

IQVIA Business and Data Intelligence

Deep business knowledge combined with thorough technological expertise for the Pharma and MedTech industry.

IQVIA and IM Associates have joined forces to bring you an even more comprehensive business intelligence offering! Our combined expertise is focused on delivering cutting-edge business intelligence solutions and services for the human pharma, animal health and MedTech sector. By merging all types of data sources and using our expertise of a wide variety of BI platforms and data technologies, we can assist you like never before when it comes to finding the best data insights.

Offering extra value to the human pharma, animal health and medTech industry

Our BIDS team (Business Intelligence and Data Science) offers synergy that delivers:

- Both pharma business and technological expertise, yet now from one provider.
- A larger team with more resources, more innovative capability and the ability to tailor solutions faster to your individual needs.

Our solutions and services for your business

Our BIDS team combines the best of both worlds into a continuous data intelligence and business intelligence offering for the industry.

BIDS solutions

We provide you with a complete solutions offering, depending on desired data sources, end-user flexibility and output granularity:

IQREP	PHARMAREPORT	IM SMART
Provides the sales teams with prepared web based “one pager” guided insights on their territory	A cloud hosted analytics platform	A cloud hosted analytics platform: Business Intelligence Software as a Service
Integrated configuration, no customization	Generic reporting models and full advanced analytics capabilities	Complete ‘unburdening’
Storyboarded KPI’s based on (IQVIA) sales and activity information with configurable narrative capabilities	Focused on IQVIA data sources (sales and CRM), with back-end and front-end accelerators	Actionable intelligent applications for decision making support down to individual customer level, with web and mobile availability
Insights down to the brick level	Insights down to the brick level	All data sources

BIDS services

We can support your team with specialized data engineers, business analysts and business intelligence experts during all phases of data and business intelligence projects, including development and support.

We offer two types of services: **Managed Services** and **BI Services**:

- Managed services revolve around designing and implementing end-to-end managed business intelligence platforms and data governance best practices.
- BI services are about providing you with the right experts so you can discover the insights you are looking for. Our BI technology and business experts can fill any role needed in the delivery of an agile BI project, be it for local teams or on HQ level.

END-TO-END MANAGED PLATFORM	DATA GOVERNANCE	BI SERVICES
Dedicated squad setup, with product delivery, maintenance, and support	Design and implementation of a data governance framework and data cataloguing processes	We reinforce your teams with the right competences, skills and / or capacity, as your local data insights partner or for HQ BI project deliveries. We offer you in particular:
Design and set-up of your (cloud) platform, data model and data architecture	Design of master data management (MDM) processes and their discipline	On-, near- or offshore competences for all different roles in a BI project
Automation of data integration and loads/ ETL	Documentation of data architecture and data flows with a curated design of data domains and data models	Back-end and front-end support on the technologies and (cloud) platforms you have in place
High-performance data storage and intelligent use of semantic and reporting layers	Set-up of data literacy practices and training on best practices for data management	Strategic and operational reinforcement of your BI or commercial department

Why work with us? A reliable partner for growing your business even further

Our team of seasoned industry veterans and dedicated technology experts delivers you data-driven added value across all pharma domains. It is our mission to provide you with the insights, tools, resources, and competences that will elevate your business to the next level amid this dynamic market, focusing on pragmatism, flexibility to ensure short time to action, and a high level of ownership and involvement.



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