

IQVIA for CRM Transformation

Transform CRM without disrupting your business. Deliver value from day one

Why CRM transformation needs a different approach

CRM transformations in life sciences are often executed as technology projects rather than business transformations. As a result, organizations experience disruption to commercial and medical teams, delayed value realization, and low adoption of new capabilities.

AI is frequently introduced after implementation, layered on as a separate initiative rather than embedded into how teams work. The result: long timelines, fragmented adoption, and benefits that arrive too late.

Transform CRM without disruption and accelerate value

IQVIA enables CRM transformation that keeps your business running while delivering measurable value throughout the program.

We ensure commercial and medical teams continue operating without interruption, while new capabilities, data integration, and AI-driven workflows are introduced incrementally.

What clients get from IQVIA CRM transformation



Maintain business continuity during transformation

Commercial and medical teams continue operating without disruption as systems evolve



Realize value early, not after go-live

Deliver measurable, incremental value throughout the program rather than waiting for full deployment



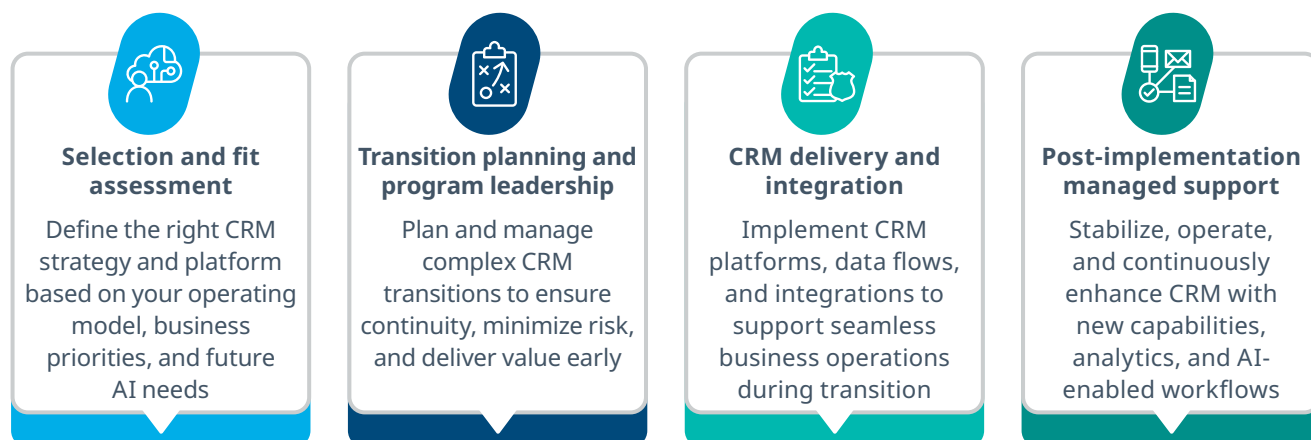
Embed AI directly into workflows

AI is integrated into how teams work day-to-day, not introduced later as separate tools

IQVIA enables CRM transformation that protects day-to-day operations while steadily introducing new capabilities, data integration, and AI-driven workflows.

Flexible CRM transformation services

IQVIA offers modular services across the CRM transformation lifecycle. Clients can engage us for specific needs and as their strategic and transformation advisory partner.



Why organizations choose IQVIA

- **Deep life sciences CRM expertise at global scale**
30+ years supporting commercial and medical teams across pre-commercial and complex global operating models
- **Proven ability to deliver at scale**
800+ CRM specialists with Salesforce and Veeva certifications supporting global programs
- **Track record across the industry**
230+ customers and 2,400 CRM programs delivered across life sciences

IQVIA enables clients to deploy AI solutions within their current CRM environment while preparing for future platforms. These solutions carry forward into the new system, giving teams continuity and familiarity throughout the transition. By embedding AI into the transformation process, clients achieve earlier value, improve user adoption, and reduce disruption when migrating to new CRM platforms.

-  **AI that works across current and future CRM systems**
Solutions operate consistently before, during, and after migration
-  **Faster time to value**
Begin realizing AI-driven benefits immediately instead of waiting for full transformation
-  **Improved adoption and smoother transitions**
Solutions operate consistently before, during, and after migration