

IQVIA Business Intelligence and Data Science

Gain a competitive advantage from your data

Your Challenge

TURNING DATA INTO A DIFFERENTIATOR

Do you spend so much time “handling” data that you’ve little left to derive meaning from it? The many data assets you’ve invested in can only become a competitive advantage if you can easily generate relevant insights from them.

The Solution

EXPERT PRODUCTS AND SERVICES TO IMPROVE DECISION MAKING

IQVIA’s Business Intelligence and Data Science team, which is focused exclusively on the pharmaceutical industry, helps you make evidence-based decisions that produce results. The BIDS team provides:

• Services

We work in collaboration with you, often at your side, delivering business intelligence support, project management, software development, data analysis, proto-typing of applications, and strategic advice. We start with a full assessment and then recommend the best solution for your needs.

• Products

We offer solutions to the common business questions we’ve seen over the years. Offered under the PharmaReport umbrella, these solutions are hosted on your reporting platform for use by your stakeholders and can be tailored to meet your exact needs. They:

- Can be delivered using different technologies such as Cognos, Tableau, Qlik Sense, TM1, etc.



- Have been validated by different industry stakeholders
- Come with a support organization to ensure business continuity



BIDS COLLABORATION MODELS

- Staff augmentation
- Consultancy
- Project-based engagements
- PharmaReport solution













The Results

MORE ACTIONABLE INSIGHTS

The IQVIA BIDS team is dedicated to accelerating your time to insights, a mission we've accomplished for thousands of users across the industry. We come to the challenge with industry knowledge and technical expertise, but with no preconceived notions or limitations. We develop solutions for your specific business challenges across functions.

REPORTING SERVICES

 Pharma Report - CRM dashboard	 Pharma Report - Sales dashboard	 Pharma Report - Targeting	 Pharma Report - Patients dynamics	 Pharma Report - Physician connect	 Pharma Report - Primary market research	 Pharma Report - Launch tracker	 Pharma Report - Channel dynamics	 Pharma Report - National insights
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 **PharmaReport - Engine**

IQVIA data	CRM Data	Ex-Factory data	Other data sources
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As a result, you get:

- The possibility to derive instant value from hosted solutions with zero IT footprint
- Business Intelligence and data science services from industry experts with large expertise
- An integrated view on your data, across different departments in the company
- Liberate time from your analysts to make compelling analysis's instead of cleaning and preparing the data.
- Gain competitive advantage out of your data assets.



About PharmaReport

Business Intelligence and Data Science is part of the PharmaReport suite described in a separate fact sheet. IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.

CONTACT US

To learn how easy it is to use Business Intelligence and Data Science within IQVIA's PharmaReport, please contact your key account manager

iqvia.com

