



IQVIA Commercial Agentic AI Families

Streamline workflows, answer complex business questions in minutes, and enhance precision with agents backed by IQVIA data, algorithms, and domain expertise

Enable teams to ask natural language questions and receive unified insights and recommendations in minutes

Automate, guide, and govern workflows



Brand and Market Insights



Commercial Planning



Customer Engagement



Information Management

QUESTIONS ANSWERED

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| <ul style="list-style-type: none">Which channels and products are driving growth?Where should we enter next and why?What's limiting portfolio growth and where should we invest? | <ul style="list-style-type: none">What changes should we make based on recent market shifts?Where is execution drifting from intended priorities?Are incentives and performance metrics aligned with current strategy? | <ul style="list-style-type: none">What do I need to know before engaging this HCP?Am I engaging the right customers in the right way per their preference and behaviors | <ul style="list-style-type: none">External data onboardingData mapping, standardization and harmonizationData quality management and governance |
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BUSINESS VALUE

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| <ul style="list-style-type: none">Faster, better-informed decisionsDemocratized access to advanced analyticsUnified "single view" of the market | <ul style="list-style-type: none">Enables operational scale without increasing headcountAligns sales, marketing and digital effortsReduces dependence on scarce analytic resources | <ul style="list-style-type: none">Accelerates call planning with unified real-time, compliant insightsImproves engagement effectiveness via personalized recommendationsStreamlines view of field and digital efforts for cohesive messaging | <ul style="list-style-type: none">Automatically bridges IQVIA and 3rd party dataDelivers compliant, analytics-ready dataSearch-before-create and anomaly detection avoids duplication |
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CAPABILITIES

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| <ul style="list-style-type: none">Market measurementBrand plan and strategyCompetitive insightsPerformance reporting | <ul style="list-style-type: none">Segmentation and targetingIncentive designForecasting | <ul style="list-style-type: none">Customer engagementMedical customer supportCentral marketing campaignsLearning and coaching | <ul style="list-style-type: none">ETL data managementAgent-ready data enrichmentData MDM and interrogation |
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INPUTS

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| <ul style="list-style-type: none">IQVIA sales dataIQVIA Rx dataIQVIA patient dataIQVIA promo data | <ul style="list-style-type: none">Customer data - including CRM and digital marketingIQVIA sales and HCP reference data | <ul style="list-style-type: none">Customer data - including CRM and digital marketingIQVIA sales and HCP reference data | <ul style="list-style-type: none">MDMData catalog |
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Experience commercial intelligence that drives successful brand, planning and engagement decisions:

97%

Accuracy
scored for
agent outputs

50%⁺

Increase in
expert/KOL
coverage

30% - 40%

Improvement in forecast
accuracy compared to manual
or analogue-based approaches

50M⁺

HCP verbatim messages
analyzed for sentiment
and perception



Scale commercial workflows
to boost productivity and
reduce operational
friction across teams



Turn fragmented data
into consistent commercial
decisions with insights
you can trust

Move beyond insights, enable deeper context, clearer root causes and decisive action for more relevant engagement and stronger commercial performance with IQVIA commercial agentic AI.

 These agents are built on [IQVIA.ai](https://www.iqvia.ai). A unified
agentic AI platform, purpose built for life sciences.

REQUEST A DEMO