

Collaborative Intelligence with IQVIA AI-Powered Data Visualization

Quickly implement IQVIA accelerators for reporting at scale

Today's reality

In today's dynamic life sciences business landscape, organizations are flooded with massive and ever-growing data sources from patient support programs, promotional systems, and third-party data vendors. However, this wealth of information often remains underutilized due to internal siloes, outdated legacy reporting platforms, limited IT resources, and constrained budgets. These challenges hinder businesses' ability to fully leverage the data's potential.

As technology continues to advance, there is an unprecedented opportunity to connect, visualize, and deploy cost-effective enterprise solutions more

effectively. By integrating IQVIA's internal expertise in life sciences and analytics with enhanced visualization and enterprise reporting, our customers overcome these obstacles.

The right solution — Insight with IQVIA Collaborative Intelligence

IQVIA Collaborative Intelligence (CI) offers a powerful, scalable solution that empowers commercial teams to compile, question, and visualize the full spectrum of their data assets in real time. This solution is natively available on any device — be it phone, tablet, or laptop — and comes equipped with out-of-the-box generative artificial



intelligence (GenAI). IQVIA CI enables teams to navigate vast amounts of data, ask critical questions, identify hidden trends, and generate new visualizations on the fly.

By simplifying deployment and optimizing the cost of enterprise reporting, IQVIA CI can be integrated into existing workflows or licensed as a standalone SaaS solution. With built-in data connectors to both common customer data sets and IQVIA data, we can quickly deploy and harness these capabilities to their fullest extent.

IQVIA Collaborative Intelligence (CI) breaks down data siloes and enhances insight for life sciences organizations. With rapid data interaction, device flexibility, and built-in generative AI, IQVIA CI enables dynamic data exploration and informed decision-making. Its cost-effective deployment and broad data connectivity enables seamless integration, driving strategic growth and innovation. IQVIA CI is building the future, one insight at a time.

Key features include:



EASY ACCESS

Natively available on any device including phone, tablets, and PC.



AI BUILT RIGHT IN

Access and visualize valuable insights in real time, empowering better decision making.



EASY TO DEPLOY

Includes data connectors to both common customers and IQVIA data for rapid deployment.



ACCELERATOR READY

Low-code to quickly build apps and leverage accelerators for innovative solutions.



SELF-SERVICE

Users investigate data, get answers and create visualizations without burdening a BI or IT team.



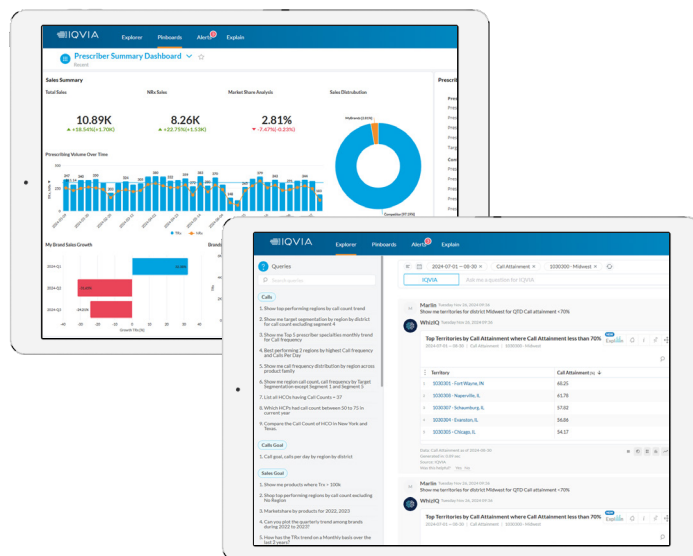
DATA AND BI TOOL AGNOSTIC

Supports any technology across IQ2020, Tableau, Power BI, etc.

