

Engage /
Activate /
Interact

Personal Engagement (Sales)¹



Customer Engagement



Performance Management /
Fieldforce Efficiency

Digital Engagement (Marketing)



HCP portal/
Website



Login/
Authentication



Event website/
Webinars



Webshop for
HCPs

Customer Interactions & Service Management

COGNIGY

Chatbot



talkdesk

Customer contact center, ticketing

Report & Measure



Customer Experience Measurement



Web Analytics

Plan /
Create /
Orchestrate

Sales & Marketing Management



Customer Relationship
Management & Sales Process



Digital Engagement & Multichannel Management

Manage /
Integrate /
Support

Support Tools



Remote
Engagement

Content Delivery
Network

Service Integration



Integration Platform

Data Management



Consent
Management



Customer Identity
Management



Master Data Management

Assets & Documents



Digital Asset Management &
Medical Legal Review²



Insights, Reports & Dashboards

Empower /
Enable



Project Management, Collaboration &
Knowledge management



Adobe Captivate Prime

Learning management



Knowledge Management for Sales



Digital Adoption



Data Storage & Processing (S3, Redshift,
Glue 2.0, Step functions, etc.)

¹) IQVIA enhance Salesforce Platform with specific pharmaceutical layer; ²) MLR workflows specific for pharmaceutical industry to meet regulatory standards