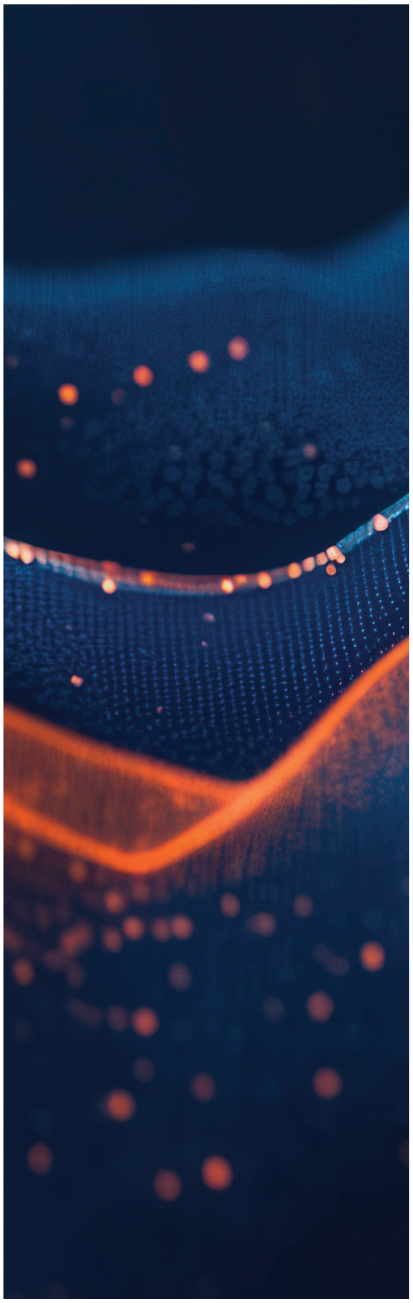
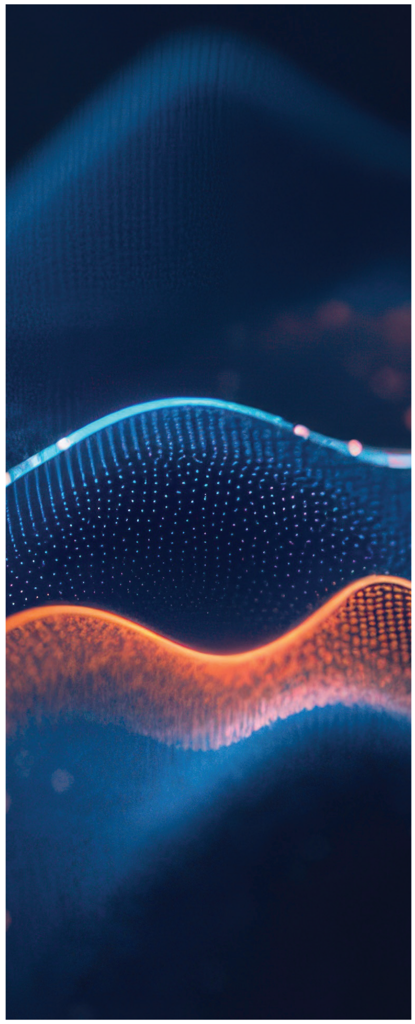
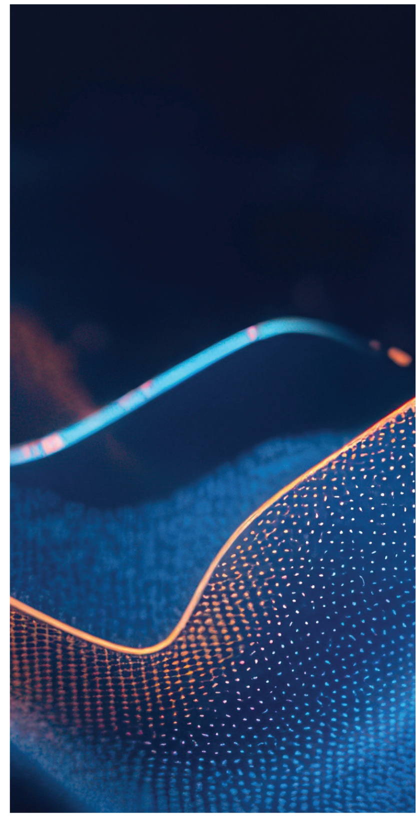
FROST & SULLIVAN

BEST PRACTICES







2026

GLOBAL AI-ENABLED QUALITY AND REGULATORY PLATFORMS FOR LIFE SCIENCES

COMPETITIVE STRATEGY LEADERSHIP

IQVIA™

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. IQVIA excels in many of the criteria in the AI-enabled quality and regulatory space.

