

# IQVIA Technologies Ada

*Increase the impact of dashboards by adding natural language voice, email, and SMS text messages*

## It's as natural as talking to another human being

In a time when the amount of data and information is exploding, it is easy to understand how users can get lost in the noise. It is imperative to support your diverse users so they can consume insights in a way that best supports them individually, allowing them to execute against their priorities and objectives.

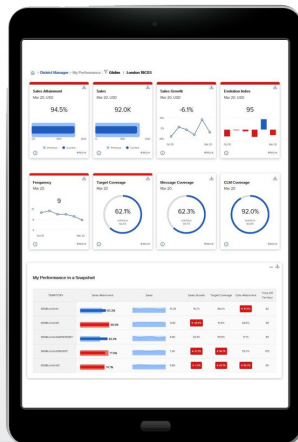
By using natural language scripts delivered as email, text or voice, **Ada**, your smart assistant, can be tailored to meet the personal preferences and learning styles of individual users. It provides ongoing coaching to ensure insights are understood and can drive action.

### ADA BRINGS IQVIA AND YOUR OWN DATA INSIGHTS TO LIFE WITH NATURAL LANGUAGE SCRIPTS DELIVERED:

- As spoken language in an app,
- As written notes in a dashboard, or
- Sent via email or text.

#### Self-Service Dashboards

Mobile UI & UX Optimized Dashboards



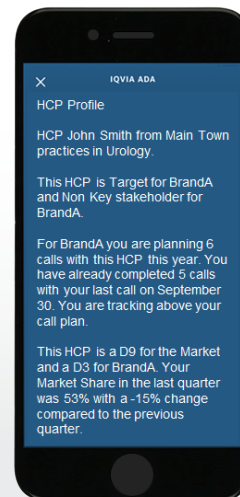
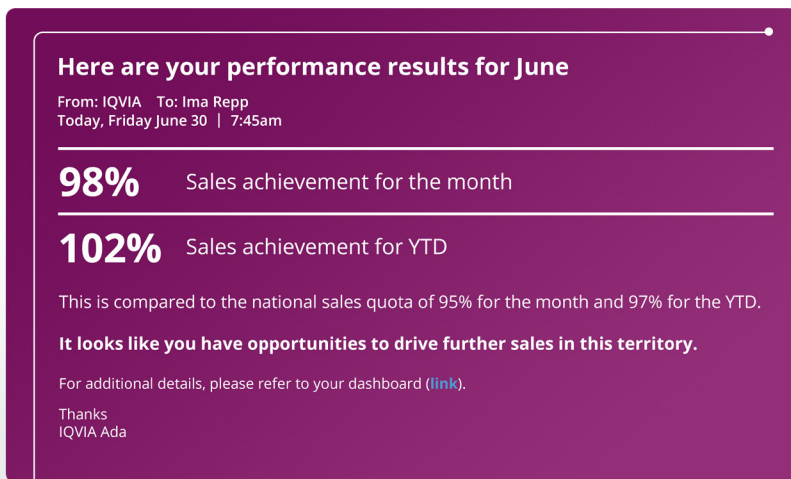
#### Natural Language Coaching

OCE Solutions, Voice, Emails and SMS Text



**PERSONALIZED ACCESS TO INSIGHTS AND COACHING**

# IQVIA Technologies Ada, your smart assistant, helps organizations take maximum advantage of their existing reporting solutions



## KEY BENEFITS

ALERTS	Ensures users are informed of their latest results the second data is refreshed. Automated scripted emails can alert users to changes in their portfolio, product, market trends, and more.
PERSONAL	Maximize the value users get from their dashboard by personalizing the way they receive insights to best align to their preferences and individual learning style.
INSIGHTFUL	Increase understanding of data and insights across an organization. Provides a mechanism for ongoing coaching on how to interpret insights so data is better understood.
ACTIONABLE	Better understanding leads to better actions. Scripted emails on key insights and voice for quick pre-call preparation.
INNOVATIVE	Innovative solution supports an organization's digital transformation and drives entrenchment of an organization's reporting solution.

**TO LEARN MORE ABOUT IQVIA TECHNOLOGIES, PLEASE CONTACT YOUR IQVIA REPRESENTATIVE OR EMAIL [CANADAINFO@IQVIA.COM](mailto:CANADAINFO@IQVIA.COM)**

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