

IQVIA ORCHESTRATED CUSTOMER ENGAGEMENT (OCE) MARKETING

Marketing Agency Partners Program Guide

Updated: January 2020



TABLE OF CONTENTS

| | | |
|-------------|---|---|
| Section 1.0 | Partner Program Introduction | 1 |
| Section 2.0 | About IQVIA OCE Marketing..... | 2 |
| Section 3.0 | Become a Certified Marketing Agency | 3 |
| Section 4.0 | Program Benefits..... | 4 |
| Section 5.0 | Program Requirements | 6 |

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 OCE MARKETING

OCE Marketing - part of the integrated OCE Commercial Platform - is a cloud-based, life sciences, multi-channel marketing technology built on the latest best-in-class Marketing Cloud platform.

It enables commercial teams to segment HCP and consumer/patient contacts, customize interactions including next-best intelligence and execute multi-channel campaigns.

When combined with OCE Sales, it also allows sales reps to effectively deploy rich, non-personal communications to increase their impact with customers.

Key benefits include:

- Configure preferences for better interactions (Contact Management)
- Identify targets using sophisticated criteria (Segmentation)
- Utilize timely, relevant marketing assets (Content Management)
- Develop personalized, cross-channel journeys (Campaign Management)

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 OCE Marketing 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*: OCE Marketing 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.

To account for those situations where a human touch is needed, 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 OCE Marketing learning path currently consists of scheduled *Self Service e-Learning and 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 OCE Marketing is currently available in the partner portal.

No access to an instance of an *OCE Marketing Platform* is provided for the purposes of completing certification exam nor to test future content. Once certified on OCE Marketing,

Agencies may be able to request an account/business unit 'environment' for test purposes from the clients.

Marketing

Upon satisfaction of all IQVIA OCE Marketing, 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 OCE Marketing.



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 your agency individual(s) 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 OCE Marketing in support of our mutual customers. 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 OCE Marketing. 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.