IQVIA

IQ20/20

Empower your organization and drive business results by providing the right information to the right people at the right time with fully customizable enterprise reporting technology and implementation services

Today's reality

| Need for on-the-fly analysis that provides consistent and timely insights to leadership | Lack of internal personnel to build a complex data structure | Limited integration with existing CRM platforms | No scalability or advanced integrated data management capabilities | Limited self-service capabilities that foster a lack of internal adoption | Limited resources for insight scalability to diverse personas |

The IQ20/20 difference

>500 analytics and reporting projects deployed

50% faster implementations with modular design — go live in weeks

99.9% service availability

>20 years of experience building BI solutions

>25,000 active users of solutions

Therapeutic area specialists

Getting to the right healthcare insights at the right time is challenging. You need an analytics platform solution that is flexible, scalable and secure, and evolves as your business needs change. IQ20/20 is a modular, end-to-end solution that enables connected actionable insights for a diverse group of user personas, driving better and faster decisions across the organization, with self-service reporting tools and advanced analytics.

With IQ20/20, you can quickly and accurately transform data to insights via a consistent user experience that includes richer insights for key stakeholders when and where they need it.

Pre-configured KPI library and AI-enabled algorithms
Expandable to meet customer needs
Buy end-to-end or modular capabilities

Advanced integrated data management capabilities
Data agnostic: IQVIA, customer and 3rd party

Pre-configured KPI library and AIU-enabled algorithms
Expandable to meet client needs

Connected insights for diverse user groups
Executive, Launch, Brand, Field Force

Self-service capabilities for data scientists, stewards and power users
A range of configurable modules

Integrated with IDP and rest of IQVIA commercial ecosystem
Seamless UX through deep-linking

Customer benefits

Reduced implementation risk	Fit for purpose for diverse user personas	Speed to insights	Adaptable to constant change	Can buy end-to-end or specific modules

Key features and functionality

CAPABILITIES TO SUPPORT COMMERCIAL ENABLEMENT FOR HOME OFFICE USERS

INTUITIVE ANALYTICS	• Intuitive, guided analytics, designed and based on IQVIA industry experience and best practices. • Module-based approach for faster implementation. • Integrated user security framework to provide data access as per user hierarchy
SELF SERVICE ANALYTICS	• Powerful and intuitive ad hoc querying, advanced filtering and data visualization. • Ability to save reports and share with team members. • Build multi-panel reports to share data analytics story.
MICROSOFT OFFICE INTEGRATION	• Native Microsoft Office integration for users to maintain reports in PowerPoint or Excel and refresh data within the report when needed. • Refresh report with daily/weekly/monthly frequency without logging into the solution.
REPORT BURSTING	• Burst reports support, sending key reports to team members with a single click. • Burst reports can be based on various parameters, such as territory, product, HCP, etc. • User security built in to restrict data access to only the right users.
SEGMENTATION/ DECILING	• Native capability to segment large sets of data into categories of user's choice (i.e., deciling of HCPs). • Upload externally maintained data dimensions, such as segmentations, and integrate with data in FlexView.
AUTO-DELIVERY	• Schedule reports/dashboards to be sent to users whenever data is refreshed. • Feed data into external systems by setting up reports to be delivered to SFTP site of user's choice.
CUSTOMER GROUPINGS	• Create your own custom redefines on the fly across any dimensions. • Example: group products into product groups dimensions the way you see the market and track progress against those. • Save and share your custom groups with your team without having to request analysts for custom developments.

CAPABILITIES TO SUPPORT COMMERCIAL ENABLEMENT FOR FIELD SALES USERS

GEO PERFORMANCE	• Native iPad app for users to access "My Territory" performance. • Goal-attainment KPIs and peer benchmarking to enable a performance-driven culture. • Offline capability and data refresh on demand.
ACTIVE ALERTING	• Alerts to provide focus on key insights critical to product effectiveness, such as new patients starting therapy and their prescribing physicians. • Drill throughs built into alerts to find areas of opportunity and action items.
ACCOUNT/HCP TRACKER	• The tracker provides an "Excel-like" experience within the app, so reps can easily filter, sort and discover customers who require attention or may have influence within their sphere. • Connected to Alerts and Profile dashboards to drive click throughs for intuitive user experience.

