

Forecast Horizon

Streamline forecasting with consistency, flexibility and scale

Commercial forecasting in the life sciences industry is complex and continuously evolving. As markets change quickly, teams are facing increased demands for deeper analytics, changes to model infrastructure, and quicker turnarounds. However, most are not set up to succeed for a few reasons:



Forecasting teams own a broad set of models which vary widely across indications, therapy areas and countries — leading to challenges with aggregating across the business



Teams often lack a central knowledge management system when it comes to forecasting; scenario management, responses to ad-hoc requests, and hand-offs to new team members all fall on each individual forecaster



Real-world data is brought into the forecast from different sources and requires many manual steps each time there is an update



Spreadsheet models lack helpful infrastructure and built-in analytics, often developed from scratch and are difficult to change. Large models crash or lag frequently

Unlock the future of forecasting

We believe that forecasts drive decisions and decisions impact patients.

Behind each decision are strategic forecasters, who research, investigate and scrutinize available information to develop insights.

IQVIA's Forecast Horizon is a web-based forecasting platform used by forecasters at leading biopharma companies and designed specifically for the challenges and modeling approaches of the life sciences industry.



Model flexibility

Empower your decision-making process with models tailored to your view of the market and leverage forecaster-friendly platform features and analytics



Streamlined process

Smoothly drive your forecast cycles, maintain knowledge management, and coordinate between teams which may span functions and geographies



In-house data integration

'Pull' from your data sources to swiftly model market dynamics and drive strategic decisions

Forecast Horizon in action

Unleash the full potential of your team

Imagine a transformative shift with this powerful toolkit. Forecasters can reclaim their time to focus on insights and cross-functional teams can work together seamlessly to drive key organizational decisions. Embrace efficiency and innovation to empower your team and elevate your forecasting process.



What's in it for managers?

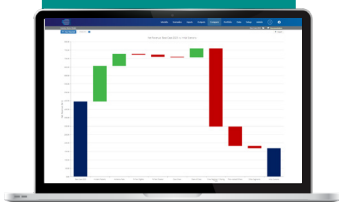
- Centralized forecast system
- Real-time access to the latest forecasts
- Scenario management system allows continuity across forecast cycles
- Auto-checking for input quality issues
- Tool for global and local collaboration
- Detailed user access management
- Easy rollups across geographies, therapeutic areas, assets and the portfolio
- Modular forecast structure supports model evolution over time



What's in it for forecasters?

- Flexible dashboards and reporting
- Data linkages
- Scenario management and comparison
- Customized models to fit the needs of each program
- Eventing engine for any input
- Monthly, quarterly and yearly granularity in the same model
- Persistence modeling
- User-editable segmentation and rollups
- Excel import/export

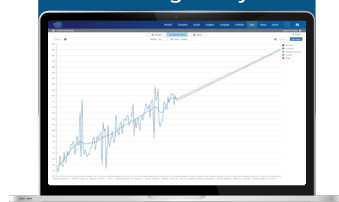
Waterfall analysis



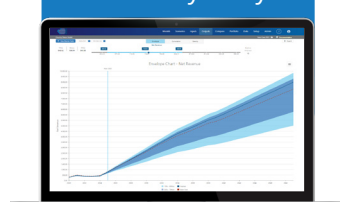
Rollup across portfolio



Trending analysis



Uncertainty analysis



...and more!

Ready to step into forecasting excellence?

Contact us at forecasthorizon@iqvia.com



CONTACT US

forecasthorizon@iqvia.com

iqvia.com