IQVIA

IQVIA's Data-as-a-Service (DaaS) Solutions

Enable faster access to critical information and confidence in data quality

> 💡 *77% of executives believe managing data better would deliver better results across the life sciences business[1]*

MACRO TRENDS IN INFORMATION MANAGEMENT ARE DRIVING THE NEED FOR DATA CENTRALIZATION AND MODERNIZATION

Global organizations are shifting from traditional "affiliate" capabilities to capitalize on data and technology efficiencies, driving a centralized approach to information management.

Large global pharma companies have new, senior-level data officers charged with data strategy and acquisition across the enterprise, but struggle with getting global data governed properly.

Pharma customers invest in teams and technology to drive their own data science capabilities but struggle with making the data consumable and "fit-for-purpose."

Today's reality

ORGANIZATIONS NEED THE ABILITY TO MAKE TIMELY, ACCURATE, AND INFORMED DECISIONS.

Healthcare data is more complex than ever. With access to hundreds of datasets in homogeneous formats, internal teams often lack the proper technology and governance required to manage vast amounts of disparate information and then struggle to make the data consumable for their long list of end users.

The increasing complexity also makes it more difficult and expensive to house and manage vast amounts of information within a traditional self-contained storage system, driving the need for data modernization and a more centralized, automated model that enables confidence in data quality and faster access to critical information.

When data isn't properly managed, optimized, and governed, it leads to irregular formatting, redundancies, inaccuracies, and sub-par reporting results that impact every level of business operations. Without the ability to make accurate and informed decisions, companies limit the overall value of their data to the business and minimize the return on investment, a risk they can't afford.

[1]Accenture Life Sciences 2020

ORGANIZATIONAL BARRIERS TO SUCCESSFUL DATA MANAGEMENT INCLUDE:

Multiple channels and sources of data
Complex and expanding data sources impact mining and full analytics capabilities

Subpar insights generation and analytics
Fragmented systems are not successfully orchestrated to drive impactful, timely insights

Lack of business rules and governance
Complex datasets require linking, bridging, and grouping to get reliable, actionable insights

Little user confidence
Difficulties accessing and understanding data relevant to specific user personas and their analytic needs leads to low confidence in results

Infrastructure can't scale
Increasing and often unrealistic demands to meet current and future commercial needs with limited budget, resources, and timelines

The right solution – IQVIA's (DaaS)

STOP CHASING THE DATA. IMPROVE ACCESSIBILITY AND FUEL FASTER INSIGHTS NOW!

IQVIA's DaaS is an innovative, modern, and centralized hosting and data management solution that provides a cost-effective way to host, curate, integrate, organize, govern, and access all your healthcare data assets in one place.

By delivering an "always-on" data analyses that runs in the background, IQVIA helps deliver business insights faster than ever before and empowers organizations with confidence in the data they need to transform their business-critical decision making and maximize their return on every data investment.

Centralizing access to data assets and serving the information in a standardized format also allows companies to scale their solution to more users, increasing productivity, adoption and efficiency and promoting better team collaboration across the organization.

Why IQVIA DaaS?

IT'S TIME TO ENABLE DATA SCIENCE AS A STRATEGIC CAPABILITY

Standardized and integrated data
Data is delivered via IQVIA's Global Data Models (GDM), the gold standards in comprehensive healthcare data – robust, flexible, easy to integrate.

Centralized access to data
Aligned with your data strategy, companies gain easy access to all their healthcare information in one place.

Faster data delivery
Delivers data faster and in the transformed and formatted configuration our customers require. Teams can access data faster and in an organized and formatted configuration with insights realized immediately with receipt of data.

Reduced cost
Remove dependencies on expensive system integrations and reduce development time and data modeling from one month to about one week.

Flexible data access
Delivery can be sent to a preferred environment or IQVIA can be the host. Extendable to further markets, limited to zero effort to ingest new datasets or add countries.

Trusted partner integration
IQVIA DaaS is fully compatible with third party cloud service providers and related technologies including Snowflake, DataBricks, and Redshift.

Related IQVIA offerings

- IQVIA Data

- Data Governance & Stewardship

- Data Catalog Optimization Solutions

- Integrated Data Platform (IDP)

- Master Data Management (MDM)

- Outlet Management

- IQ2020/Orchestrated Analytics

- Analytics Insights and Reporting (AIR) and Third-Party Tools

- Data and Analytics Consulting Services

- Specialty Data Aggregation and Integration Services

Core users:

Commercial operations leaders

Sales operations leaders

Commercial IT leaders

Data governance leaders

Why IQVIA

As healthcare's vital partner with more than 60 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their data governance capabilities.

With easy access to real information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time.

IQVIA offers proven, transparent data supported by a vast network of partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence**™

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