

IQVIA TECHNOLOGIES

Technology Partners Program Guide

Updated: January 2020



TABLE OF CONTENTS

Section 1.0	Partner Program Introduction	1
Section 2.0	Why Partner with IQVIA?	3
Section 3.0	Program Benefits.....	4
Section 4.0	Program Requirements	6

SECTION 1.0 PARTNER PROGRAM INTRODUCTION

IQVIA Technologies is re-imagining how to help people in life sciences and healthcare make the right decisions for better business results and healthier patient populations. To achieve this aim, we are investing heavily in developing the most advanced technology portfolio on the market, addressing our customers' business challenges from molecule-to-market.

Partnerships with other leading technology companies play a key role in helping us achieve this vision in several ways. Each of the partner arrangements in our Technology Partner Program is designed to drive key benefits to our customers, our partners and to IQVIA Technologies.

Integrated Solutions Partners

Increasingly complex environments require greater sophistication in the ways in which life sciences companies engage with and manage their businesses. IQVIA Technologies recognizes the importance of simplifying and streamlining integrations across systems to provide these customers with fast, reliable and secure methods to exchange information across systems. After all, it lies at the heart of our vision for orchestration. There are three ways in which we partner with other technology companies to bring this vision to life:

- **Embedded Solutions**

Our product development strategy advances and accelerates innovation by building on top of best-in-class industry-standard platforms and focusing our efforts on differentiating technologies. Our customers benefit from access to the best core features, battle-tested code and regular upgrades from standard platforms that are common to their ecosystems. Our solutions connect all these elements to deliver a seamless platform that is "born-integrated" and tailored to the specific needs of our life sciences customers. IQVIA is forging some of the most robust technology partnerships in the industry to help achieve this vision

- **Lexi-Connected Solutions**

IQVIA Technologies' Lexi connector provides simpler and faster integration out of the box for our customers with software APIs. Lexi significantly reduces costs and simplifies the complexity of integrating systems. Technology partners that integrate with our Lexi connector have ready-made access to our expanding suite of connected offerings, spanning the life sciences product lifecycle from molecule to market.

- **Point-to-Point API Integrations**

Partner solutions that are not supported by Lexi may be integrated point-to-point to meet customer needs.

Go-To-Market Partners

IQVIA Technologies also partners with technology companies with whom we may have synergies from a commercial standpoint even when little to no technical integration is required. For these situations, a Reseller or Referral agreement may be appropriate:

- **Reseller Partners**

Partners who enter into a Reseller relationship with us take advantage of IQVIA's vast sales force around the globe. IQVIA counts all of the top 30 global life sciences companies as clients, with a total portfolio of over 40+ customer accounts in 115+ countries.

- **Referral Partners**

Even IQVIA's strong salesforce can't be with all customers at all times. Referral partners augment the power of the IQVIA sales force with their eyes & ears at clients. Referral partners who bring IQVIA new leads/opportunities that result in a successful sale are rewarded for their contribution. Rewards can take the form of financial remuneration or in-kind services such as free access to training or promotional activity.

We aim to develop and support one of the healthiest partnership programs in the industry and look forward to collaborating with you for our mutual benefit.

SECTION 2.0 WHY PARTNER WITH IQVIA?

IQVIA Technologies' investment in a next-generation portfolio of offerings to address life sciences companies' business needs from molecule to market presents technology companies with a tremendous opportunity to grow their businesses with this key customer segment.

As customers modernize their technology platforms to address new challenges to their traditional business models, they're looking to IQVIA Technologies' portfolio of orchestrated solutions to help drive their performance. We recognize the strategic importance partnerships play in accelerating the development of these offerings and bringing them to market.

Our Technology Partner programs are designed to drive win-win outcomes, leading to lasting relationships anchored in trust and mutual benefit.

SECTION 3.0 PROGRAM BENEFITS

The following table summarizes the possible benefits available to Technology Partners:

Summary of Benefits	Partner Type	
	Integrated Solutions	GTM Partners
Strategic Alignment		
Designated Partner Alliance Manager	✓	✓
Established meeting cadence	✓	✓
Go to Market		
Joint account planning		✓
Product sales training and collateral		✓
Lead registration & deal desk		✓
Sponsorship opportunities for marketing events/customer summits	✓	✓
IQVIA Technologies Partner logo	✓	✓
Listing on IQVIA.com	✓	✓
Technical Enablement & Support		
Release notes & webinars	✓	✓
Sandbox environment	✓	✓
Product documentation & configuration guides	✓	
Product training (may require a fee)	✓	
Access to product support	✓	
Integration testing	✓	✓
Partner Portal		
Access to the IQVIA Technologies Partner Portal	✓	✓

Description of Program Benefits

IQVIA Technologies Technology Partners are provided with the following program benefits:

Strategic Alignment

IQVIA Partner Alliance Manager – A designated resource aligned to your organization and accountable for ensuring effective Partner Program execution and mutual success. They are aligned to setup a cadence for both tactical and strategic meetings to discuss current and upcoming milestones.

Go to Market

Joint Opportunity Management – Leverage our collective sales capabilities by coordinating opportunity pursuit with support from the IQVIA sales organization. We have global capabilities around sales enablement and marketing to cover internal and external assets. Possible areas of leveraging our global sales enablement and marketing team:

- Product Sales Training and Collateral
- Lead Registration and Deal Desk
- Sponsorship Opportunities for Marketing Events/Customer Summits
- IQVIA Technologies Partner Logo
- Listing on IQVIA.com

Technical Enablement & Support – Additional areas exist to provide support for our current and future partners:

- Release Notes & Webinars
- Sandbox Environment
- Product Documentation & Configuration Guides
- Product training
- Product Support
- Integration Testing

Partner Portal

IQVIA Technologies Partner Portal – Partners will have access to the Partner Portal, a hub through which partners can access critical information and services described throughout these program benefits, such as:

- Lead Registration
- Training
- Sales Collateral
- Technical Documentation
- Support Ticketing
- Alliance Management

SECTION 4.0 PROGRAM REQUIREMENTS

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

	Partner Type	
	Integrated Solutions	GTM Partners
Strategic Alignment (including legal)		
Designated Partner Alliance Manager	✓	✓
Established meeting cadence (including QBR's if necessary)	✓	✓
Non-Disclosure Agreement	✓	✓
Master Alliance Agreement	✓	✓
Logo Use Agreement	✓	✓
(per use case) Solution Architecture (definition of best practices)	✓	
Sales & Marketing; GTM		
Alignment with Sales for appropriate enablement		✓
Support within both companies to provide strategic marketing direction		✓

Description of Program Requirements

IQVIA Technologies Technology Partners have the following program requirements:

Strategic Alignment

Assigned Alliance Management or Sales Executive Lead – A designated resource within your organization who is aligned to IQVIA and accountable for the creation of a plan for execution and to allow for timely responses in support of Go to Market activities and ad hoc contractual activities.

Legal

Program Agreement – Alignment on both the initial NDA and bandwidth to cover the alliance legally for the overall partnership contract. Agreements can cover the range of integrated solutions and go to market activities. Additionally, platform partners will require reoccurring certification on an agreed-to cycle that aligns with our technology solutions.

Go to Market (GTM)

Capacity to align resources within designated company to IQVIA GTM – Allows for quick responses regarding Go to Market activities.