

# Incentive 360

*Reimagine your approach to incentive compensation design and management with Incentive 360, IQVIA's next-generation incentive compensation solution. Align sales rep behavior and drive performance with a future-fit IC platform.*

Pre-pandemic trends as well as direct pandemic disruption are driving rapid transformation in the commercial models utilized by life sciences organizations. While disruption has been obvious on the patient's journey through the healthcare system and their resulting engagement with healthcare providers (HCPs), this disruption has been equally significant on how commercial organizations engage with HCPs, with notable impact on sales teams.

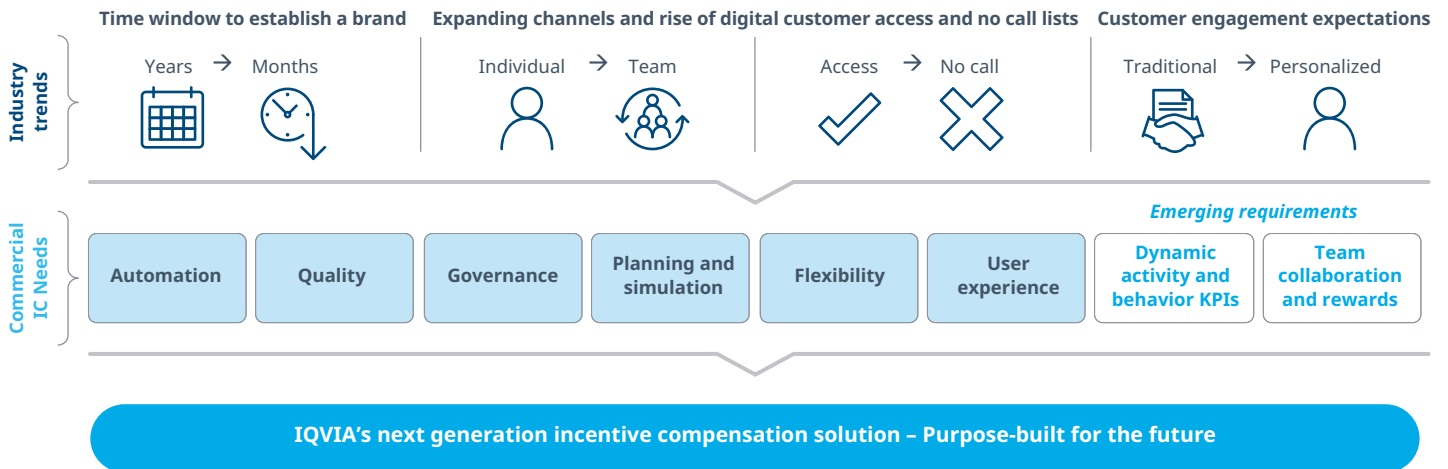
Life sciences companies have responded to these fundamental changes through rapidly evolving commercial models reflected in changes to approaches in structure and field deployment, oftentimes emphasizing an orchestration of promotional activities across a wide variety of sales and marketing channels. This omnichannel engagement requires life sciences commercial teams to swiftly adapt to a new reality and its implications, including limited face-to-face access to HCPs, a dramatic expansion of digitally-driven promotional channels to both HCPs and patients, as well as an increased overall reliance on non-personal marketing techniques.

These changes in the commercial model have significant implications on sales force incentive compensation. Long a core component of a robust end-to-end salesforce effectiveness process, incentive compensation is a critical component to achieving and sustaining a high level of brand and portfolio success. This meaningful shift in engagement necessitates an approach to incentive

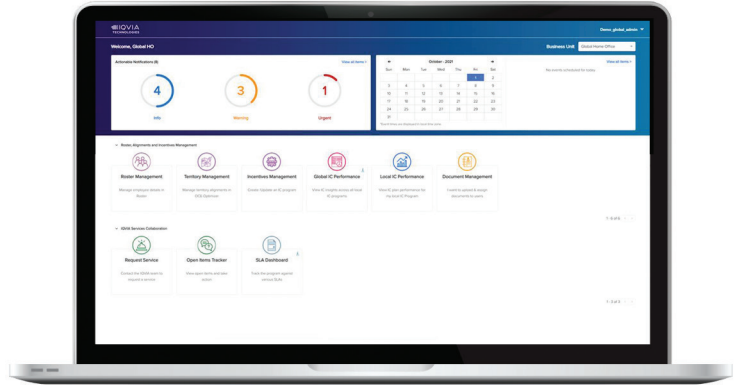


compensation that measures and rewards sales representatives in concert with this new reality. There is a need for a future-fit solution that can accommodate existing IC approaches as well as transition to an approach that comprehends orchestrated omnichannel engagement, as shown in figure 1 below.

