≣IQVIA

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 have little left to derive meaning from it? The many data assets you have 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.

BIDS COLLABORATION MODELS

- Staff augmentation

- Consultancy

- Project-based engagements

- PharmaReport solutions

Products

We offer solutions to the common business questions we have 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
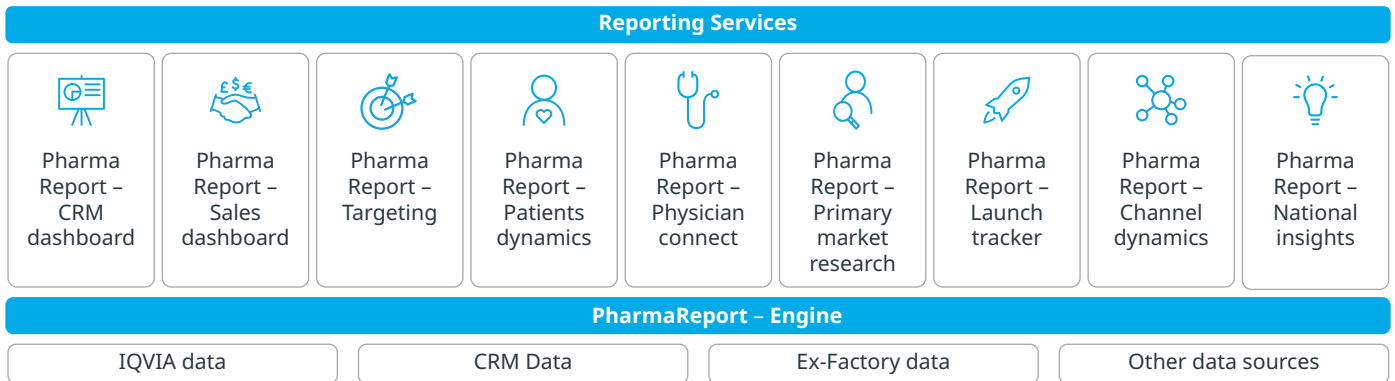
- Can be delivered using different technologies such as Cognos, Tableau, Qlik Sense, TM1, etc.

- Have been validated by different industry stakeholders

- Come with a support organization to ensure business continuity

The Result

MORE ACTIONABLE INSIGHTS

The IQVIA BIDS team is dedicated to accelerating your time to insights, a mission we have 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.

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 analyses instead of cleaning and preparing the data
- Gain competitive advantage out of your data assets

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

PharmaReport – Engine			
IQVIA data	CRM Data	Ex-Factory data	Other data sources

About PharmaReport

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.

This is what our customers tell about IQVIA Business Intelligence and Data Science capabilities:

Starting 18 month ago, the lean team of Reckitt Benckiser BeNeLux business was taking very much time to extract and analyze the data with very limited value getting out of it. This is the main reason why we kick off this project with IQVIA to develop an easy to use, efficient and tailormade tool to allow us to get very rapidly the insight behind the data and visibility on best practices across the field.

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

The dedicated and very reactive team from IQVIA had work intensively to design the Qlik tool based on our needs and KPI coming from multiple interlocutor like Marketing and Sales. During the full project, the listening and adaptability of the IQVIA team to always come back with alternative solutions answered perfectly to our needs. Finally, this project was not just a "one off" giving us a new software but a real partnership between Reckitt Benckiser and IQVIA as it is a "living" tool which is updated/improved almost on a monthly basis to always answer new needs.

**Mathias Gaquiere,
Marketing Director Reckitt Benckiser Health**

CONTACT US

To learn more about how the IQVIA's PharmaReport suite can speed your time to insight, please contact your Key Account Manager **iqvia.com**

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