

Advancing Commercial Analytics in Pharma with Agentic AI

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Agentic AI has moved beyond experimentation and entered a new phase of commercial relevance. For life sciences organizations, the question is no longer whether AI can generate insights, but whether it can be trusted to support real decisions, scale across teams, and improve how commercial organizations serve customers. Early pilots demonstrated promise, but sustainable impact depends on how AI is designed, governed, and embedded into the work that matters most.

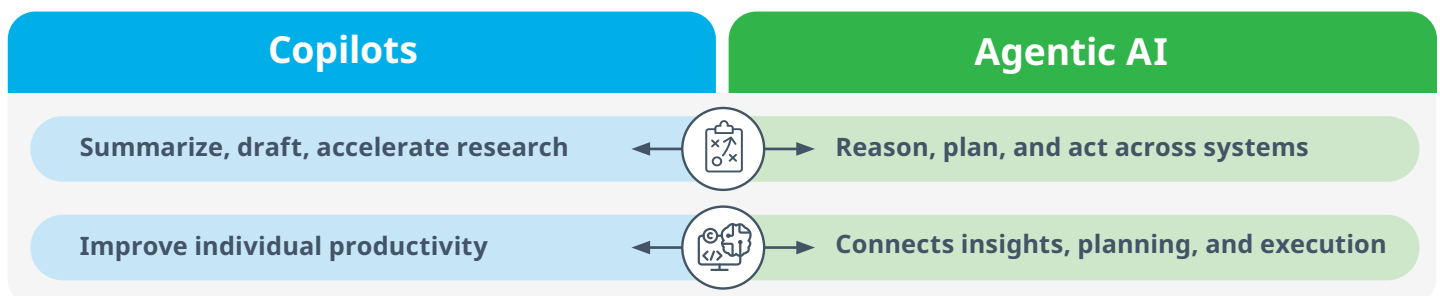
The shift from experimentation to performance does not come from deploying a single tool or launching isolated pilots. **Commercial value emerges when specialized AI agents operate together across the full lifecycle of commercialization, grounded in high quality data and integrated directly into everyday workflows.**

When AI is orchestrated with intent and discipline, it becomes a practical engine for better decision making rather than an additional layer of complexity.

Why agentic AI changes the equation for commercial teams

Early waves of enterprise AI focused on productivity. Copilots and text based assistants helped teams summarize documents, draft content, and accelerate research. These tools delivered time savings and demonstrated that AI could function safely inside enterprise environments. Their value, however, often stalled at the task level. They supported individual efficiency, not end to end commercial execution.

From task-level AI to workflow-level impact



This evolution matters because commercial performance depends on coordination. Insights only deliver value when they translate into plans and plans only matter when they translate into action. Agentic AI is most effective when specialized agents work together as an ecosystem rather than as standalone tools.

How agent ecosystems work across commercialization

- **Market understanding agents:** Identify what is happening and why
- **Planning agents:** Translate insights into forecasts, scenarios, and resource plans
- **Execution agents:** Guide field teams with prep and next best actions
- **Orchestration across agents:** Connects insight, planning, and action

Common challenges to scaling agentic AI

Most organizations face similar barriers when moving beyond pilots:

- Data readiness: Data lacks the structure, context, and governance agents require
- Domain specialization: Generic AI struggles with life sciences complexity
- Adoption and change: Organizations must adapt workflows, not just deploy technology



Operationalizing agentic AI with confidence

IQVIA approaches agentic AI through a platform lens, designed specifically for regulated pharmaceutical and life sciences environments. IQVIA.ai enables organizations to embed agent driven intelligence directly into commercial workflows rather than layering disconnected point solutions on top of existing systems. This approach helps reduce manual work, accelerate analysis, and automate complex processes while maintaining the trust, quality, and compliance required in healthcare.

Proven commercial impact



61% cost reduction over three years



Forecasting cycles reduced from weeks to 5 days



15%+ increase in multichannel call equivalents



27% reduction in call prep and follow-up time

Trust underpins these results. IQVIA evaluates agent performance against rigorous standards for relevance, factual accuracy, completeness, compliance, and hallucination control. As of late 2025, IQVIA's data analytics agents **achieved 97% factual accuracy and a 98% no hallucination rate** across extensive evaluation scenarios, supporting confidence in production deployment.

What commercial leaders should focus on now: Three priorities to move from pilots to performance



Invest in data: Ensure quality, governance, and context



Design for scale: Modular architecture and integrated workflows



Drive adoption: Embed agents into existing ways of working and measure outcomes

Agentic AI is no longer a future aspiration. It is already reshaping how commercial organizations operate, make decisions, and support customers. With the right foundation and a platform based approach, it becomes a practical and trustworthy lever for sustained commercial performance.