

IMS Health

Company Profile

IMS Health leads the way in mobile business intelligence applications for life sciences companies—delivering content ranging from high-level trends to granular performance details on multiple platforms.

Mobile technology is changing the face of health-care and the way pharmaceutical manufacturers of all sizes manage their business.

Thanks to mobile computing, IMS clients are gaining access to the insights they need with market-leading speed, convenience and impact.

IMS delivers business intelligence via the latest mobile devices—iPad, iPhone, BlackBerry and others—with grasp-at-a-glance content ranging from trends and overviews to granular performance details for touch-screen control of what's important today.

These solutions enhance productivity through real-time access to critical data and dynamic analytics, presented in easy-to-use, graphically rich formats.

Here are a few examples:

- IMS Mobile Insights, Rep Edition—helps sales reps and their managers spot opportunities and monitor performance from their mobile devices. Sub-national market information for countries across Europe and Asia is delivered within 24 hours.
- IMS Performance Analytics, Sales Edition—delivers timely information to support territory management decisions and sales performance in the Canadian market.
- IMS SMART Solutions—designed for small and emerging life sciences companies in the U.S. These solutions deliver an integrated view of the market via the web, e-mail or any mobile device.
- IMS Mobile Insights put our deep capabilities in life sciences commercial analytics in the palm of your hand.

FASTFACTS



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Services and Offerings

- Access to an integrated and intuitive system
- Timely, relevant and actionable data
- Lower infrastructure costs through modular deployment

IMS Health... the best designed tools and the most accurate data with recommended courses of action to streamline your organization and eliminate guesswork.