

News Release

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IQVIA's Commercial Technology Suite for Global Deployment Selected by Roche

DANBURY, Conn. & RESEARCH TRIANGLE PARK, N.C. – October 16, 2018 – [IQVIA](#) (NYSE: IQV) today announced that the pharmaceuticals division of Roche (F. Hoffmann-La Roche Ltd) has selected IQVIA's commercial technology suite for deployment across more than 100 markets. IQVIA's Technologies suite includes the Orchestrated Customer Engagement (OCE) Sales/Marketing, Master Data Management (MDM), ePromo and Organization Manager applications and will be a key enabler for this industry leader's efforts to transform commercial engagement.

The IQVIA Technologies suite will be leveraged to drive more meaningful customer engagement and interactions, and to better inform commercial decisions. By seamlessly linking marketing, sales, medical science liaisons, account management, and other functions, this integrated portfolio enhances customer experience, strengthens relationships, and drives performance. The suite is built on best-in-class platforms, such as Salesforce.com, Mulesoft, Amazon Web Services, Heroku, and Box.

Under the terms of this multi-year agreement, Roche Pharma will rollout IQVIA's OCE Sales, OCE Marketing, Organization Manager, MDM, and ePromo solutions for approximately 14,000 users across 100+ countries.

This strategic collaboration with a leading innovator in life sciences utilizes IQVIA's open technology designs and innovative biopharma solutions to enable easy deployment across the globe. IQVIA's clients can deliver more meaningful and engaging customer interactions by using global solutions uniquely tailored to the life sciences industry.

IQVIA delivers innovative solutions that unify different work groups within life sciences companies, streamline processes, bolster customer relationships, and drive greater client understanding to better anticipate and respond to market changes. Additional information about IQVIA Technologies is available on the [IQVIA website](#).

About IQVIA

IQVIA (NYSE: IQV) is a leading global provider of advanced analytics, technology solutions and contract research services to the life sciences industry. Formed through the merger of IMS Health and Quintiles, IQVIA applies human data science — leveraging the analytic rigor and clarity of data science to the ever-expanding scope of human science — to enable companies to reimagine and develop new approaches to clinical development and commercialization, speed innovation, and accelerate improvements in healthcare outcomes. Powered by the IQVIA CORE™, IQVIA delivers unique and actionable insights at the intersection of large-scale analytics, transformative technology, and extensive domain expertise, as well as execution capabilities. With more than 55,000 employees, IQVIA conducts operations in more than 100 countries.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing the information that helps its customers drive human health outcomes forward. IQVIA's insights and execution capabilities help biotech, medical device and pharmaceutical companies, medical researchers, government

agencies, payers, and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors, and scientific advances in an effort to advance their path toward cures. To learn more, visit www.iqvia.com.

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