

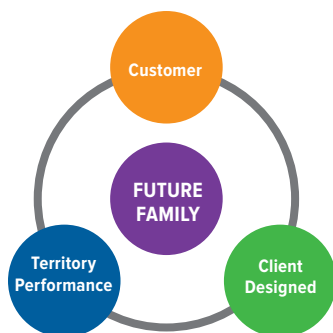
Shaping the Future with Predictive Analytics

QuintilesIMS Predictive Performance Metrics help you put the right level of effort – every day – towards the right customers

Traditional decision making, using historical data, is guided by hindsight. Predictive Analytics, on the other hand, enables decisions based on foresight. It delivers true value to Sales and Commercial Operations teams by leveraging big data and machine learning to better understand and predict customer behavior.

Your sales team can better prioritize their detailing efforts by using the new predictive performance metric, **Future Deciles**, available at the market or product level.

Integrated and applied wisely alongside current prescribing metrics within CRM and sales dashboards, Future Deciles allow sales reps to prioritize their detailing efforts to identify high-value customers and to cultivate the prescribers that will be most valuable to your business in the future.



First of our Predictive Performance Metrics

Future Deciles identifies customers who are predicted to increase or decrease their market or product level within the next 6-18 months.

Future Deciles leverages **IMS One**, the QuintilesIMS big data technology, to process huge amounts of data over time including physician characteristics, prescribing profile across markets, and patient longitudinal data. It provides timely and readily actionable insights, delivered via your monthly performance analytics dashboard or CRM.



Driving a cycle of continuous salesforce improvement

- Identify future market leaders so that relationships can be established ahead of competitors and identify those that will decline in market potential.
- Maximize benefits of CRM data to obtain product-level predictions to help balance promotional efforts.
- Execute more informed sales calls. For example, individual customer messages are usually set based on historical prescribing habits. Using Future Deciles, future potential can be factored into the call detail message.



The Family of Predictive Analytics Offerings will continue to grow

An expanding range of uses for predictive products and services will include:

- The ability to forecast impact of disruptive market events.
- Territory, Region and District predictive sales achievement versus traditional key performance indicators
- Client-designed predictive metrics using, for example, Promotional Activity Responsiveness data, Adoption Tendency, Attitudinal Profile, Influence Level data, etc.



Predictive Analytics insights can also be applied across sales and marketing decision making

Predictive Analytics is a set of approaches from Statistics, Machine Learning and Big Data Mining. The goal of Predictive Analytics is to analyze current and historical facts to infer relation between variables and/or to predict future or otherwise unknown events. QuintilesIMS is currently working on innovative applications of advanced analytics.



Evolve your business decision making with Predictive Analytics – *Make better decisions using both hindsight and foresight.*

To learn more about IMS One and the Family of Predictive Performance Metrics, contact your Account Representative today.



QuintilesIMS™

16720, Route Transcanadienne, Kirkland, Quebec H9H 5M3
535 Legget Drive, Tower C, 7th floor, Kanata, Ontario K2K 3B8
6700 Century Avenue, Suite 300, Mississauga, Ontario L5N 6A4

Contact us at www.quintilesims.com
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