IQVIA
TECHNOLOGIES

Integrated Data Platform

Self-service data management solution for diverse enterprise users to rapidly unlock precise, connected insights from all data sources

As Commercial Organizations shift from Multichannel to Omnichannel Engagements, it is more critical than ever for them to easily and quickly connect all data sources to extract and apply useful insights for improved customer experiences. With IQVIA Integrated Data Platform's out-of-the-box connectors and business rules, insights are available in weeks instead of months. It seamlessly ingests, harmonizes, integrates, and hosts data so teams can focus on Implementing analytics, Machine Learning, and Artificial Intelligence.

Address common industry challenges

Multichannel engagements

Disconnected applications

Complex business rules and governance

Restricted data access and analytics

Infrastructure compatibility

Accelerate and simplify your data-to-insights journey

Accelerate time-to-insights
Deploy rapidly with pre-modeled life sciences subject areas, channels and sources

Integrate data seamlessly
Connect IQVIA supplied, internal, and 3rd party datasets and applications to uncover evidence-based insights

Optimize business processes
Simplify bridging, grouping, linking, and quality reporting for business users with a configurable, intuitive user interface

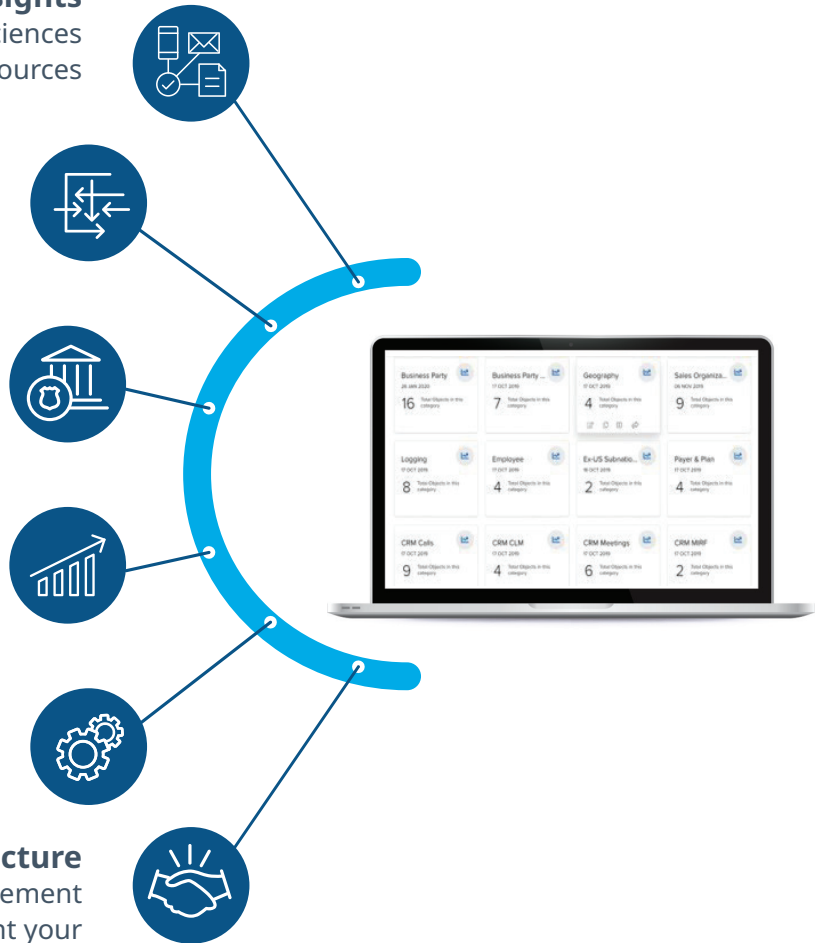### Democratize data access and analytics
Empower diverse personas with self-service, flexible capabilities to mine vast, integrated amounts of data

Scale with speed and ease
Start small and grow from pre-commercial analytics to global multi-country reporting

Support existing infrastructure
Maximize ROI with data management capabilities that complement your organization's commercial ecosystem

Contact your IQVIA representative to learn how IQVIA Integrated Data Platform delivers precise, connected insights that are relevant for diverse users across the enterprise.

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