RECOGNITION CRITERIA

Strategy Innovation	*Customer Impact*
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

The Transformation of the Life Sciences Industry

Today, life sciences companies are looking to engage with business partners that have extensive capabilities in quality and regulatory matters. They want partners that can help them scale. An ideal solution would be a unified ecosystem or platform that operates on a concurrent license model, allowing for the seamless movement of data, documents, and content across different modules in an automated manner. This would reduce risk and eliminate the challenges associated with manual efforts. Such a platform should ensure cost-effective compliance and drive improvements in products, processes, and patient outcomes. In addition, it should be cost-controlled, provide high value, and place a low burden on technology resources.

Competitive Differentiation

Amid this scenario, IQVIA, headquartered in Durham, North Carolina, launched the comprehensive SmartSolve® platform in 2026. This unified AI-enabled platform supports quality management system (QMS) and regulatory information management (RIM) activities. IQVIA goes to market with this single platform, which drives cost-effective compliance. The two primary products, known by their industry acronyms, are SmartSolve® eQMS and SmartSolve® RIM. With SmartSolve, IQVIA offers a true unified environment (hosted and integrated) for quality and regulatory teams in the medtech and pharmaceutical sectors. In addition, the company has segmented its offerings into five targeted solutions, referred to as sales plays, which focus on pre-market, post-market, core quality, supplier control, and impact assessment. This approach is significant as it involves leveraging regulatory intelligence to automate the tracking of regulatory changes, which can then be integrated into the eQMS or RIM system, or both. This flexibility enables IQVIA to tailor its support to meet specific client needs and allows for a customized rollout of its 20+ healthcare-focused modules, ensuring that deployment is aligned with each company's unique requirements.

Frost & Sullivan finds that IQVIA displays its competitive strategy leadership on the following fronts:

Single platform: With a single platform, IQVIA manages data, documents, and content in a scalable and cost-efficient manner. The platform incorporates analytics and AI capabilities, enabling a cost-effective approach that is highly significant for the industry. This enables the integration of individual processes while aggregating information, insights, and activities consistently across various modules. Customers benefit from a stronger user experience, as they no longer have to navigate multiple systems for different functions—such as one system for complaints, another for audits and corrective and preventive action (CAPA), and yet another for design and risk management. Instead, they can use a single system with one login and one user experience, allowing them to focus on what really matters, executing quality and regulatory activities.

SmartSolve is a modular and scalable solution. By bringing RIM activities into the SmartSolve environment, IQVIA now has the ability to either work with customers who already have RIM and want to scale by deploying other modules on the quality side or, conversely, work with those customers who are already on the quality side and want to scale by deploying modules on the RIM side. Therefore, IQVIA can support small-to-medium-sized companies as well. As customers add incremental modules through IQVIA's platform approach, they experience exponential improvements in benefits and cost-effective compliance. This is achieved by removing manual connectivity and reducing the number of disparate systems, which will allow teams to focus on their core activities.

Broad set of connected modules for QMS and RIM: IQVIA offers a comprehensive set of solutions for both pharma and medtech in a single platform. With comprehensive modules and platform-level analytics, SmartSolve can facilitate a shift from reactive to proactive quality management. More than 70% of the top 50 medtech companies have a pharmaceutical arm, and several pharma companies (both large and medium-sized) also have a medical devices division. Therefore, IQVIA's ability to offer those companies a unified QMS and RIM that works for both medtech and pharma is significant when it comes to supporting them with cost-effective compliance. From an industry perspective, every dollar spent on over-engineered technology or underutilized functionality is a dollar taken away from innovation, commercialization, and patient outcomes. While IQVIA acknowledges the high value of its SmartSolve solution, it emphasizes cost-effective compliance to improve patient outcomes. This commitment underscores the company's dedication to partnership and collaboration in driving improvements in healthcare and increasing access, aligning perfectly with its mission.

