



**FOR IMMEDIATE RELEASE**

Greg Blount  
Media Relations  
214.616.0204  
[gblount@xpediantsolutions.com](mailto:gblount@xpediantsolutions.com)

## **Xpediant Digital Releases Innovative Interactive Visual Aids Product, XpIVA to our XpSuite**

*Author your IVA's using Adobe AEM while Streamlining the entire IVA Process*

Houston, Texas, May 7, 2019 -- Xpediant Digital, the leader in DAM Integration Platforms, today announced the release of a new addition to the XpSuite of products, Xp Interactive Visual Aid or XpIVA. This product has been developed with and in operation with one of the leading Pharmaceuticals in the industry. XpIVA fills a critical market need in the creation of, integration to, and the distribution for the Interactive Visual Aids. Today, this supply chain is extremely manual, costly, and inefficient. XpIVA, running on the XpConnect™ Platform allows companies to use Adobe AEM to author IVA's along with their web sites, print and templated emails, and to leverage all approved digital assets across the ecosystem providing all of the benefits of the XpConnect™ Platform plus XpIVA. The ability to have one standardized authoring solution with seamless integration to the MLR process (Veeva Vault) and automatically push approved IVA's to Veeva CRM removes the high overhead of manual intervention in each step of the current IVA process drives incredible savings.

"We are excited to announce this exciting new product", "Our commitment is to continuously innovate our Solutions and XpSuite of Products to meet the demands of our clients, this new product is part of our Suite and drives our mission of creating the integrated marketing ecosystem" says Qusai Mahesri, Chief Executive Officer. "

### **About Xpediant Digital:**

Xpediant Digital is a next-generation services company, committed to the pursuit of digital experience and ecosystem integration excellence in the Life Sciences and Pharmaceutical industries, specializing in optimizing the digital asset supply chain with products and services.

Our exclusive XpSuite of Products, XpConnect™ Platform, XpGenerator, and XpIVA are designed to enable integration between Adobe AEM, Veeva Vault, and Veeva CRM, to drive quality, savings and efficiencies for authoring, managing and distributing approved digital assets.

For more information, please visit [www.xpediantdigital.com](http://www.xpediantdigital.com).