

# IQVIA Commercial Agentic AI

Improve productivity and reduce workflow burden across teams.



## Brand and market insights

- Which channels and products are driving growth?
- What's limiting portfolio growth and where should we invest?

## Customer engagement

- What do I need to know before engaging this HCP?
- Who should I focus on next and why?

## Commercial planning

- What changes should we make based on recent market shifts?
- Where is execution drifting from intended priorities?

## Launch strategy and portfolio growth

Time to insights from weeks to minutes.



## Brand and market insights

- Respond faster to market shifts and competitor moves
- Make smarter, data-driven launch and portfolio decisions
- Align promotions with HCP needs and real-time dynamics

From numerous fragmented steps and tools to a singular, dynamic process.

## Streamline operational workflows

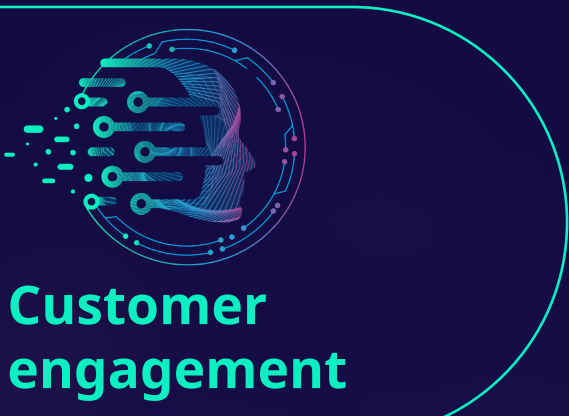
- Target with precision through faster, AI-driven segmentation and call planning
- Stay agile in response to shifting market conditions and data signals
- Reduce manual effort with automated, integrated workflows



## Commercial planning

## Maximize every interaction

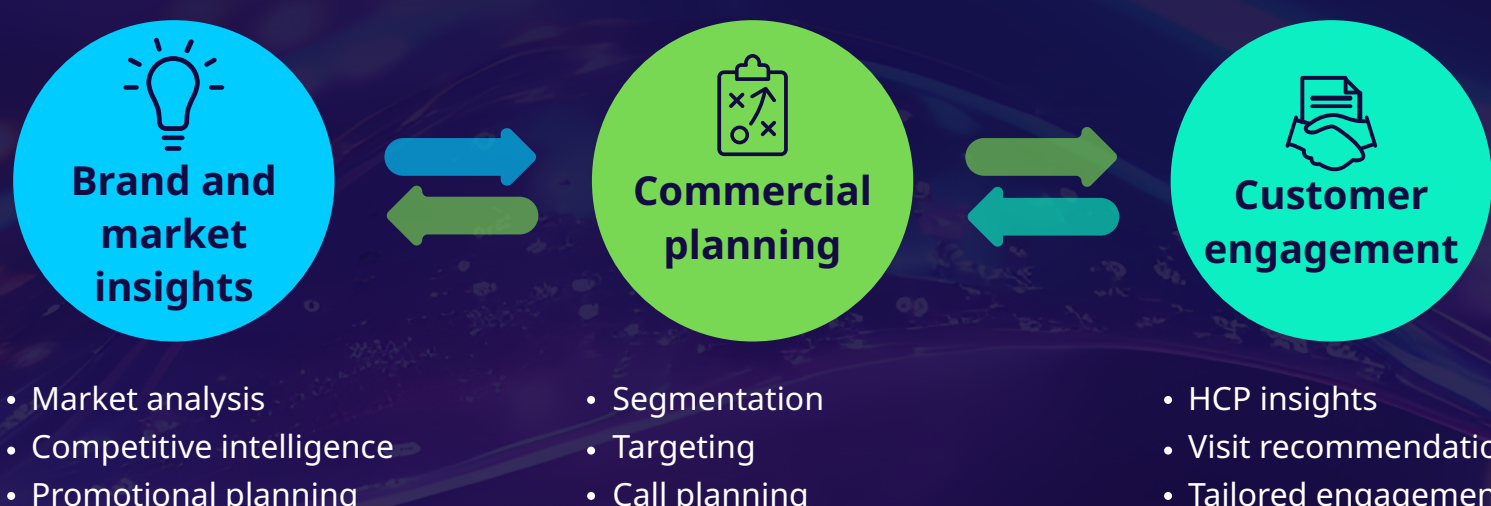
**85%** User satisfaction on HCP insights generated and ease of use.



## Customer engagement

- Increase productivity by focusing field teams on high-value HCPs
- Improve engagement quality with personalized, data-driven recommendations
- Adapt swiftly to new data, channels, and rollout strategies

## Move to connected, insight-driven decisions in real time



Domain trained on life sciences data, analytics, and predictive models with scalable standards and governance.