

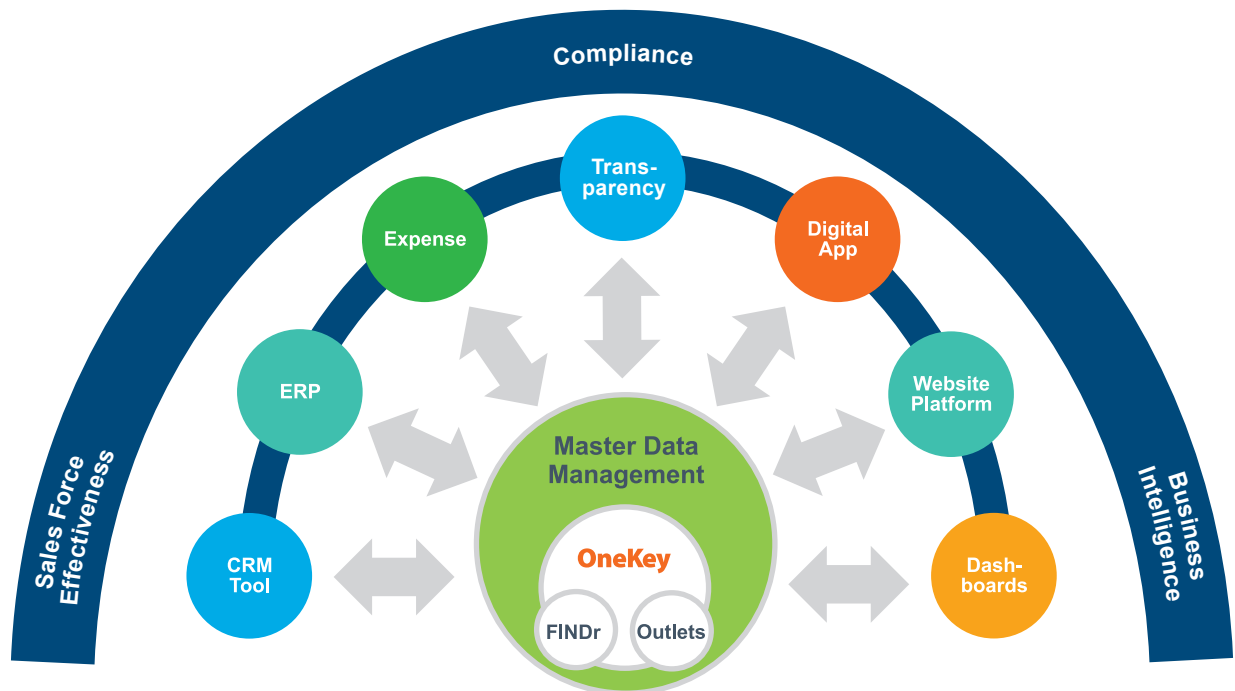
# MASTER DATA MANAGEMENT

## *A Foundational Component for Healthy Data Ecosystems*

Master Data is becoming increasingly important as Life Sciences organizations strive for a holistic view of their business. Unfortunately, this data can become outdated over time causing data quality issues and integration difficulties. An incomplete picture of the business can lead to wasted marketing dollars and compatibility issues with CRM or other enterprise systems. Managing disjointed data requires large amounts of manual stewardship adding costs and delays to reporting and insights.

As part of the **IQVIA CORE™**, our **Master Data Management (MDM)** is a multi-domain solution that allows you to move forward with confidence, managing your key master data assets to ensure uniformity, accuracy, stewardship, semantic consistency and accountability.

**IQVIA'S MASTER DATA MANAGEMENT ALLOWS YOU TO MANAGE YOUR KEY MASTER DATA ASSETS AND ENSURE THEY CAN BE USED BY THE APPLICATIONS AND PEOPLE THAT MAKE YOUR BUSINESS RUN.**



## MDM SOLUTIONS

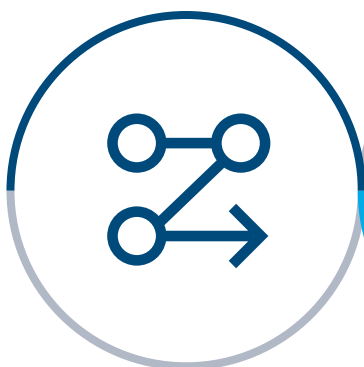
IQVIA can provide complete **turnkey customer MDM solutions**, where we take all of the steps to provide your organization with a clean API-ready file to be consumed by your applications. We can also offer different levels of self-managed solutions leveraging Reltio Cloud for organizations that want to manage their own customer MDM.

## MDM BENEFITS

Effective MDM ensures uniformity, accuracy and consistency of the enterprise's shared Master Data assets.

A properly executed MDM, alongside good data governance, provides an organization with a confident 360-degree view of their customer data so that they can:

- Begin to understand and predict customer behaviour
- Provide personalized customer engagements
- Enable real-time data exchange between applications sharing the same IDs



**Import & Transform**  
to create consistency  
between sources



**Cleanse & Standardize**  
to improve data  
comparison and ensure  
consistency



**Match & Resolve**  
To allow automatic  
(exact match) and manual  
resolution



**Generate Single View**  
defines priority and  
provides reliability

*IQVIA is committed to helping Life Sciences organizations overcome business challenges by providing our expert consulting services, data assets, and latest technology.*

**CALL YOUR IQVIA REPRESENTATIVE TO LEARN MORE OR CONTACT US  
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