IQVIA TECHNOLOGIES

IQVIA™ COMMERCIAL TECHNOLOGIES

The right technology leads to the right decisions

THE BUSINESS NEED

Traditional IT systems can no longer meet today's commercial challenges in life sciences, given the growth of information sources, engagement channels and stakeholders to manage. Customers require interoperable solutions to manage heterogeneous data, compliantly conduct operations, understand market dynamics, and optimize customer interactions. IQVIA Technologies is leading the way with purpose-built solutions that transform decision making across commercial, compliance, market access, and medical teams.

Create the optimal customer experience

- Customer Engagement
- Remote Detailing
- Social Intelligence
- Content Management

Understand market and customer dynamics

- Orchestrated Analytics
- FlexView
- Visual Analytics

Store and organize data

- Master Data Management
- Data Warehouse
- Data-as-a-Service

Compliantly manage business operations

- Sales Operations
- Incentive Compensation
- Commercial Compliance
- Pharmacovigilance Automation

## BENEFITS OF IQVIA COMMERCIAL TECHNOLOGIES

- **Focus on your business needs.** Every one of our applications is engineered for customers' evolving requirements, from data harmonization to field alignment to analytical tools.

- **Faster, more intelligent decision making** is supported by advanced analytics and machine learning delivered to users in the context of their workflow.

- **Consumer-grade user interfaces** are easy to learn and consistent across applications, driving higher user adoption and productivity.

- **Institutional knowledge and domain expertise** across diseases, geographies and scientific methods are embedded in our technology as well as in configuration, deployment and support.

- **Simplified information sharing at lower cost.** Our solutions integrate with customers' existing IT systems, while sophisticated software APIs connect disparate data sources.

IQVIA COMMERCIAL TECHNOLOGIES

CREATE THE OPTIMAL CUSTOMER EXPERIENCE

CUSTOMER ENGAGEMENT	Connect sales, marketing, medical and market access functions to deliver relevant, well-timed communications through personal and digital channels.
REMOTE DETAILING	Give sales teams the flexibility to increase their customer reach by conducting virtual meetings compliantly.
SOCIAL INTELLIGENCE	Track social media platforms and other online sources continuously to report on customer sentiment at scale.
CONTENT MANAGEMENT	Enable brand teams, compliance experts and agencies to manage the lifecycle of promotional and medical content.
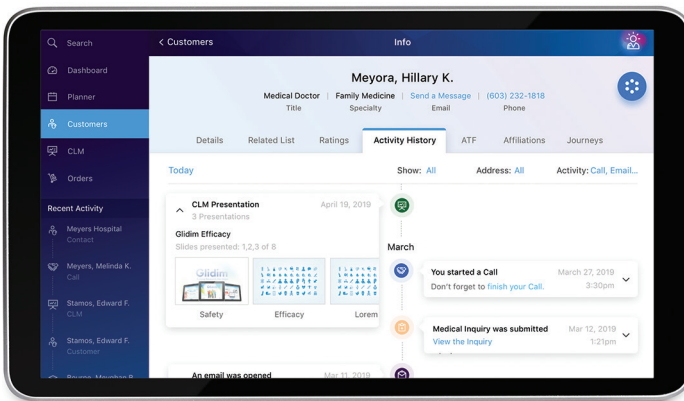
IQVIA's game-changing Orchestrated Customer Engagement (OCE) platform consolidates all types of HCP touchpoints on the Activity tab.

STORE AND ORGANIZE DATA

MASTER DATA MANAGEMENT	Gain a comprehensive view and golden record of multi-domain data in one centralized, scalable system
DATA WAREHOUSE	Collate and prepare data for analytics to maximize operational performance and ROI scalability
DATA-AS-A-SERVICE	Curate and access heterogeneous healthcare data for commercial teams, supported by machine learning and advanced analytics

UNDERSTAND MARKET AND CUSTOMER DYNAMICS

ORCHESTRATED ANALYTICS	Drive actionable insights from multiple data sources to deliver timely and relevant visualizations to a diverse set of stakeholders
FLEXVIEW	Next-generation business intelligence tool for single source access and business rules transformation
VISUAL ANALYTICS	Ready-to-go dashboards and storyboard visualizations
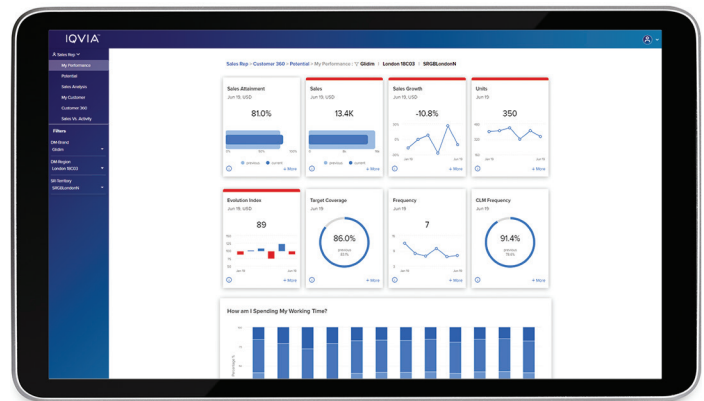
Orchestrated Analytics takes performance management to the next level by visualizing business results with at-a-glance insights.

COMPLIANTLY MANAGE BUSINESS OPERATIONS

SALES OPERATIONS	Optimize sales territory planning to meet business objectives and realign resources in response to market changes.
INCENTIVE COMPENSATION	Flexible incentive plan design and administration to ensure sales teams align with company strategies.
COMMERCIAL COMPLIANCE	Streamline healthcare compliance processes including provider engagement, transparency reporting, grants and requests.
PHARMACO-VIGILANCE AUTOMATION	Monitor potential risks across multiple data sources with adverse event validation by experts.

CONTACT US
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