

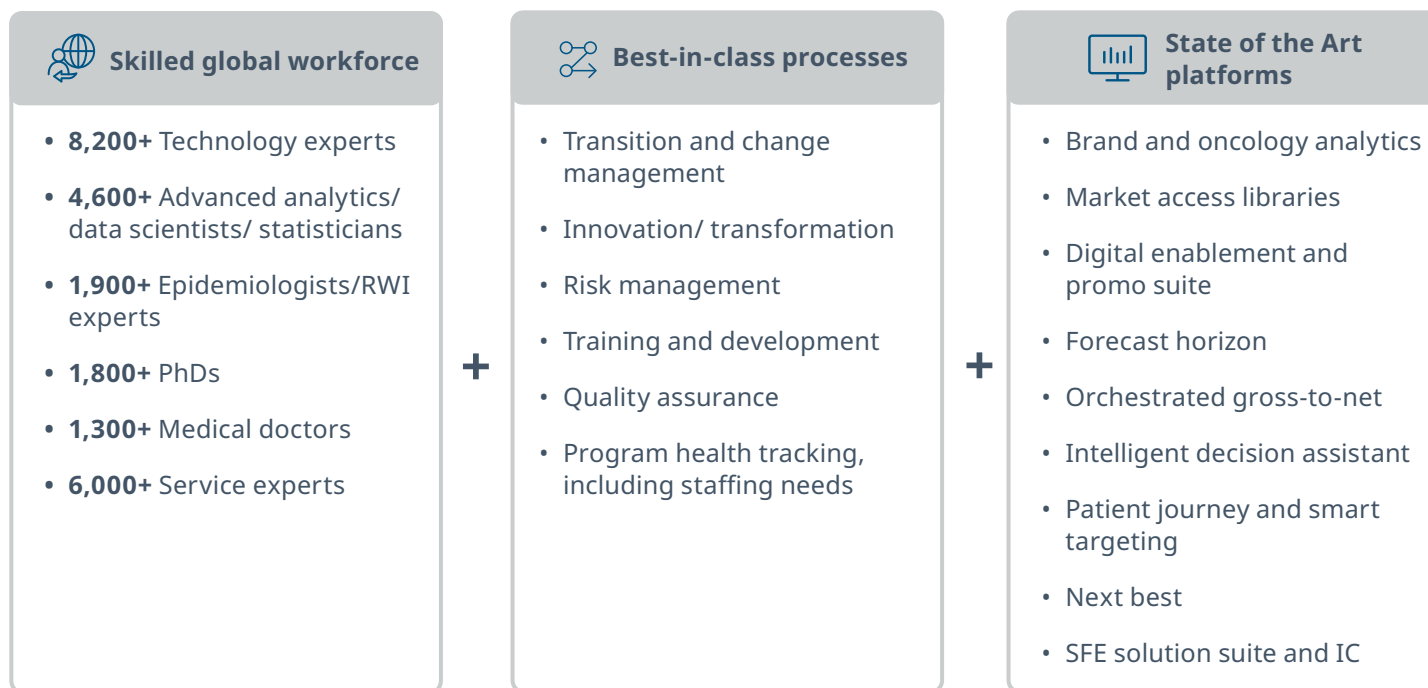
# IQVIA Commercial Analytics Managed Services

*Achieving sustainable market success with flexibility and scale*

## Maximize commercial performance for brand and portfolio success

In response to new commercial needs, life science companies require immediate access to key insights derived from vast market data in order to maximize brand and portfolio success. Leverage the latest innovation in advanced analytics in a flexible and scalable manner, applying the appropriate mix of subject matter expertise and supporting technology. Gain deeper and more actionable insights while doing so in a cost-effective manner.

**Our commercial analytics managed services solution combines global expertise, best-in-class processes, and next-generation platform capabilities**



### **IQVIA model**

IQVIA's Commercial Analytics Managed Services model is built on a hybrid approach. Rather than creating and managing a dedicated in-house team or hiring on an ad-hoc basis and scaling various teams for specific projects, our solution allows firms to anticipate the fast-paced and constantly changing analytics environment by tapping into

a broad and deep set of commercial analytics capabilities that are already market-ready and scale as required. This includes an appropriate balance of onsite, offsite, and offshore resources. With this model, companies can immediately leverage a seamless blend of subject matter expertise, cutting edge analytics processes and technology platforms that can quickly scale as needed.

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## Customer benefits



Identify up to  
**3x** more patients to target  
with 85%+ precision



Up to  
**2x** increase speed of  
patient conversion



Up to  
**2x** increase adoption of  
field suggestions



Run  
**20+** MCM simulations in  
minutes



Digital engagement  
**4x** content/email  
engagement



Brand performance  
**>+5pts** increase brand  
performance

### How to start

Recognizing that many companies already have some type of managed services model in place, companies that migrate to this hybrid model should work with a partner that has experience and demonstrated success with such business-critical transitions. This includes the use of a well-orchestrated transition framework that clearly sets transition guidelines and a means of identifying and addressing any risks early.

IQVIA is a multidisciplinary global market leader offering a unique combination of information, connected services and tools to help pharma adapt to changing commercial operating realities.

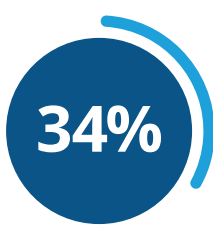
We help customers by tailoring the right approach based on your environment and implement an optimal mix to best support your commercial model to gain speed and accuracy with actionable insights. Contact us to learn more for what commercial analytics managed services can do to fuel your business growth.

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## Characteristics of working with expert partners



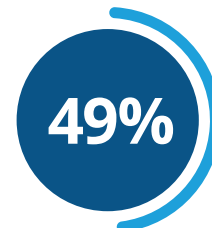
Fills gaps in  
subject matter  
expertise



Cost-  
effectiveness



Enhances  
operational  
effectiveness



Leverages  
technological  
advances



Allows for  
greater flexibility  
and commercial  
scale

IQVIA provides managed services for **8 out of the top 10** pharmaceutical companies.

## Real-world examples of the innovation that can be achieved through a hybrid model



### NLP for digital data analytics

The IQVIA social media intelligence (SMI) team developed an always on, 360-degree insight generation tool covering brand equality, patient/HCP behaviour, latest industry innovation/news and competitive intelligence.



**\$0.25M**  
save in legacy tool subscriptions



**4 clicks**  
to access all digital data



**22**  
countries covered for >104 brands



### Customer experience application

IQVIA developed a cloud based promotional analytics tool modeling impact of marketing mix strategies and associated spend n revenue generation — replacing the legacy black box models



**35%**  
save in legacy tool subscriptions



**1.82**  
vs 1.2 original ROI



### Cost saving through report automation

Automated manual creation of individually delivered reports for 16 LOCs/clusters across multiple regions resulting in significant reduction of manual effort.



**1,800+**  
hours saved annually



**80+**  
LOCs and 1500+ users access report in real-time