IQVIA

IQVIA Strategic Advisory Services – Analytics Solutions Partner

Define, dissect, and disentangle data and analytics challenges to drive better results

Today's reality

ORGANIZATIONS HAVE COMPETING PRIORITIES

Having different analytics and reporting demands that need to be prioritized can lead to development and implementation teams constantly putting out fires, responding to the loudest voice, and working with no clear direction, leaving stakeholders in the dark as to when their initiative may be delivered.

ANALYTICS SOLUTIONS ARE IMPLEMENTED BUT NOT USED EFFECTIVELY

Organizations pay a lot of money building and maintaining new solutions, hoping to maximize ROI, but instead, often experience low adoption rates from internal users that don't feel the solution fits their workflow or that the new system is redundant.

NEW MARKET EVENTS REQUIRE STRATEGY AND TACTICS FOR EFFECTIVE RESPONSE

Responding to sudden market changes like new entrants and regulatory challenges takes time and planning, but analytics and reporting teams struggle to deliver valuable solutions for the many problems their stakeholders face in today's rapidly evolving market.

CAPABILITIES IMPLEMENTED WITH LIMITED UNDERSTANDING OF ANALYTICS AND REPORTING

Commercial teams have high expectations of analytics and reporting partners, after investing in new capabilities, but internal teams often don't know what good looks like and may lack an understanding of the business problems that they are trying to solve.

The Solution – IQVIA's Strategic Advisory Services

The Analytics Insights Reporting (AIR) Strategic Advisory offers a suite of services to help organizations understand, define, and resolve their toughest business problems. **Services include:**

- **Capabilities Assessments:** Evaluate customer Analytics and Reporting capabilities against industry best practices, customer goals, and market dynamics

- **Workshops:** Bring cross-functional stakeholders together to develop organizational alignment around Analytics and Reporting initiatives

- **Stakeholder Research:** Conduct surveys, in-depth interviews, document reviews, and other research to understand the business needs and objectives as well as Analytics and Reporting customer experience

- **Roadmap Development:** Develop a plan to address organizational deficits, develop capabilities, and implement Analytics and Reporting solutions

IQVIA partners with organizations to understand their unique challenges and help build the roadmap to achieve their goals and critical business objectives.

Use cases

ORGANIZATIONS WITH COMPETING PRIORITIES

⊘ **Solution: Facilitated prioritization workshop that helps organizations know what to do next.**
Workshops provide a structured and impartial evaluation of competing ideas, enabling the development of a long-term roadmap to communicate plans for fulfilling future initiatives by aligning cross-functional teams on broader organizational priorities.

ANALYTICS SOLUTIONS NOT BEING USED EFFECTIVELY

⊘ **Solution: Stakeholder and user research to create solutions employees will want to use.**
Research helps organizations understand why their solutions are not being used by identifying problems that are top of mind for different stakeholders and adapting their solutions to better meet customer needs and identifying features, datasets, and analytics that can help users perform their jobs better.

NEW/EMERGING MARKET EVENTS THAT REQUIRE STRATEGY AND TACTICS FOR EFFECTIVE RESPONSE

⊘ **Solution: Strategy Signal Workshop helps organizations respond quickly to market events using new analytics and reporting solutions.**
A simple, two-day strategy sprint helps teams define what a goal is for addressing the new challenge, develop a strategy for accomplishing the goal and creates a roadmap for implementing the tactics, features, and plan to execute against the strategy.

NEW CAPABILITIES IMPLEMENTED WITH LIMITED UNDERSTANDING OF ANALYTICS AND REPORTING

⊘ **Solution: Analytics Maturity Assessment helps companies understand where they are, where they need to be, and provides a roadmap to get there.**
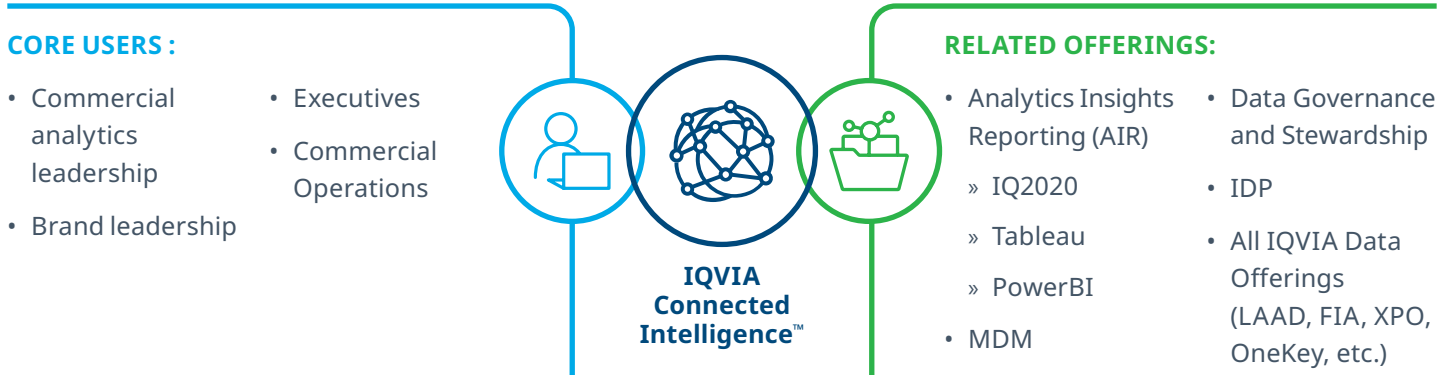An Analytics Maturity Assessment helps companies understand capabilities and areas for improvement across multiple domains within analytics by prioritizing improvement efforts to best meet the needs of your business stakeholders, customers, and partners along with guidance on best practices in analytics and reporting for each situation.

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The IQVIA difference

As Healthcare's Vital Partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and an end-to-end analytics solution that includes strategy development, proven data, best-in-class infrastructure, and easy to use execution platforms.

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.

CORE USERS :

- Commercial analytics leadership
- Brand leadership
- Executives
- Commercial Operations

IQVIA Connected Intelligence™

RELATED OFFERINGS:

- Analytics Insights Reporting (AIR)
  » IQ2020
  » Tableau
  » PowerBI
- MDM
- Data Governance and Stewardship
- IDP
- All IQVIA Data Offerings (LAAD, FIA, XPO, OneKey, etc.)

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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™**

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