Dedicated to healthcare: IQVIA's focus on healthcare means it can track several global regulations, from the Medical Devices Directive (MDD) and the Medical Device Regulation (MDR) to the In Vitro Diagnostic Regulation (IVDR), alongside Quality Management System Regulation (QMSR). Moreover, the company maintains a global perspective that includes monitoring regulatory changes in Japan, the Middle East, and India, among other countries, allowing it to develop solutions tailored for the healthcare sector. With two

ISO certifications and compliance certificates for HIPAA and SOC 2, IQVIA instills confidence in its clients, establishing itself as a trusted brand and offering fit-for-purpose solutions.

Configurable solution: Different products have different requirements, and different companies have different go-to-market strategies; hence, the ability to use IQVIA's no-code configuration is crucial, as it allows modifications within a validated platform, reducing the burden on clients and ensuring the solutions meet their specific needs. By providing a single platform instead of multiple customizable solutions, IQVIA enhances cost-effectiveness, especially when addressing the different configurations or data fields various products and workflows require. This approach goes beyond just integrating eQMS and RIM into a single platform; it also emphasizes the importance of configuring solutions based on each client's needs at the modular level. For instance, one company may face challenges with registration management, while another might have a problem with submission and publishing; in such a case, IQVIA can collaborate with both, optimizing the deployment of modules to maximize value for each client, which serves as another differentiator.

> *"IQVIA is improving both process and product quality, enhancing global healthcare. Through all its efforts, it empowers quality and regulatory teams to make a significant impact on their respective product lines and patient portfolios."*
>
> ***- Sankara Narayanan, Industry Director***

Concurrent license model: The concurrent license model is critical for IQVIA. There are different user types in SmartSolve eQMS and SmartSolve RIM, that is, some users may enter the system periodically to perform a 'read and understand' for procedures and training, whereas others could engage with it for their entire working day. Using the IQVIA concurrent license model helps clients navigate system demand cost-effectively; this model also ensures that high-demand users have full access to the resources they need to execute their day-to-day activities.

IQVIA is improving both process and product quality, enhancing global healthcare. Through all its efforts, it empowers quality and regulatory teams to make a significant impact on their respective product lines and patient portfolios. Frost & Sullivan applauds IQVIA's commitment to industry evolution through its digitized eQMS and RIM solutions, which drive improved patient safety, product quality, and commercial performance.

"SmartSolve helped us cut the time required for document preparation and approvals by about 90%. What used to take days is now done in just a few clicks."

- Quality Leader, Pharmaceutical & Biologics Company

"With SmartSolve, the foundation is established for future AI and analytics capabilities through standardized data architecture in a single, digital QMS solution"

- Vice President Quality Assurance & Regulatory Affairs, Medical Device Company

Strategy Effectiveness and Strategy Execution

IQVIA's agentic AI vision: IQVIA emphasizes the appropriate and pragmatic use of AI, with agents built specifically for life sciences driving new levels of productivity. The company's primary focus is on safety, privacy, and governance. By implementing AI solutions at the platform level and maintaining a human-in-the-loop approach, the company ensures governance, traceability, and auditability. It also focuses on enabling workflow automation and new workforce capacity and implementing enterprise AI strategies by partnering with AI industry leaders such as NVIDIA and Microsoft. IQVIA is not just a technology company; it is a healthcare company that understands the GxP environment and how to apply AI to GxP principles.

> *"At IQVIA, the key focus is on patient outcomes, and when the company works with external clients, it drives improved patient outcomes, one engagement at a time. This is, in effect, IQVIA's mission—the creation of a healthier world."*
>
> ***- Sankara Narayanan, Industry Director***

SmartSolve innovation and evolution in AI: IQVIA delivers traditional AI and GenAI. From an agentic AI perspective, DevIQ is the IQVIA standard for native AI agents; it is the company's next-generation AI agent platform built from the ground up for a new way of developing and delivering software. As part of this initiative, all the infrastructure required to build out AI agents is defined and curated as standards within IQVIA. The company develops all its products consistently; it has a team dedicated to managing, extending, and innovating DevIQ. Within the SmartSolve framework, IQVIA concentrates on the orchestrator agent and the various other agents it manages, with the orchestrator facilitating seamless interactions among these agents.