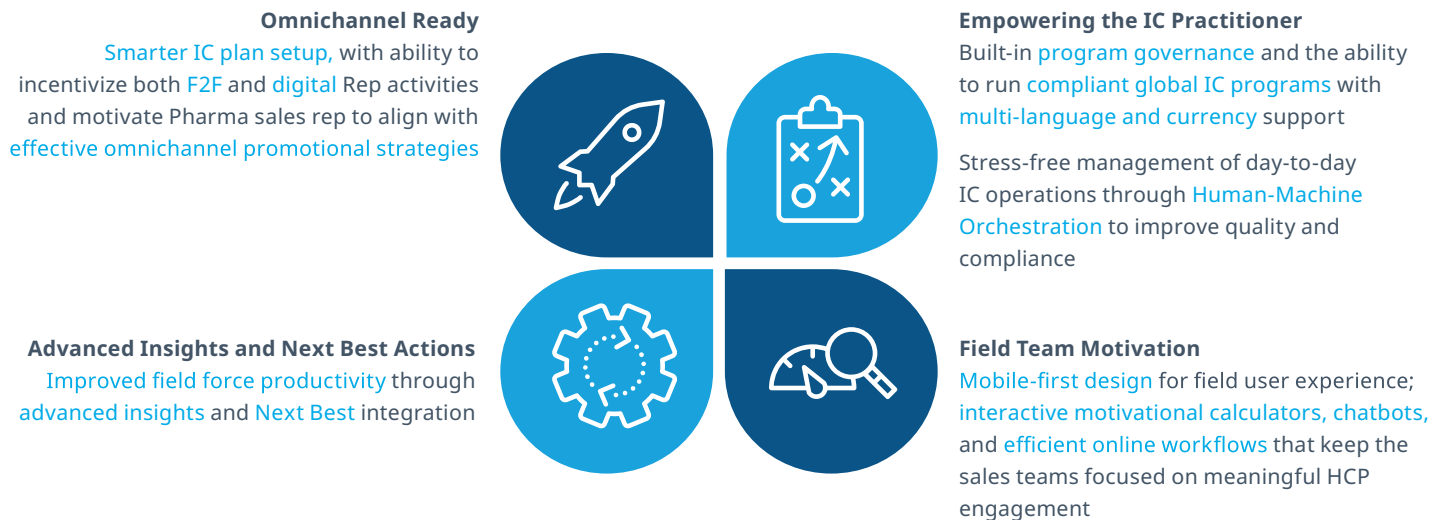
**Figure 1: Evolving needs for IC: Sales operations approaches and technology must adapt to evolving commercial models in the post-COVID environment**



Leveraging IQVIA's experience in delivering IC solutions over the past 20+ years, Incentive 360 has been purposely built with this broader promotional mix in mind and is designed to ensure greater field force efficiency and motivation. Built to maximize brand/portfolio performance, it is a KPI-agnostic platform that seamlessly integrates sales activity and other performance measures, allowing commercial organizations to design, measure, and reward its field force operating in today's environment. Key aspects of the solution are shown in figure 2 below.

