

# KPI Library

*IQVIA's life sciences domain intelligence made available as connected actionable insights, for agile decision-making and fast deployment & adoption*

## Unique Capabilities

**KPI LIBRARY IS THE DYNAMIC REPORTING LAYER WITHIN ORCHESTRATED ANALYTICS, PURPOSE-BUILT WITH DIFFERENTIATED CAPABILITIES, THAT CREATES ENHANCED VALUE FOR CLIENTS BY PROVIDING PRE-CONFIGURED, EXTENDIBLE & CONNECTED PERSONA-BASED SOLUTIONS**

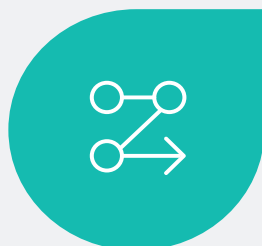
### Ease of Access

Insights are through various medium such as online dashboards, offline app, voice enabled through KPI Bot/Alexa and SMS, thereby increasing adoption



### Risk, Potential and NBA

Provides superior insights through rule based and AIML to enable timely interventions on key areas of risk or opportunity



### KPI Governance

Drives connected insights across the organization by enabling a controlled sharing of KPIs across user groups

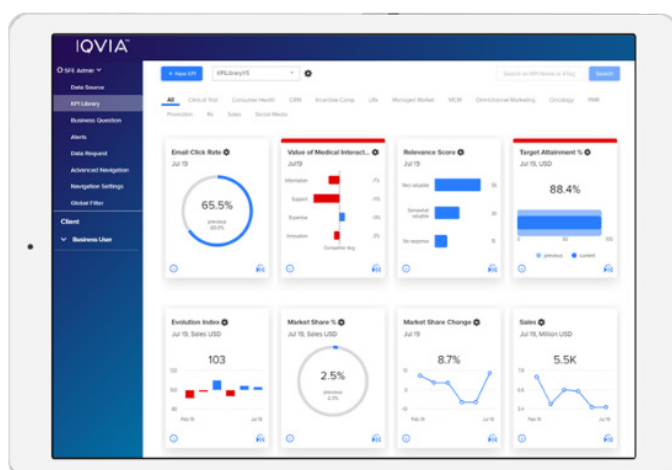


### Self Service Capability

Drives ongoing speed to insight as user groups needs continually evolve with changes in portfolio, organization and strategic imperatives



KPI Library brings with it the agility and life science domain expertise embedded into technology. The KPI driven approach powered by very intelligent library of KPIs, allows an organization to



- Align to KPI best practices for the life sciences industry
- Drive consistent nomenclature and definitions across KPI
- Explore diversity of 400+ strategic and tactical KPIs spanning 13 data domains — and growing
- Usage of libraries based on data domain, product life cycle, leading vs. lagging indicators
- Visualization using Out-of-the-Box template library and ability to extend using custom widgets
- Accelerated deployment through pre-configuration

# Guided Analytics to support diverse business decision makers



## Executive

- Cross-country and portfolio competitor dynamics and in-market performance
- One version of the truth across the organization



## Brand/Launch Manager

- Early warning system enabling interventions during launch phase
- Leading and lagging indicators reflecting key risk to brand imperatives



## Marketing Manager

- Execution of strategy across channels and segments
- Impact on ROI from changes in strategy



## In-Field Personas

- Driving action-oriented discussion focused on driving improvements
- 360-degree view of the customer
- Access through online, offline app, mobile and chatbots

KPI Library's persona-based, fully configurable, visualization empowers end users to make faster, better, and more informed decisions for their tailored needs. Decisions can be made across the organization based on "one source of truth" to optimize agile execution of commercial strategies.

## Integration with AI/ML use cases

KPI Library seamlessly integrates with Orchestrated Analytics' rules- and AI/ML-based use cases to provide more sophisticated insights. This allows end users to be alerted when KPI values fall below threshold and intervene with early risk mitigation strategies. Recommendations from AI/ML interfaces, such as Next Best, can be notified to end users with KPIs to add additional contextual intelligence, thus improving efficiency and driving alignment to business objectives. In similar fashion, KPI dashboards can be used to show outcome of any algorithm through visualizations, such as forecasting, which can better inform long-term strategic direction and investment planning. Coupled with modern accessibility through Natural Language Processing, the insights can now be provided through voice bots thereby increasing user adoption.