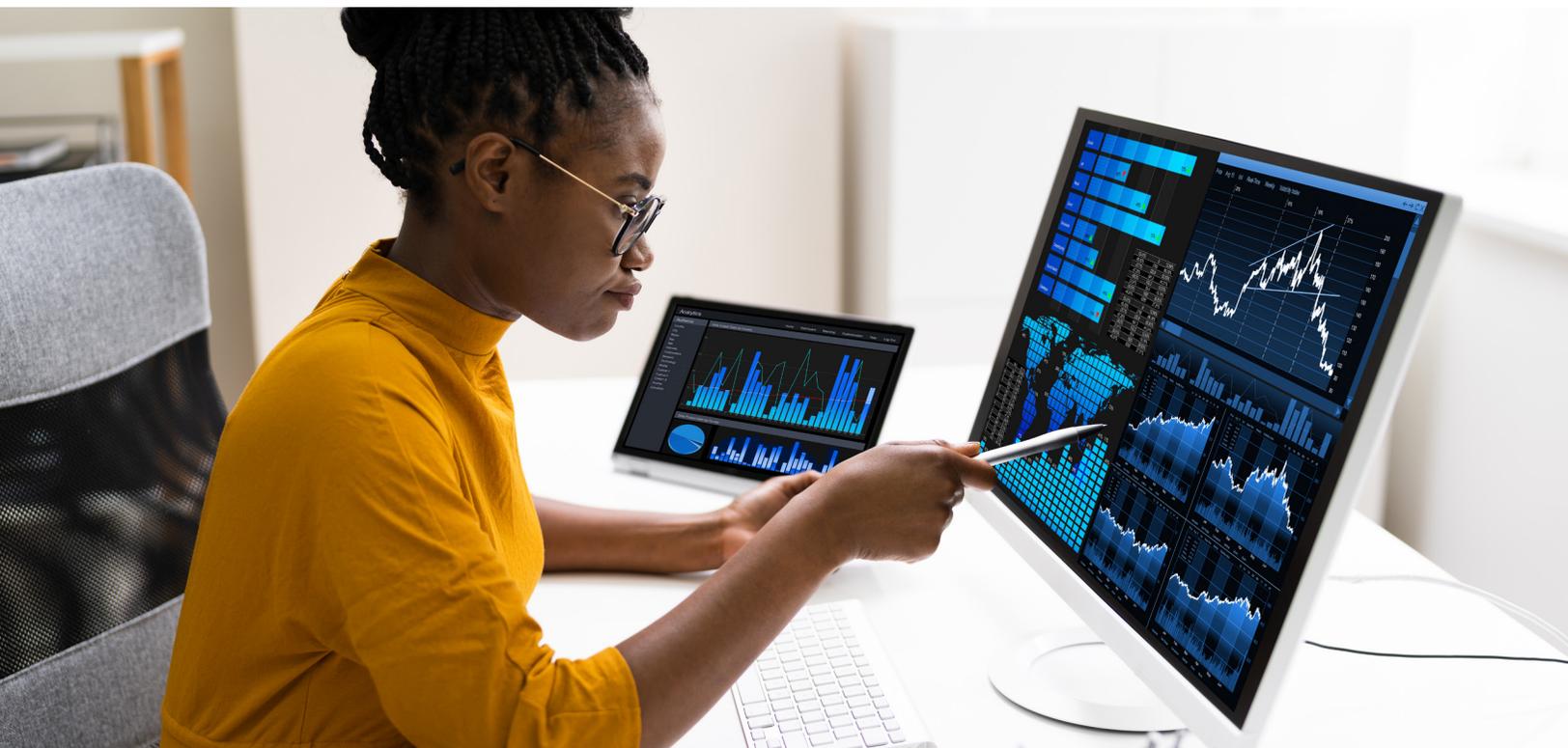## SOLUTION AS A SERVICE MODEL — ONGOING SUPPORT AND ENGAGEMENT

Operations and QA — dedicated support staff manage system refreshes, perform regular QA and drive compliance with SLAs.

Analyst Support — our analysts are available during regular business hours to answer your technical and business questions.

Change Management — ongoing support fees provide a quarterly allotment of labor hours to customize existing dashboards to meet current business needs.

Key benefits

	IQ2020	VENDOR IMPLEMENTED & EXTERNALLY MANAGED
Deep-linking (iPad app to OCE, API➔Tableau)	◉	◉
Pharma-specific capabilities and roadmap	◉	◉
Ad-hoc insight generation	◉	◉
Dedicated Support Personnel Built-in	◉	◉
Single point of contact for all reporting issues	◉	◉
Built-in change request hours for enhancements	◉	◉
Scheduled QBRs to enhance ROI	◉	◉

Deliver insights faster

- Persona-based visualizations support faster, better decision-making for each type of persona.

- Full configurability, allowing for rapid adaptation for existing and new user personas.

- Intuitive, self-service capabilities help manage the end-to-end data lifecycle and allow for on-the-fly analysis.

Break down silos

- Spend less time integrating and curating data and more time using it.

- Next-generation data management with Integrated Data Platform (IDP) helps acquire and standardize data across diverse data sources in a centralized hub.

Simplify systems

- Improve cleansing, harmonization, reporting and transparency efforts.

- Tune analytics to the needs of multiple organizational levels and functions.

- Simplify disparate complex data in a way that is scalable to the size of the data set.

Make more informed decisions

- Easily identify trends and patterns across the enterprise using intuitive visualizations.

- Create a consistent and collaborative environment with integration with other commercial applications.

APPLICATION AND USE MODULES

Commercial operations.

Longitudinal access and adjudicated data (LAAD).

Compliance.

Primary market research (PMR).

Medical science liaison (MSL).

Specialty pharma.

Medical technology.

DELIVERY METHOD

Delivered via web browser of your choice as well as mobile devices on your schedule (daily, weekly, monthly, quarterly) including access to a native iPad Application.

OPPORTUNITIES FOR INTEGRATION WITH OTHER IQVIA SOLUTIONS

- **Orchestrated customer engagement (OCE)/CRM** — orchestrated model that enables companies to improve their customers' experiences, build trust and optimize resource allocation across all engagement activities.

- **SMART** — integrates information from the largest source of curated healthcare data to deliver accurate, actionable insights.

- **ValueTrak** — provides end-to-end data visibility from the manufacturer to the patient to help companies maximize the value of their products.

- **Information management solutions** — including Data Warehouse, Master Data Management (MDM), Integrated Data Platform (IDP), Data as a Service (DaaS) and Governance and Stewardship.

- **IQVIA subnational data audits** — including Xponent (XPT), Prescriber Dynamic (XPD), Formulary Impact Analyzer (FIA), Drug Distribution Data (DDD), OneKey™ reference data, Medical Claims Data (DX), Device Data and Longitudinal Access and Adjudicated Data (LAAD).

- **Third-party/customer data sets** — including 867/852, daily sales, chargebacks, co-pay card, and more.

Contact us for a demonstration

John Jackowski
IQ20/20 Solution Owner
jjackowski@us.imshealth.com

John Kraemer
Director, Sales Engineering,
Information Management &
Analytics Solutions
JKraemer@ca.imshealth.com

About 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**™

CONTACT US
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