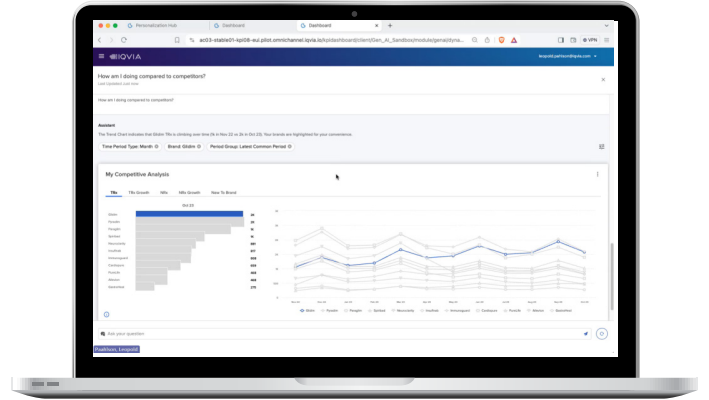


# IQVIA Orchestrated Analytics







*Optimize brand performance with an advanced, AI-driven life sciences intelligence platform*


Success in a dynamic market landscape requires timely, actionable insights and analytics to drive better and faster decision-making. **Orchestrated Analytics** is a unified data foundation and analytics platform designed to address the challenges of launching new brands, maintaining competitiveness for established brands, and fostering personalized engagement tailored to complex healthcare provider (HCP) behaviors.



## Orchestrated Analytics

**IQVIA's connected ecosystem of apps for commercial analytics built in a unified data platform**

 <p><b>Data management</b></p> <p><i>Centralize, integrate and manage data with modular, interoperable solutions</i></p> <ul style="list-style-type: none"> <li>Data management</li> <li>Master data management</li> <li>Business analyst tools</li> </ul>	 <p><b>Commercial planning</b></p> <p><i>Drive business performance and cost-effectiveness for optimal brand impact</i></p> <ul style="list-style-type: none"> <li>Investment optimization</li> <li>Pricing and supply</li> </ul>	 <p><b>Field effectiveness</b></p> <p><i>Transform commercial operations through intelligent workflows and AI-enabled advanced analytics</i></p> <ul style="list-style-type: none"> <li>Rosters and alignments</li> <li>Omnichannel orchestration</li> <li>Incentives</li> <li>Insights</li> <li>Healthcare-grade AI®</li> </ul>	 <p><b>Self-Serve analytics</b></p> <p><i>Leverage deep profiling data for timely engagement and campaign optimization</i></p> <ul style="list-style-type: none"> <li>MLOps</li> <li>Analytics workbench</li> </ul>	 <p><b>Reporting</b></p> <p><i>Track commercial KPIs in real-time and optimize with persona-based insights</i></p> <ul style="list-style-type: none"> <li>Dashboards and reports</li> <li>PowerPoint automation</li> </ul>	 <p><b>Recommendations</b></p> <p><i>Discover which HCPs to engage with and how to most effectively engage with them</i></p> <ul style="list-style-type: none"> <li>Integrated insights</li> </ul>
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 **AI Assistant** — agents for enhanced UX

**Unified data model** — consistent KPIs across apps

**Unified system administration and configuration**

## Why Orchestrated Analytics

**Unlock precision insights across commercial areas, providing actionable next steps to enhance ROI.**

Orchestrated Analytics stands out as a leading life sciences commercial data and analytics platform, designed with enterprise-grade applications within a unified technical environment. This comprehensive commercial analytics platform is designed to support various commercial life sciences use cases, from emerging biopharmas to top global pharma enterprises. Through a suite of modular applications and analytics tools, Orchestrated Analytics drives data-driven decision-making and enables faster responses to changing market dynamics.




**Customer engagement**

Enhance your brand's connection with HCPs through personalized, precision insights that leverage greater profiling across personal and digital channels



**Field performance**

Optimize field operations with adaptable, scalable, and agile tools designed to align field activities with organizational goals



**Data and analytics**

Experience the power of a unified end-to-end data platform that bridges complex datasets to surface unique, trustable, AI-driven insights



**Patient engagement**

Foster personalized patient engagement with a human-centric approach that ensures precise, rapid insights

## Features and benefits

### Precision insight generation

Seamlessly embed integrated intelligence within daily workflows with proven AI/ML algorithms for persona-specific commercial intelligence

### Comprehensive data management platform

Benefit from the speed, quality, transparency and consistency of data with an integrated enterprise-grade data management stack

### Adaptable, scalable and agile

Intuitive self-service with flexible user-friendly tools for seamless integration and scalability with clients' technology ecosystems

## Proven business benefits

### 64 life sciences companies

are actively harnessing the power of Orchestrated Analytics

#### Driving notable improvements in field force productivity

**93%**

increase in top tier customers achieving call plan targets

**4x**

increase in rep-triggered email send rates

**14x**

increase in marketing consent opt-ins

### Generative AI

Designed with a human-centric approach that is based on IQVIA Healthcare-grade AI® to enable customers to receive precise, rapid answers via a conversational interface

### Purpose-built for life sciences

Utilizes expertise across borders for wide-ranging global and local commercial analysis to provide customer-specific insights tailored to organizational needs

### Simplifies change management

Offering a consumer-grade UX that provides a measurement framework with proper KPI definitions and tracking to enhance adoption, proficiency, and training

## Introducing IQVIA Orchestrated Analytics with AI Assistant

### The future of AI-powered efficiency

Embark on a journey to streamlined decision-making with Orchestrated Analytics and [IQVIA AI Assistant](#). This revolutionary conversational AI companion is not just a tool but a partner in enhancing operational efficiency, delivering personalized actionable insights, and meeting the unique demands of the life sciences. When combined, Orchestrated Analytics with AI Assistant transforms complex business queries into clear, concise answers for various commercial life science roles, ensuring that every interaction leads to personalized actionable insights.

## How IQVIA AI Assistant works

IQVIA AI Assistant uses generative AI to allow customers to ask questions in natural language to get answers from IQVIA's rich data, analytics, and software products. AI Assistant is based on IQVIA Healthcare-grade AI®, which ensures it delivers the precision, speed, and trust our customers require while maintaining compliance and privacy at its core.

IQVIA AI Assistant enhances the Orchestrated Analytics platform by delivering easily digestible, industry-vetted, accurate and personalized insights, through natural language. Designed to be "one source of truth", it brings together reporting, insights, and recommendations in one place to accelerate decision-making and optimize agile and innovative market-relevant actions.

## Transform your data into action

Venture into the future of decision-making with generative AI, where comprehensive reporting, insightful analytics, and strategic recommendations unite to create a single, reliable source of truth — expediting the insight-to-action process.



### About IQVIA Healthcare-grade AI®

IQVIA Healthcare-grade AI® is AI engineered to meet the level of precision, speed, and trust required in life sciences and healthcare. Healthcare-grade AI is made possible with IQVIA Connected Intelligence™, which connects unparalleled quality healthcare data, analytics, technology, and deep expertise to train, optimize, and harness the full potential of AI.

Drive new levels of performance, enhance efficiencies, and improve patient outcomes all over the world. [Learn more at IQVIA.com/AI](https://www.iqvia.com/AI).