



RUSSIA

Technology services

Technology services

Agentic AI & Digital assistants



Data-as-a-Service (DaaS)



Centralized solution for hosting and managing data, enabling efficient collection, standardization, integration, and secure access.

Analytics End-to-end BI solutions



- Ready-to-use dashboards for management and commercial teams for business transparency;
- Standardized ETL and data integration processes with full control over data quality, including DWH creation;
- Visualization of key metrics for both strategic and operational decision-making.

Regulatory, Safety & Quality



IQVIA Consent - platform for secure electronic consent management, including collection, storage, and audit aligned with international and local requirements

Fair Market Value (FMV) - transparent and compliant evaluation of HCP and KOL compensation, minimizing compliance risks

SmartSolve eQMS - quality management system automating key processes: documentation, CAPA, change control, audits, and inspections, assisting with GxP compliance. Including regulatory lifecycle management system, streamlining submissions and accelerating product launches

PV (Vigilance) - solutions for patient safety, proactive signal detection, and data quality assurance.

Technology services

Agentic AI & Digital Assistants



Field Force Assistant:

supports field force users with recommendations on key messages, promo plans, schedules, and communication channels



End User Assistant:

helps HCPs, patients or pharmacies with training, guidance, and compliance, while ensuring data security within organizations



Virtual CRM Helpdesk:

simplifies CRM support with step-by-step real-time instructions



MSL Assistant:

automates analysis of scientific data and monitoring of studies, supporting personalized engagement strategies



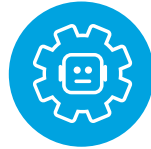
Approved Content Generator:

creates marketing campaign materials based on approved content



Scientific Literature Review:

saves time by streamlining search and analysis of relevant scientific information



Persona Based Training Assistant:

simulates physician and trainer interactions for effective staff learning



Compliance Assistant:

provides guidance on regulatory requirements and internal company policies



HCP DeepResearch:

in-depth analysis of healthcare professionals' professional activity based on available digital data




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