

IQVIA Market Intelligence Companion



Turn connected market and customer intelligence into commercial impact with agentic AI

Commercial success starts with knowing where opportunity exists, who will shape it, and how to act. Powered by IQVIA Healthcare-grade AI®, Market Intelligence Companion connects market, customer and competitive intelligence to deliver decision-ready recommendations in minutes across planning, launch, engagement and performance monitoring, from global markets to local geographies.

Ask the questions that drive commercial success

WHERE TO PLAY — DISCOVER MARKET OPPORTUNITIES

**Where is the strongest potential
for growth?**

Identify growth opportunities across markets, brands, indications, and geographies, and trends shaping future success.

WHO TO PRIORITIZE — IDENTIFY KEY SEGMENTS AND NETWORKS

**Which customer segments and
networks will shape success?**

Understand the market dynamics, customer segments, organizations and influence networks most likely to drive outcomes.

HOW TO WIN — OPTIMIZE ENGAGEMENT, INVESTMENT AND ACTION

**What should we do to create the
strongest impact?**

Drive smarter engagement, investment, and action with gold-standard connected intelligence and AI.

The scale, depth and connectivity behind every answer



GLOBAL MARKET COVERAGE

95+ Countries

1.8M Products

600 Diseases

FUTURE MARKET SIGNALS

500K+ Pipeline projects

250K+ Loss-of-protection events

10-Year Brand forecasts

CUSTOMER INTELLIGENCE

25M HCPs and 6M HCOs

50M HCP verbatims

1.6B HCP network relations

The clearest opportunities emerge when market and customer insights are connected



Experience next-level intelligence

Connect market performance, forecasts, pipeline, customer dynamics, HCP segmentation and profiling, influence networks and engagement opportunities in one view.



Turning ideas into action

Explore complex business questions in natural language and turn intelligence from extensive data sources into fast and comprehensive decision-ready recommendations in minutes.



Act on intelligence built for life sciences

Rely on governed IQVIA data, domain expertise and Healthcare-grade AI®, with aggregated customer intelligence.

See more. Decide faster. Act smarter.

Turn your next market question into a confident commercial decision.



Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA Healthcare-grade AI® [Learn more.](#)

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