

IQVIA CRM Managed Support

Operate CRM as a system of execution while delivering measurable value early

What we deliver

CRM environments break down when execution is disrupted or when value is delayed. This becomes even more critical once platforms are live and must evolve while supporting day-to-day commercial and medical operations.

IQVIA operates CRM as a system of execution, keeping teams productive while continuously activating new capabilities and measurable value.



What this enables



Translate delivery into measurable value

Enhancements and support activities are tied to clear outcomes in productivity, engagement, and execution quality



Minimize disruption to business

Field and medical teams remain productive while systems evolve and issues are resolved quickly



Operate CRM as a live execution layer

Data, workflows, and integrations are actively managed to support adoption and real-world usage



Deliver change while the business is running

Enhancements and releases are introduced incrementally with value visible early



Enhance CRM with AI and connected workflows

New capabilities are embedded into daily execution across data, content, and engagement

Experience across Veeva and Salesforce CRM environments

Few partners operate CRM environments across both Veeva and Salesforce at enterprise scale. IQVIA does.

Veeva CRM and Veeva Vault CRM

- Deep experience supporting Veeva ecosystems with complex integrations, content, and data dependencies across global deployments
- Managed services supporting large-scale global CRM environments across top pharmaceutical companies
- Proven delivery of long-running Veeva managed support programs spanning commercial and medical use cases, including sales, MSL, and hybrid engagement models

Salesforce-based CRM and Agentforce Life Sciences

- Managed support for Agentforce Life Sciences within the Salesforce ecosystem, including evolving next-generation platforms
- Alignment with IQVIA CRM foundations, enabling continuity in workflows and data during transition
- Supported by a large base of trained and certified resources within the IQVIA delivery network, enabling scaled and consistent execution across complex environments
- AI and field capabilities embedded directly into CRM workflows to support real execution, not parallel tools

Across both environments

- Production AI embedded in CRM workflows, tested and adopted in live field environments and proven to drive measurable improvements in productivity, targeting, and engagement
- CRM environments operated as part of broader commercial and medical ecosystems, including integrations with data, analytics, and external systems

Proven delivery with top pharmaceutical companies

- Managed CRM environments supporting large, global pharmaceutical organizations, including long-running managed services engagements across commercial and medical platforms
- Experience spanning Sales, MSL, KAM, and payer engagement models in regulated environments
- Delivery across large-scale CRM programs, including migration, stabilization, and steady-state operations
- Long-running managed support engagements with high service reliability and adoption outcomes



What differentiates IQVIA



Built for life sciences execution

Commercial and medical complexity is embedded in how we operate CRM, not layered on top



Execution-first operating model

CRM is run to keep teams productive and drive outcomes, not just maintain system availability



Operate across the full ecosystem

Data, workflows, integrations, and compliance are managed together, not in isolation



One partner across the lifecycle

From platform decision through transformation and long-term operation



AI proven in real environments

Production AI deployed, tested, and adopted in live field settings with measurable impact

When clients engage IQVIA

- When CRM is live but not delivering expected impact
- When transformation must happen without disrupting field execution
- When introducing AI into real commercial and medical workflows
- When operating complex CRM ecosystems across data, content, and integrations

Next step

If you are operating a CRM environment that must evolve without disrupting execution or delaying value, IQVIA can help you move forward with confidence.

Client spotlight: Transforming managed services into a true execution mode

A large U.S. pharmaceutical organization engaged IQVIA to stabilize and elevate CRM operations in a regulated environment.

IQVIA was selected to deliver **multi-year managed support for Veeva CRM** focused on sample accountability, incident resolution, service requests, and release support.

The client was seeking a step change from an incumbent model perceived as resource-based support to a true managed service with clear accountability, governance, and measurable outcomes. IQVIA was selected based on the strength of its operating model and proven delivery across related programs.

A key differentiator is the **integration of AI into the service model** to improve triage, accelerate resolution, and enable more proactive support. The engagement is structured around defined SLAs, KPIs, and a dedicated service model designed to ensure compliance, improve operational continuity, and continuously increase value over time.