

IQVIA Insights as a Service (IaaS)

Enterprise-grade analytics, right-sized for biopharma companies

Turn your patient claims data into ready-to-use insights more quickly, using fewer resources, and requiring minimal analytics lift.

Launching a biopharma brand has never been more challenging. Tight timelines, constrained budgets, and fragmented data make timely, credible insights harder to achieve just when they matter most. Every delay results in missed opportunities, slower uptake, and reduced competitive advantage.

IQVIA's Insights-as-a-Service (IaaS) is purpose-built to solve these challenges. It delivers a turnkey analytics foundation and on-demand insights tailored for launch planning. By integrating licensed datasets into a single, consistent view, IaaS eliminates silos, accelerates decision-making, and reduces complexity.

With streamlined implementation and reusable models, you gain trusted insights quickly, empowering teams to prioritize markets, target healthcare providers (HCPs) and healthcare organizations (HCOs), and track performance with confidence.

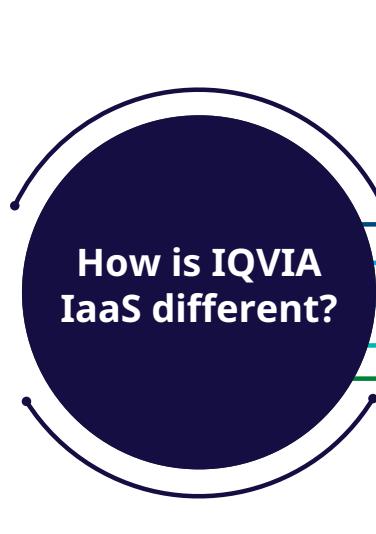
Key capabilities — The right solution

Accelerate the data-driven business decisions using IQVIA IaaS

				
Accelerate patient and market identification	Uncover launch performance	Boost persistence and pull-through	Maximize field force ROI	Minimize access barriers
Leverage claims-derived cohort sizing, total addressable market (TAM) estimates, and to pinpoint high-value opportunities faster	Track KPIs with integrated analysis and recalibrate forecasts to stay aligned with market dynamics	Apply patient journey analytics, time-to-next-therapy metrics, and adherence indicators to enhance patient retention and therapy continuation	Deploy reps strategically with dynamic targeting, optimized territory design, and opportunity heat maps	Payer mix profiling, copay utilization analytics, and payer fulfillment insights to optimize copay and payer strategies, enhancing patient access

Purpose-built for biopharma

Right-sized modules, flexible pricing, and accelerated timelines designed specifically for emerging and mid-sized organizations — not generic, one-size-fits-all solutions



Effortless, native integration

Seamless connectivity to IQVIA licensed datasets and third-party client data delivers a unified, consistent view — without the complexity competitors require

Transparent by design

Clear business rules, comprehensive data dictionaries, and open backend code foster trust and usability — unlike black-box approaches that obscure logic

Future-ready scalability

Modular architecture lets you expand your capabilities as your needs evolve — avoiding costly rip-and-replace cycles common with rigid platforms

Embedded expert advisory

Direct access to specialized biopharma analysts for interpretation, ad-hoc questions, and strategic reviews — going beyond basic support to deliver real partnership

Delivery

IQVIA IaaS offers cloud-based, modular analytics that can be deployed in your environment or hosted by IQVIA. The solution includes pre-built data pipelines, reusable code components, and dashboards tailored to biopharma use cases to accelerate speed and support relevance.

1. Typical implementation takes 4 to 6 weeks with a tiered base and optional incremental modules.
2. Pre-built connectors enable fast onboarding of IQVIA datasets and third-party data you license.
3. Data subscriptions (e.g., claims, affiliations) have to be purchased separately.

Why IQVIA

Move faster. Decide with confidence. Prove impact. IQVIA turns complex, fragmented data into clear, defensible insight so your teams can prioritize markets, target precisely, and course-correct in real time. With a purpose-built platform, deep domain expertise, and a partnership mindset, we deliver the clarity you need in weeks, not months.



50%

Lower costs and 100% faster insights

Break free from slow, expensive analytics. IQVIA delivers tailored solutions with reusable code modules, so you launch smarter, faster, and at half the cost.



4 to 6

Weeks to actionable insights

Accelerate decision-making with a cloud-powered, ready-to-deploy framework that compresses 16 weeks of effort into a fraction of the time.



80%

Of launch critical insights at your fingertips

Quickly resolve most business questions using patient claims data, without analytics expertise or costly infrastructure.

To learn more about IQVIA IaaS, please visit our [webpage](#).