

IQVIA ePROMO

Marketing Agency Partners Program Guide

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SECTION 1.0 PARTNER PROGRAM INTRODUCTION

IQVIA Technologies is investing heavily in developing the most advanced technology portfolio in the Life Sciences industry, addressing our customers' business challenges from molecule-to-market.

To support this bold mission, we're building an ecosystem of partners and supporting them with programs that drive mutual success across the value chain.

Marketing agencies represent a key link between our products and outstanding client results. Our agency programs are therefore designed to equip partners with the skills and resources required to provide our mutual clients with outstanding service and experience.

Agencies enrolled in our programs are provided with:

- Ongoing access to training
- Product documentation and release information
- Individual and organizational certifications
- Business and technical support

Currently, IQVIA Technologies offers Marketing Agency Programs for the following set of products:

- IQVIA Orchestrated Customer Engagement (OCE) Sales
- IQVIA Orchestrated Customer Engagement (OCE) Marketing
- IQVIA Mobile Intelligence CRM (formerly known as Nexxus MI (Mobile Intelligence))
- IQVIA Remote Detailing (formerly known as Kadriga iDetailing)
- IQVIA ePromo

As we expand this suite of partner programs, your teams may become certified to deliver products across our molecule-to-market portfolio, multiplying the value of your IQVIA relationship.

SECTION 2.0 ABOUT IQVIA ePROMO

ePromo is a secure and compliant system for the review, approval and dissemination of promotional and non-promotional commercial content. ePromo enables collaboration among Creative Agencies, Brand Managers, Reviewers, and other team members.

Marketing Agencies responsible for designing and uploading commercial content are defined as separate entities in ePromo. When an Agency is defined, ePromo creates an associated (security) group for the Agency. Individual Users in the Agency group have permission to create new items, upload content, annotate content, etc. Assigned users can also respond to upload tasks assigned to the Agency via workflows.

SECTION 3.0 BECOME A CERTIFIED MARKETING AGENCY

The IQVIA Technologies' Marketing Agency Certification provides our mutual clients with the confidence that the party they select to develop or manage content on IQVIA ePromo has the capabilities, commitment and connections needed to ensure their success.

As a Certified Marketing Agency partner, you'll be afforded the opportunity to expand your business relationships with life sciences clients across their customer and product life cycle.

Specific advantages of the partnership, as well as the commitments required of each of our Agency partners, are outlined in the sections that follow.

An active *Certified Marketing Agency: ePromo* status is mandatory to work on client projects.

SECTION 4.0 PROGRAM BENEFITS

Marketing Agency Partner Summary of Benefits	
Streamlined Engagement	
Partner Portal Access	✓
Partner Alliance Management	✓
Learning & Certification	
Self Service eLearning	✓
Instructor-Led Training (ILT)	✓
Certification	✓
Technical Resources	
Product Documentation	✓
Marketing	
Certified Marketing Agency Badge	✓
Listing on IQVIA.com	✓

Description of Benefits

Streamlined Engagement

We're here to streamline your interactions with IQVIA Technologies and create the most positive experience possible: convenient self-service capabilities when you want it, hands-on personal interactions when you need it.

The *IQVIA Technologies Partner Portal* is a hub through which agency team members can access core program benefits, such product training and technical documentation as well as submit support tickets as needed. Additionally, account manager users can manage your overall relationship with IQVIA Technologies, such as making requests for new user accounts as well as adding/renewing your subscription to agency programs.

Please note that Partner Portal functionality is a continually evolving capability with new features being added over time.

Your designated *IQVIA Partner Alliance Manager* and our team of Partner Service Operations resources are here to support you. Email agency@iqvia.com or log a ticket through the partner portal to request assistance when needed.

Learning & Certification

The Marketing Agency ePromo learning path currently consists of Self-Service eLearning modules and scheduled *Instructor-Led Training sessions*.

To complete their learning path, team members should log into the Partner Portal and click on the 'Learning' tab, through which access to the learning platform is granted. The Self-Service eLearning modules are often times pre-requisites for the Instructor Led training, but the eLearning can also be revisited as refresher training. The Instructor-Led sessions require prior registration through the learning platform.

Following the successful completion of the required training the individual is presented with a one hour, 30 question certification examination. Individuals that pass the exam will receive their certification.

IQVIA additionally reserves the right to require retraining and recertification of team members on a periodic basis (annually) or in conjunction with substantive updates to product functionality. Prior notification of these requirements will be communicated to those affected.

Technical Resources

Product Documentation for ePromo is currently available in the partner portal.

No access to an instance of an *IQVIA ePromo Platform* is provided for the purposes of completing the certification exam nor to test future content. Once certified on ePromo, Agencies will access their life sciences client's instance of IQVIA ePromo to upload content.

Should your team require any technical assistance, related specifically to your client's instance of IQVIA ePromo, those requests should be submitted by/on behalf of the life sciences client itself, through the IQVIA Customer Service Hub (<https://www.customerservice.iqvia.com/support/s/>) to ensure appropriate levels of service.

Marketing

Upon satisfaction of all IQVIA ePromo Marketing Agency Program requirements (see section that follows), your organization will be awarded a *Certified Marketing Agency Badge*. This badge may be used to promote your status to current and prospective life sciences clients. Active certified status is required to support clients on IQVIA ePromo.



Additionally, your organization may be *Listed on IQVIA.com* as a certified partner. Inclusion is contingent on a Reciprocal Partner Logo Use agreement executed as part of your Master Agency Certification Agreement or a standalone document. Agencies must maintain an active program subscription to be included on IQVIA.com, which will be updated monthly.

SECTION 5.0 PROGRAM REQUIREMENTS

As with any partnership, the IQVIA Agency Partner Program has several requirements our partners must meet to enable eligibility for the aforementioned benefits. These requirements are detailed below.

Agency Partner Summary of Requirements	
Active Program Enrollment	
Master Agency Certification Agreement	✓
Certification Minimum	
Active Full-Time Employees Trained (minimum)	1 FTE
Successful Completion of the Required Training and the Individual Certification Exam	✓

Description of Requirements

Active Program Enrollment

All agencies must have a *Master Agency Certification Agreement* in place to be eligible for product level program subscriptions and to be granted access to the partner portal.

Training & Certification Minimums

You must maintain a roster of at minimum one (1) *Active Full-Time Trained and Certified Employee* to achieve/retain Certified Marketing Agency partner status. If someone leaves your organization causing you to drop below this minimum requirement, you are required to notify agency@IQVIA.com and promptly have another team member trained and certified to retain status.

Following the completion of training, agency individuals will be provided with a Certification Exam. This exam is designed to validate their proficiency in the necessary skills and knowledge required to effectively use IQVIA ePromo in support of our mutual clients. Successful completion of this certification exam is required to achieve Certified Marketing Agency status.

IQVIA additionally reserves the right to require retraining and recertification of existing team members on a periodic basis (annually) or in conjunction with substantive updates to product functionality. Prior notification of these requirements will be communicated to those affected.

Thank you for your interest in becoming a Certified Marketing Agency on IQVIA ePromo. We look forward to working with you to ensure a successful partnership. If you have any questions regarding this program, please reach out to agency@IQVIA.com or directly to your designated Alliance Manager contact.