

# Market Visibility and Pipeline Inventory

*ValueTrak® provides visibility into all channel activities enabling high quality forecasts based on complete and accurate pipeline inventory projections*

## Today's reality

Building a complete view of channel activity by product is critical to understanding ROI and forecasting your brand's potential for success. However, many organizations still lack clear insight into their own pipeline, which leads to under- or over-accruing and a large margin of error for pipeline calculation.

Restrictive and syndicated data agreements further challenge manufacturers by blocking and blinding the visibility into product movement and downstream inventory, making it even harder to track your product ROI and understand the fundamental impact of sales and marketing.

## The solution — Market visibility and pipeline inventory

### It's time for 100% visibility into every product channel.

Built on IQVIA's ValueTrak platform, the market visibility and pipeline inventory solution provides a suite of services backed by proven, pharmacist-audited methodologies that can accurately project sales and inventory volumes by channel across blocked and blinded datasets. IQVIA's superior data and data management processes ensure that information is clean, available, and actionable. ValueTrak easily integrates syndicated demand data into the process resulting in significantly lower margins of error.

Within ValueTrak, sales and inventory activities (852), sales and detailed visibility (867), along with syndicated data, are combined to provide a 360°-view of your product market visibility. By combining IQVIA ecosystem of syndicated data we eliminate third-party restrictions, allowing for open discussions around adjustments and methodologies, ultimately providing you with unmatched, high-quality forecasting capabilities.

WITH IQVIA'S VALUETRAK, YOU GET:	
	<p><b>A complete view of all channel activity.</b> Providing projected visibility to previously blocked/blinded 867 sales volumes.</p>
	<p><b>Higher quality forecasts and accruals.</b> Presenting a clearer view of overall demand by adjusting for incomplete sales based on syndicated data.</p>
	<p><b>Greater visibility into sales and market efforts.</b> Delivering a directional understanding of impact to chains that were previously blocked/blinded.</p>
	<p><b>In-depth exposure to returns.</b> Increasing your insights into volume of product in the channel and downstream.</p>

