

# IQVIA Commercial Analytics Agency of Record (AOR)

*Accelerate, improve, and guide your analytics journey to drive business value and enterprise success*



## The solution — IQVIA annual analytics planning cycle

### MAKE BETTER DECISIONS, FASTER

Backed by years of experience and expertise, IQVIA's Analytics Advisory Services can accelerate, improve, and guide organizations through the entire analytics journey. We work extensively with organizations to build stronger teams and define exceptional programs that meet or exceed expected outcomes, supporting defined KPIs to drive better decisions, faster than ever.








Based on the organization's needs, pre-scheduled, monthly, recurring check-ins are instituted to help commercial analytics teams complete the annual list of important activities required for improving analytics capabilities, strategies, and value.

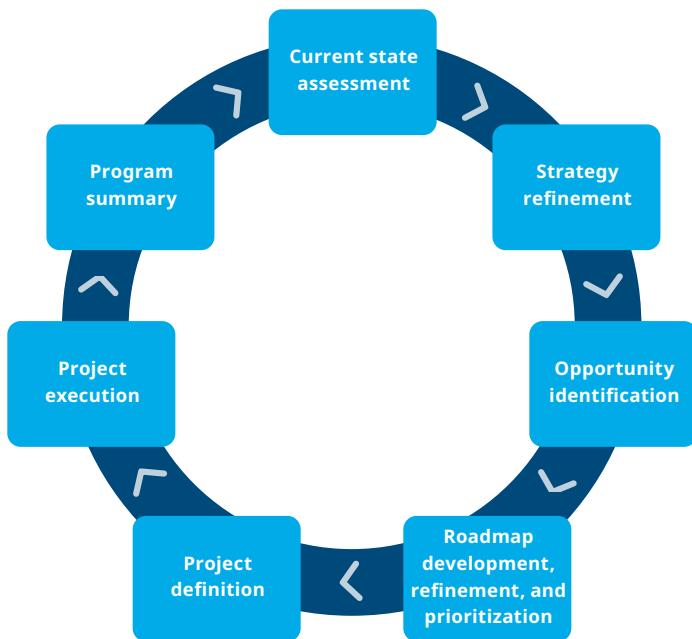
## Today's reality

Advanced analytics, credible business intelligence, and data science initiatives are essential for driving business value and enterprise success, yet many of these initiatives often result in out-of-scope expenses and unexpected delays or they simply fail to achieve their targeted goals.

Faced with annual planning and budgetary cycles, unexpected internal roadblocks, and the continuous evolution of complicated data requirements, many commercial analytics teams need help navigating the long, challenging, and ever-changing journey of operationalizing.

Whether a team is just starting out or well on its way in the commercial analytics journey, it's important for an organization to find a partner that can successfully guide them through the process and ultimately realize their expected outcomes.

-  **Current state assessment**
-  **Strategy refinement**
-  **Opportunity identification**
-  **Roadmap development, refinement, and prioritization**
-  **Project definition**
-  **Project execution**
-  **Program summary**



This annual program features a portfolio of interactive workshops to track each of these activities, recommend actions, and help to prioritize necessary steps by targeting recurring decision points within a commercial analytics program.

Each workshop is focused on a **single** key element of the annual analytics plan and is facilitated by our experts to encourage interaction from all participants, resulting in actionable, prioritized next steps for the entire team.

#### CORE USERS

- Commercial analytics leadership
- Brand leadership
- Executives
- Commercial operations

#### RELATED OFFERINGS:

- Analytics Insights Reporting (AIR)
- IQ2020
- MDM
- Data governance and stewardship
- IDP
- All IQVIA Data Offerings (LAAD, FIA, XPO, OneKey, etc.)

## 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™**