Use cases:

- Executive reporting
- Field sales
- Market access
- Brand and marketing
- Medical science liaison
- Data quality and commercial operations

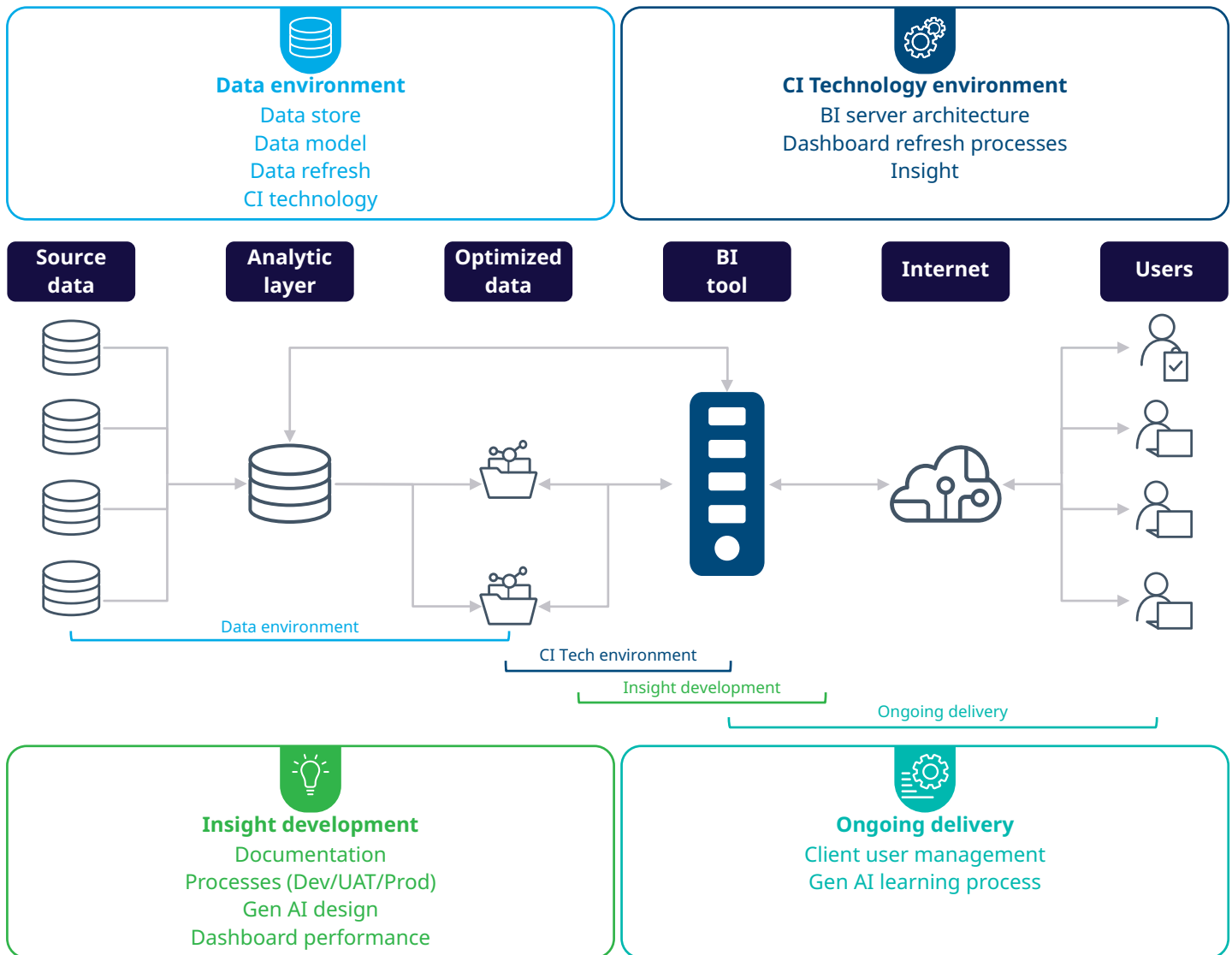
Sample visualization:



Why IQVIA

End-to-end focus

The IQVIA team is organized around **structured flexibility**, enabling us to provide end-to-end support, while at the same time, focusing on specific analytics areas needing particular attention. We believe that technology's transformative power is realized when a clear strategy, robust capabilities, and deep business experience converge with precise execution and delivery.



IQVIA's Information Management practice has been providing reporting services for over 30 years. Being part of IQVIA, our core competency is best practices in data management and reporting.

As experts in life sciences data and technology, we collaborate across traditional sales and prescription sources, complex longitudinal patient sources, and digital marketing. We have in-depth understanding of IQVIA to maximize the value of key data sources and extensive industry experience to maximize the value of proprietary data.

Our team includes onshore experts and offshore development teams with experience across all business intelligence tools and enterprise reporting strategies.

Contact us to learn more about IQVIA Collaborative Intelligence — data you can trust, insights you need, delivery you can count on. Building the future, one insight at a time.



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