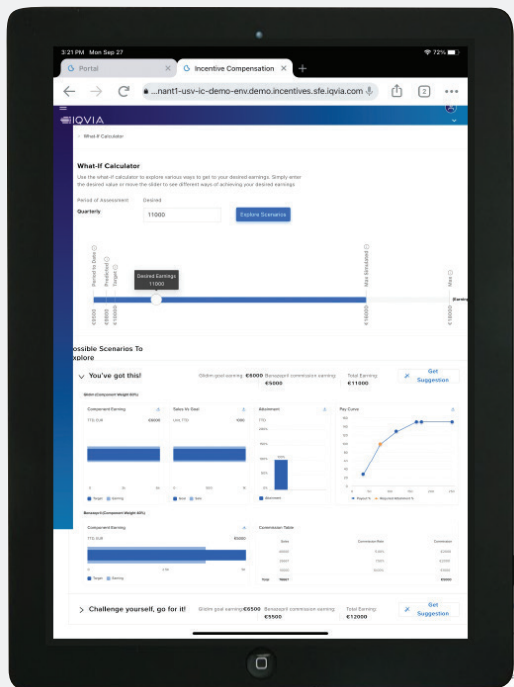


**Figure 2: Introducing IQVIA's Incentive 360 solution**

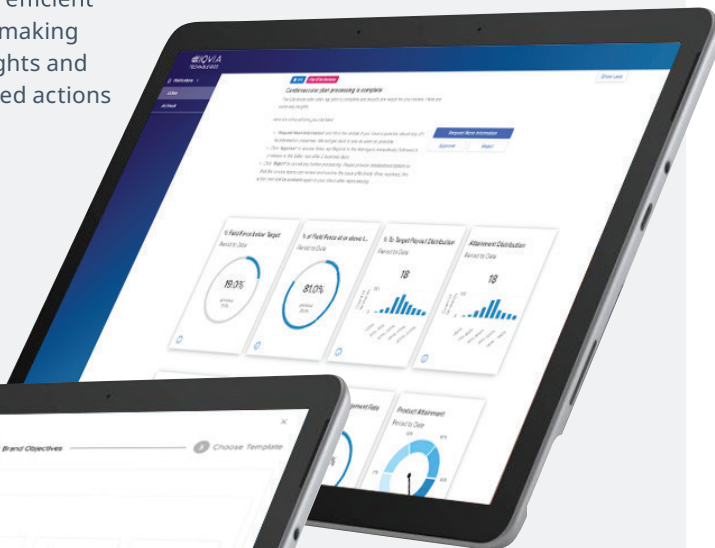


Incentive 360 enables commercial organizations to embrace the accelerated evolution of the promotional environment, driven by agile plan design, advanced insights, integrated Next Best actions, and field team motivational tools.

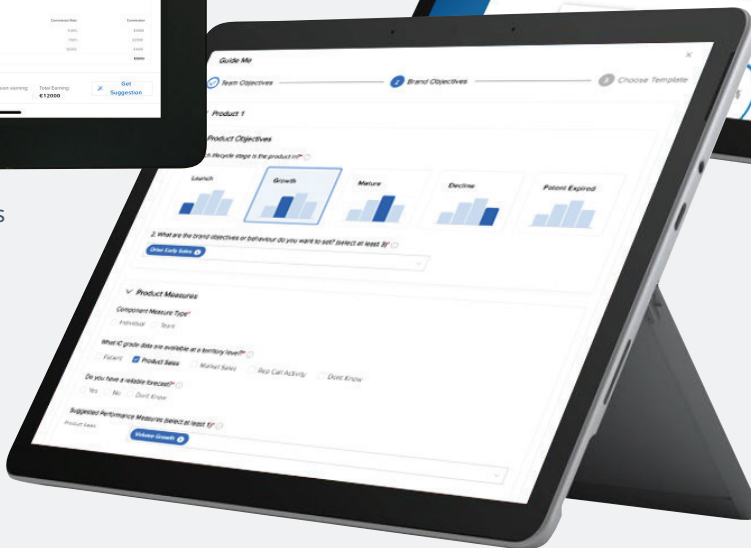
## Key features of Incentive 360



Facilitate efficient decision making with insights and customized actions



Seamless integration across the connected ecosystem can generate dynamic Next Best suggestions from an interactive what-if calculator



Smart design using "guide-me" wizards and an extensive plan template library to help select the right plan design for your team

- Mobile-first design with rich analytics, interactive calculators, and timely alerts and suggestions that incorporate Next Best actions such as those from IQVIA's AI-powered Next Best solution
- Design, simulation, and configuration of plans, goals, and MBOs
- Extensive library of best-practice-driven, pre-configured plan templates and intuitive accelerators to expedite time-to-market
- Stress-free plan management through effective Human-Machine Orchestration using compliant, in-built change control, configurable approval workflows, and quality control with full traceability
- Part of the IQVIA Connected Intelligence ecosystem of applications, including OCE (CRM), Optimizer (Engagement/Territory planning) and Orchestrated Analytics (next-best/dynamic targeting) for powering superior sales performance

Significant benefits await organizations that transition from traditional IC solutions:

**INCENTIVE 360 BENEFITS**

Drive greater field force engagement and motivation	Reduce total cost of ownership	Future ready
<ul style="list-style-type: none"><li>• Improved field and HO engagement up to 25%</li><li>• E2E platform-driven process with 100% compliance</li></ul>	<ul style="list-style-type: none"><li>• Efficient orchestration between automated and human tasks that streamline decision making</li><li>• Self-service capabilities that reduce field inquiries, increase transparency, and drive down operational costs by up to 30%</li></ul>	<ul style="list-style-type: none"><li>• KPI agnostic data model can bring in complementary KPIs to measure and reward performance in the omnichannel context</li><li>• Connected ecosystem can scale to support innovative use cases to align field behaviors with organizational performance</li></ul>

As the market environment continues to evolve, commercial organizations within life sciences companies need to anticipate and evolve their field deployment models as well. It is more important today than ever before to employ an incentive compensation solution that not only handles traditional IC needs but also is future-fit for recent changes and those to come. Contact IQVIA and see how Incentive 360 can help.

