






IQ20/20 SMART Flexview Reporting Tool

A powerful, self-service exploration and visualization tool that will transform the way teams think about analytics and reporting

Today's reality

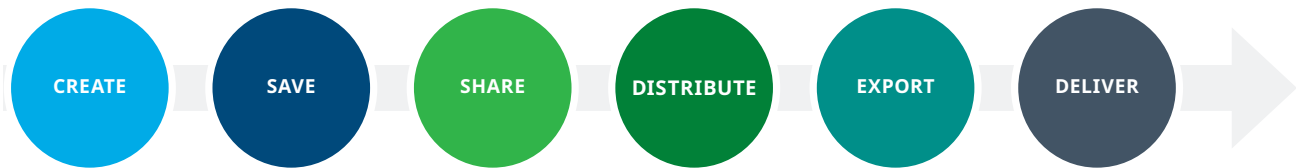
Organizations need to access, process, and propagate vast amounts of data faster than ever with minimal investment in time, effort, and cost. They need new and better ways to speed up their decision making, answer key business questions, and, ultimately, achieve better, more reliable, and repeatable results while reducing the need for expensive services and eliminating redundant or unnecessary IT overhead.

Organizational challenges include:

ORGANIZATION IS NOT ALIGNED	FRAGMENTED TECHNOLOGY	LIMITED INSIGHTS	BIG DATA THREATENS RELIABILITY	MORE DEMANDS ON FEWER PEOPLE
				
<ul style="list-style-type: none"> • Organizational silos between data and technology • No standard data catalog • Redundant data management processes • Inconsistent business rules and governance 	<ul style="list-style-type: none"> • Multiple technologies not integrated increasing cost and complexity • Multiple platforms hinder consistent views of data and reporting • Lack of ongoing self-service capabilities 	<ul style="list-style-type: none"> • Inability to discern trends and take action • Limited insights to anticipate risks and intervene with course corrections as needed • Delays in decision making across organization 	<ul style="list-style-type: none"> • Increasing variety, volume, and velocity of data sources • Difficulty in connecting data in meaningful ways • Huge burden of data management • Ineffective governance leads to low trust with data 	<ul style="list-style-type: none"> • Limited resources • More demands for analytics and reporting from management • Multiple personas require access through different toolsets

The right solution – IQ20/20 SMART Flexview Reporting

A single, reliable touchpoint for powerful analytics and reporting — Get more from your data investments by empowering your analysts to drive and deliver insights.



SMART Flexview is a premium business intelligence tool with a simple, yet intuitive interface and incomparable integration capabilities which allows rapid and reliable interrogation of large and complex datasets without sacrificing performance. Flexview enables foundational access to all national and sub-national data and combines the ability to create and collaborate on presentations and reports across multiple data assets via one single touchpoint solution, with faster data delivery and the ability to share or export that data to PowerPoint presentations or Excel files.

With Flexview, super users can easily empower their teams with consistent business rules that will transform the data they need into their own personalized views, creating clear and actionable insights where and when they are needed, at every level of the organization.

Flexview makes it easy for users to:

- Build and maintain business rules
- Customize and save dashboards
- Share dashboards with colleagues
- Export to PowerPoint, Excel, and PDF
- Email, burst dashboards, and documents
- Setup scheduled email deliveries

The Flexview difference

Flexview is IQVIA hosted and an extension of SMART Core Reporting, providing faster access to insights for company configured national and sub-national datasets including XPT, XPD, DDD, FIA, LAAD, etc., and can help organizations maintain the highest quality standards.

Flexview integration means

FASTER AND BETTER ANALYTICS

- Increased access to insights and information that is intuitive to analyze and understand
- Simple and easy to use BI tool that allows interrogation of data with real-time results
- Allows analysis and reporting of multiple data assets in a single touchpoint.
- Enables the reduction of errors and costs
- Increases overall data quality and integrity
- Easily unlocks information within existing SMART technology stack

BETTER COLLABORATION

- Creates reports, save, and share native in MS Office apps
- Enables users to apply business rules and transform data to their view of the world
- Supports the creation and collaboration of presentation-ready materials
- Removes bottlenecks and dependencies on internal IT services

SIMPLE, ACTIONABLE TOOLS

- Easy to learn single touchpoint that drive actionable outcomes
- Non-technical users have simple access to data and technology
- Access to simple MS Office collaboration tools
- Increases productivity across the enterprise

Core users

- Analytics teams
- Commercial brand directors
- Data scientists
- Market research professionals
- Commercial operations teams
- Therapeutic area leads
- Forecasting leads

Related IQVIA offerings

- IQVIA data – national and sub-national datasets including XPT, XPD, DDD, FIA, and LAAD
- Orchestrate Customer Engagement (OCE) platform
- IQ2020/Orchestrated analytics
- Analytics insights and reporting (AIR) third party tools
- Data and analytics consulting services
- Master Data Management (MDM)
- Data warehousing
- Data integration
- Data stewardship
- Integrated Data Platform (IDP)

Delivery method

Solution is accessible online via web browser.

Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and connected intelligence framework to our analytics and reporting capabilities.

With easy access to real information organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

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.



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](#)