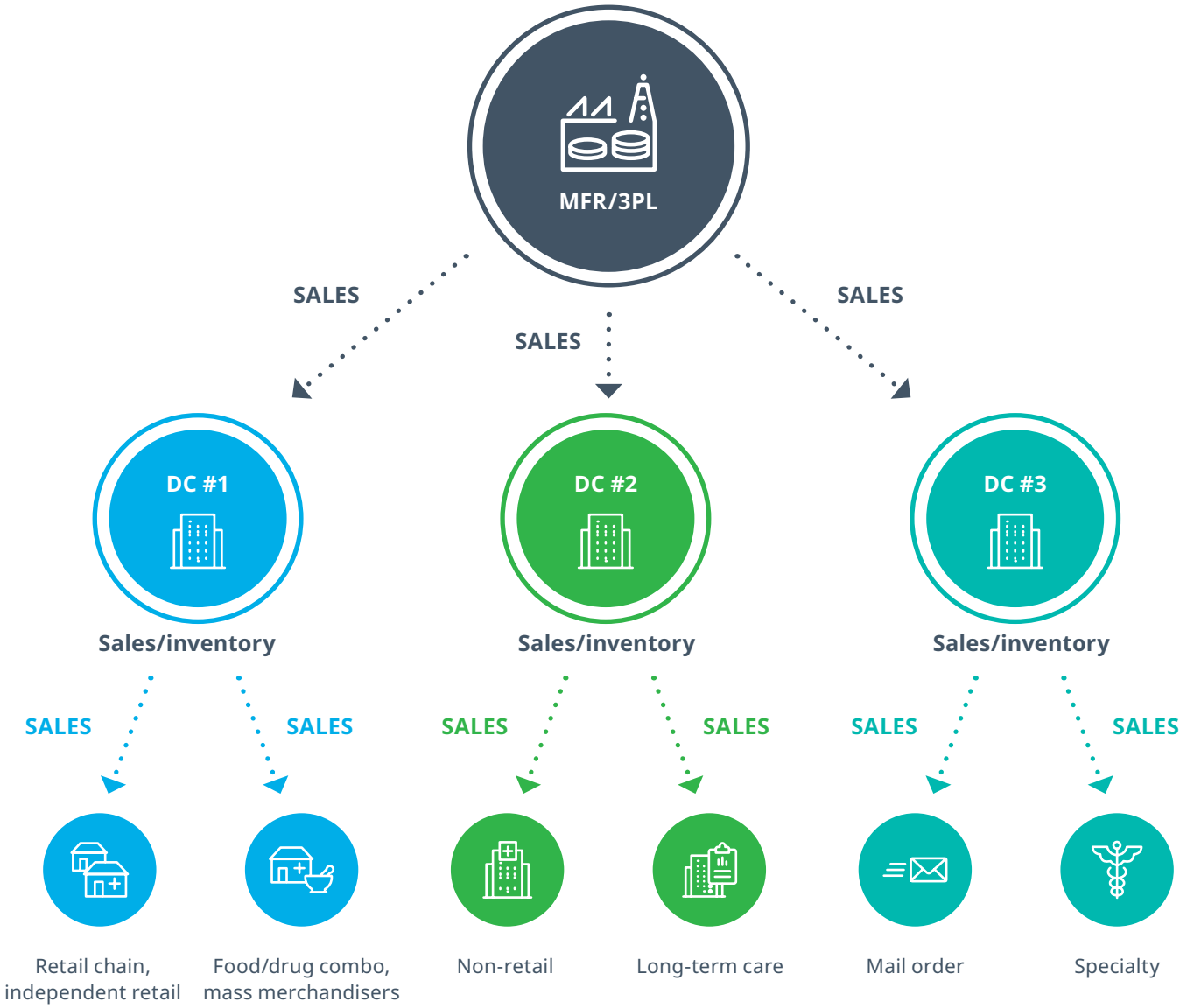
# Distributor channel 852 and 867 data

**KEY BENEFITS OF 852 SALES INVENTORY DATA:**

- Ensure product availability
- Prevent lost sales/stock outs
- Minimize exposure to returns
- Improve forecast accuracy

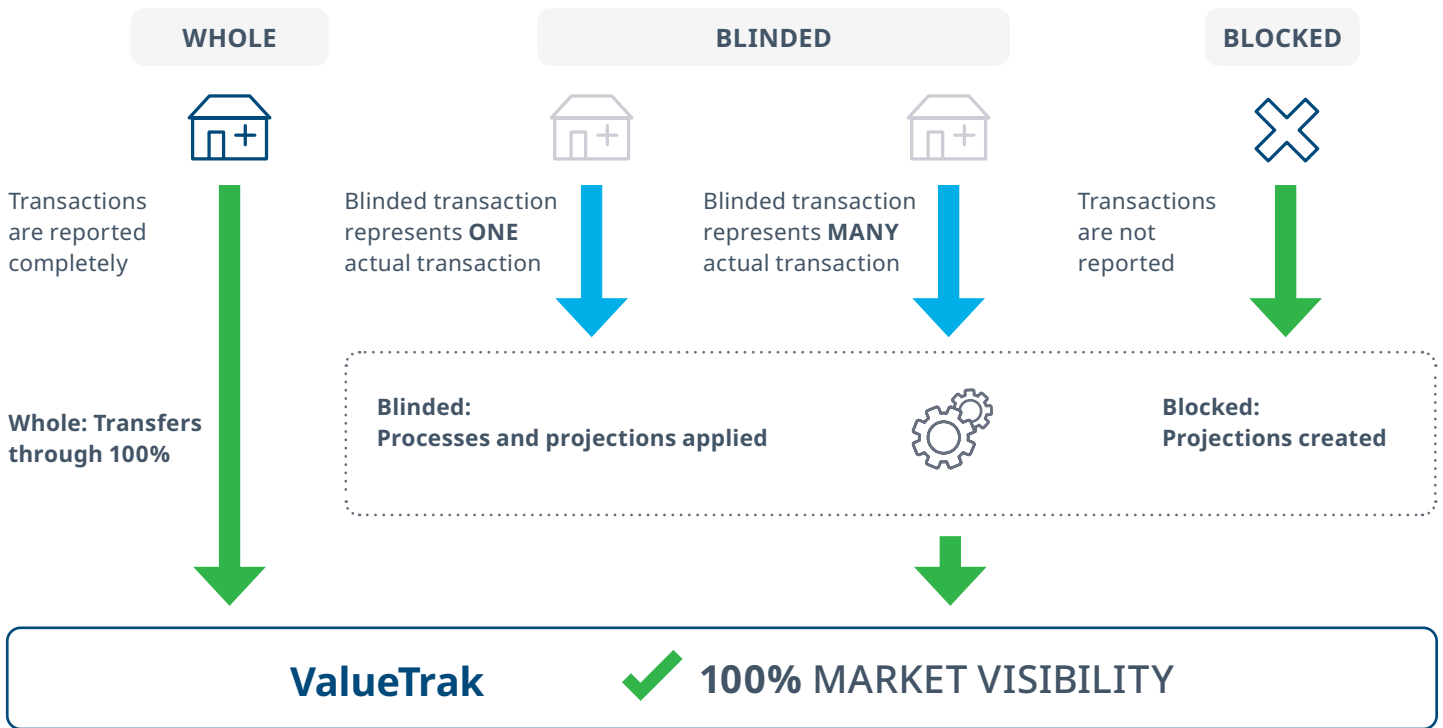
**KEY BENEFITS OF 867 MARKET VISIBILITY:**

