

Nexus Overview



Lead in The Era of Intelligence

Simplify Information Technology With The IMS One Intelligent Cloud

As the world's leading source of real-world healthcare intelligence, IMS Health built the largest IT infrastructure in the industry. This is now being made available through IMS One, the first-ever intelligent cloud for healthcare. Interoperable data is available in an encrypted and compliant environment, allowing users to conduct predictive analytics in a cloud-based platform.

Power of IMS One

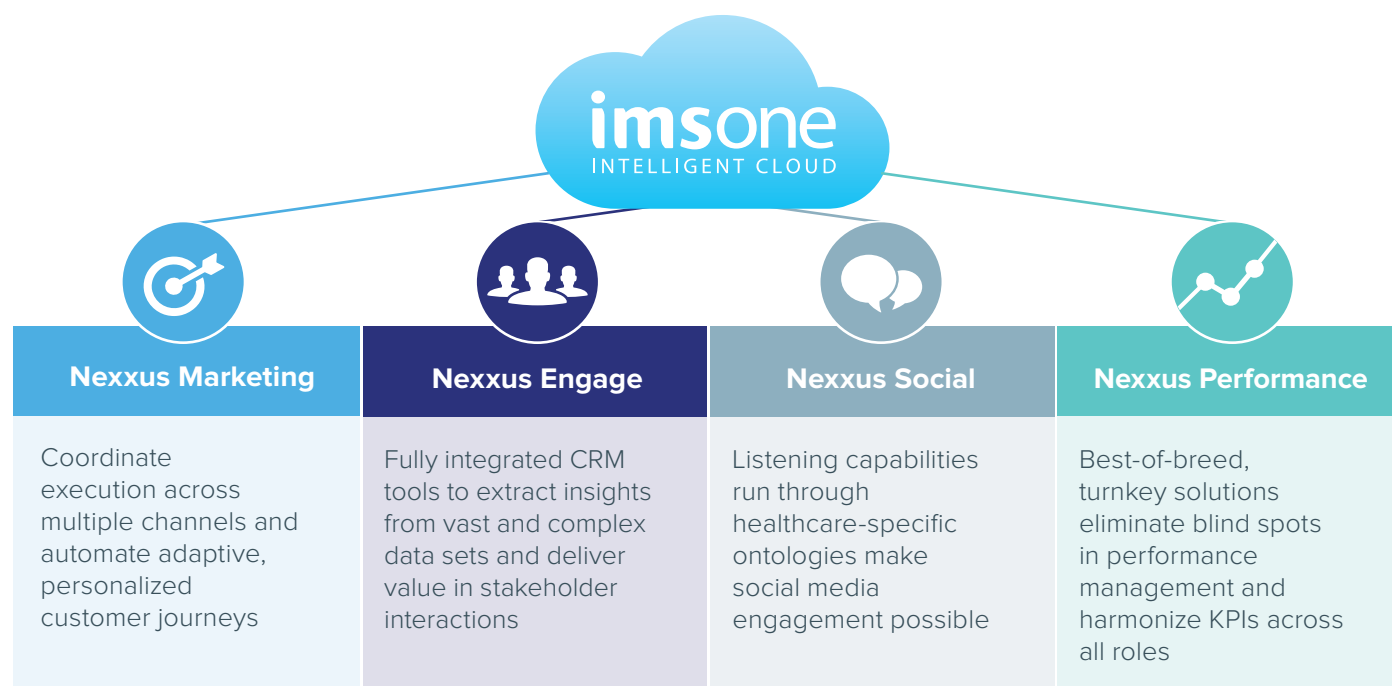
Secure, single source of access to pre-curated, provisioned, connected information

Shared access across the organization to one source of truth

Benefits of cloud: lower costs, faster implementation, reduced complexity and increased speed to insight

Nexus Commercial Applications Suite

Best-in-class, cloud-based, SaaS applications designed for commercial operations and powered by IMS One.



Nexus Marketing



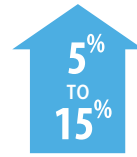
Cost reduction in platform support and technology



Cost reduction in admin and management via streamlined campaigns



Increase in response rates with highly personalized journeys



Increase in revenue gains over the course of a campaign

Nexus Engage



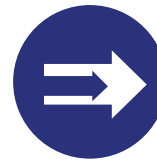
Streamline business processes, data entry and back office systems



Fully integrated field sales capability including field coaching and sample management



Fast implementation, deployment and user adoption. Streamlined incentive compensation administration and management



Auto-sync with key data sources, reporting and marketing solutions

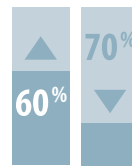
Nexus Social



100% adverse event detection enabling HCP engagement



Not only analytics, but deeper and more relevant insights



Get insights 60% faster and 70% less expensive than traditional PMR



Make data actionable and interoperable with your current systems

Nexus Performance



Get consistent and actionable KPIs across the organization in near real-time



End-to-end service reduces need for commercial operations support and staffing costs



Reduce implementation time of performance management KPIs by 3-5 times



Get the latest and most innovative visualizations allowing quick decision making