Stakeholder Integration

The strength of IQVIA's SmartSolve lies in its connectivity with clients, regulators, and technology teams. IQVIA is not just about technology; it focuses on using technology to drive innovations that meet users' requirements. The company monitors regulatory changes, ensuring it anticipates market shifts and responds correctly. This ability to connect not just with technology but also with customers and regulators enables IQVIA to stay significantly ahead of the market with appropriate messaging and supported by the right products.

Customer Ownership Experience

What differentiates healthcare from other industries is the ability to improve patients' lives. At IQVIA, the key focus is on patient outcomes, and when the company works with external clients, it drives improved patient outcomes, one engagement at a time. This is, in effect, IQVIA's mission—the creation of a healthier world.

A global pharmaceutical company that was growing exponentially requested IQVIA's support to deliver a solution as it lacked management oversight, consistent metrics, and the ability to drive company-wide harmonization in global processes. Through SmartSolve, the company gained centralized data and analytics, which provided it with management oversight and reduced fragmentation in its quality system, allowing it to pivot from a reactive to a proactive quality approach. As this company grows through numerous acquisitions, the focus was not just on maintaining routine processes but also on providing a solution that would facilitate the onboarding of new companies and infrastructure. IQVIA offers solutions that address current needs while also building a robust infrastructure to serve as a reliable partner for future requirements. Important feedback from the pharmaceutical company highlighted that it was not just about IQVIA's technology; it was also about the collaboration and having a team from the start of the project through to delivery that understood the industry. This industry-specific knowledge allowed IQVIA to stand out.

Brand Equity

With the integration of RIM into SmartSolve, IQVIA has revamped all its assets, including new web pages and new videos, along with dedicated compliance web pages for SmartSolve eQMS and SmartSolve RIM, as well as for medtech and pharma. The ability to curate messaging based on audience and industry type is significant. Interest in IQVIA is gaining momentum, with SmartSolve becoming the most searched product in its portfolio, boasting a pull-through rate that is over double the IQVIA average. The company is seeing improved brand recognition and consistency, as well as a higher number of people searching for SmartSolve and connecting with its sales teams. Frost & Sullivan attributes this brand recognition to three factors: unified platform messaging, the value provided, and the close resonance and connection IQVIA has with the industry.

Conclusion

Life sciences companies require solutions for quality and regulatory professionals on a single platform. IQVIA's unified AI-enabled platform for eQMS and RIM activities meets this need. The platform stands out with its range of connected modules dedicated to healthcare, a configurable solution, and a concurrent licensing model. In 2026, SmartSolve has evolved from traditional AI and GenAI to agentic AI. IQVIA boasts strong market credibility, a well-recognized brand, and in-depth expertise. The company is moving from providing technology to partnering for solutions. An important part of IQVIA'S USP is that it does not just sell technology; instead, it collaborates to improve patient outcomes through the technology used by quality and regulatory teams. For IQVIA, a key differentiator is to go to market as a healthcare company that partners to drive healthcare outcomes, and achieving these outcomes can have a positive impact when executed correctly. Tangible outcomes driven by IQVIA's platform include data, content, AI, and analytics. The company is equipped to provide both single and multiple modules for its customers. Furthermore, IQVIA can seamlessly integrate with existing eQMS and RIM systems, with a focus on collaboration, partnership, and brand equity, thereby making a difference.

For its strong overall performance, IQVIA is presented with Frost & Sullivan's 2026 Global Competitive Strategy Leadership Recognition in the AI-enabled quality and regulatory platforms for the life sciences industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Recognition identifies the company with a standout approach to achieving top-line growth and a superior customer experience.

Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes best practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

FROST & SULLIVAN

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** Industry Leadership

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)