- Track product sales to end customer by chain, class of trade, and territory
- Understand impact of sales and marketing efforts
- Improve product stocking and patient access
- Utilize sales transaction data as input for incentive compensation



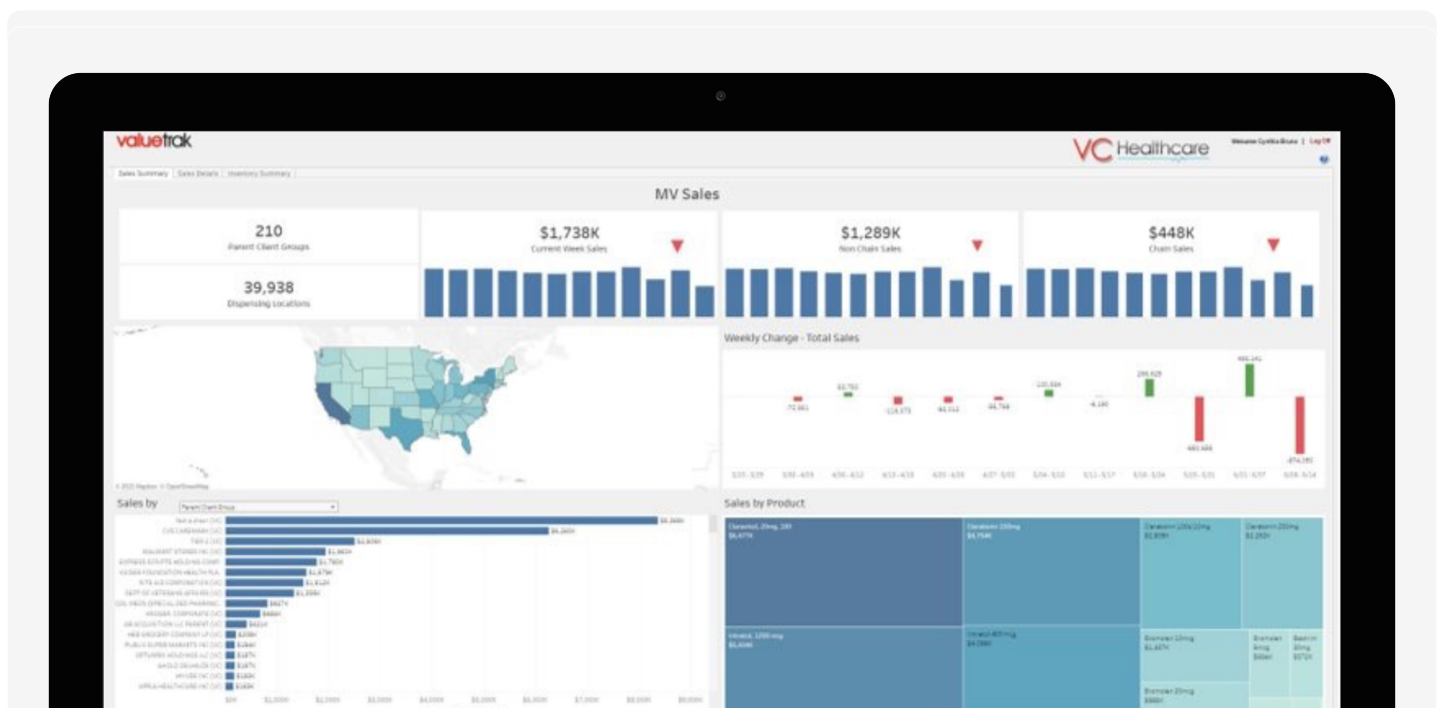
ValueTrak's Market Visibility Services allow you to gain insight into activities that are normally blocked or blinded. Market Visibility is built on repeatable and auditable processes.

Original EDI 867 data feed



## Delivery method

ValueTrak's flexible reporting interface supports the creation of sharable and customized supply chain dashboards to reflex your specific KPIs.



## Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to the ValueTrak platform.

With **easy access** to **real information** organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

## Related IQVIA solutions

- X-Factory
- 852 — Sales and inventory data
- 867 — Sales transaction data
- 180 — Returns
- Rx syndicated data — Market



### About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#)