

# IQVIA MobiRep<sup>®</sup>

## *Sales Force Automation Tool Exclusive to Life Sciences*

IQVIA MobiRep supports field reps in their daily activities, giving them the information, tools, and communication links, they need to be most productive and efficient as they manage customers.

IQVIA MobiRep, designed as a modular tool, can be configured to include the specific functions of greatest value to you, and individual modules are flexible enough to accept some customization.

### **INCREASED PRODUCTIVITY FOR FIELD STAFF**

Through IQVIA MobiRep, field forces can access business data on their tablet or other mobile device, enter orders, plan their day, and check on stock, among other daily tasks. Popular functions include:



Customer Relationship Management (CRM) to keep track of contact information and segment customers



Order taking, which includes daily snapshots of product inventory and supports both transfers and direct orders



Planning to organize and prepare for calls (including remote detailing throughout Zoom or MS teams)



Activity registration to record progress against Key Performance Indicators (KPIs) and sales objectives, day by day



Multimedia capability to photograph point of sale displays and store other documents like contracts, PO's, ...



Reporting via easy to use dashboards



### **ESSENTIAL FUNCTIONALITY FOR MAXIMUM EFFICIENCY**

- Modular
- Designed exclusively for Life sciences
- Integrated with other back office systems
- Profile-based (Segregation of duties)
- Runs on any device (iOS, Windows, Android)
- Works online and offline
- Audit compliant

For maximum convenience, IQVIA MobiRep is available on multiple platforms (tablets, smartphones and desktop), and field staff can work offline and sync their system at night for maximum convenience. The data are backed up in the cloud, so there's no risk of data loss.

## IQVIA MOBIREP INTEGRATIONS

- IQVIA Pharm In Touch
- SAP
- Navision
- Exact
- Axapta
- AS/400
- EDI integratie (eHealth)
- External partners like logistic partners or wholesalers

### VISIBILITY FOR OFFICE STAFF

MobiRep integrates with your ERP system as well as with a long list of back-office and warehouse systems to ensure that your commercial operations are all drawing upon the same, current set of data. The integration is smooth and automatic for seamless data exchange.

Home office users, based on their user profile, have an overview of order data, deliverings, invoicing, ect. to understand the state of the business, day to day.

### A COMPLETE SOLUTION THAT LINKS THE FIELD WITH BACK OFFICE FUNCTIONS

IQVIA MobiRep was designed to support pharmaceutical and consumer health sales operations, exclusively, and the features and functions of the software reflect IQVIA's deep knowledge of the sector. We know where the snags, bottlenecks, and frustrations are between what happens in the field and how it's reflected in back office records and activities. IQVIA MobiRep eliminates those concerns, giving everyone involved the information they need at their fingertips, so commercial processes are efficient and effective.

IQVIA MobiRep undergoes continuous development, and new modules/functionality are always being introduced.

To learn more about how IQVIA MobiRep can be configured for your needs, please contact Patrick Van Dooren, at [Patrick.VanDooren@iqvia.com](mailto:Patrick.VanDooren@iqvia.com) or Dirk de Greef, at [dirk.degreef@smartit.be](mailto:dirk.degreef@smartit.be).

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