



# Kazakhstan & Eurasia

Technology services

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## Agentic AI & Digital assistants



## Data-as-a-Service (DaaS)



Centralized solution for hosting and managing data, enabling efficient collection, standardization, integration, and secure access.

## Analytics End-to-end BI solutions



- Ready-to-use dashboards for management and commercial teams, ensuring business transparency;
- Standardized ETL and data integration processes with full control over data quality, including DWH creation;
- Visualization of key metrics for both strategic and operational decision-making.

## Regulatory, Safety & Quality



**IQVIA Consent** - platform for secure electronic consent management, including collection, storage, and audit aligned with international and local requirements

**Fair Market Value (FMV)** - transparent and compliant evaluation of HCP and KOL compensation, minimizing compliance risks

**RIM Smart** - regulatory lifecycle management system, streamlining submissions and accelerating product launches

**PV (Vigilance)** - solutions for patient safety, proactive signal detection, and data quality assurance

**QMS** - quality management system automating key processes: documentation, CAPA, change control, audits, and inspections, ensuring full GxP compliance

# Technology services

## Agentic AI & Digital Assistants



### Field Force Assistant:

supports field force users with recommendations on key messages, promo plans, schedules, and communication channels



### End User Assistant:

helps HCPs, patients or pharmacies with training, guidance, and compliance, while ensuring data security within organizations



### Virtual CRM Helpdesk:

simplifies CRM support with step-by-step real-time instructions



### MSL Assistant:

automates analysis of scientific data and monitoring of studies, supporting personalized engagement strategies



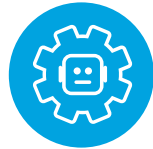
### Approved Content Generator:

creates marketing campaign materials based on approved content



### Scientific Literature Review:

saves time by streamlining search and analysis of relevant scientific information



### Persona Based Training Assistant:

simulates physician and trainer interactions for effective staff learning



### Compliance Assistant:

provides guidance on regulatory requirements and internal company policies



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