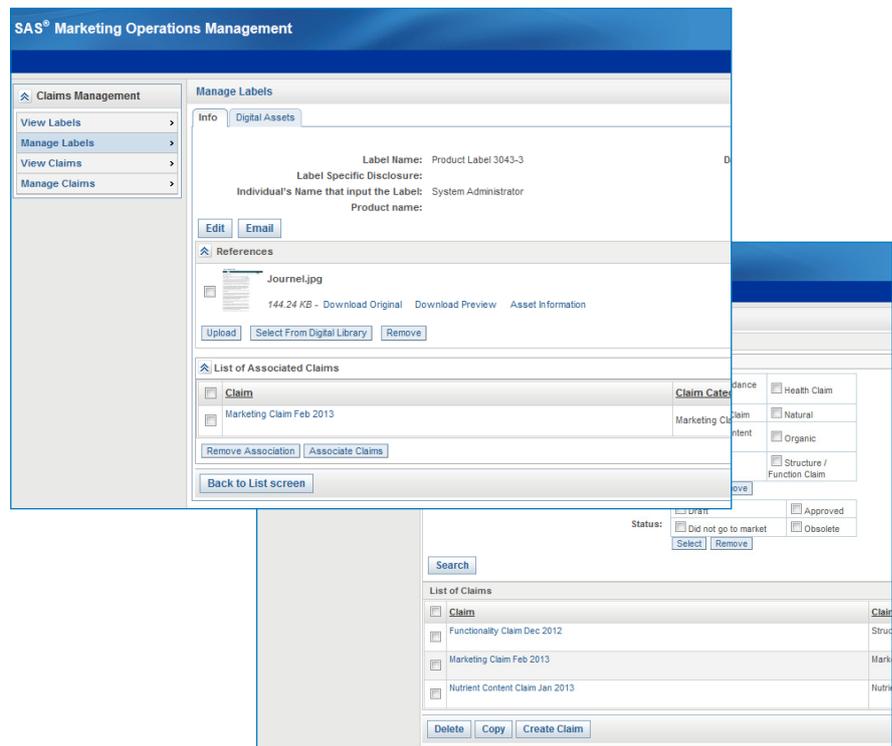
Learn more

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

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The screenshot displays the SAS Marketing Operations Management interface for Claims Management. It features a navigation menu on the left with options like 'View Labels', 'Manage Labels', 'View Claims', and 'Manage Claims'. The main content area is titled 'Manage Labels' and includes an 'Info' tab for 'Digital Assets'. Key fields include 'Label Name: Product Label 3043-3', 'Label Specific Disclosure', 'Individual's Name that input the Label: System Administrator', and 'Product name'. Below these are 'Edit' and 'Email' buttons. A 'References' section shows a file named 'Journal.jpg' (144.24 KB) with options to 'Download Original', 'Download Preview', and 'Asset Information'. There are also 'Upload', 'Select From Digital Library', and 'Remove' buttons. A 'List of Associated Claims' table is visible, listing claims such as 'Marketing Claim Feb 2013' and 'Nutrient Content Claim Jan 2013'. The interface also includes a search bar and status management options like 'Draft', 'Approved', 'Did not go to market', and 'Obsolete'.