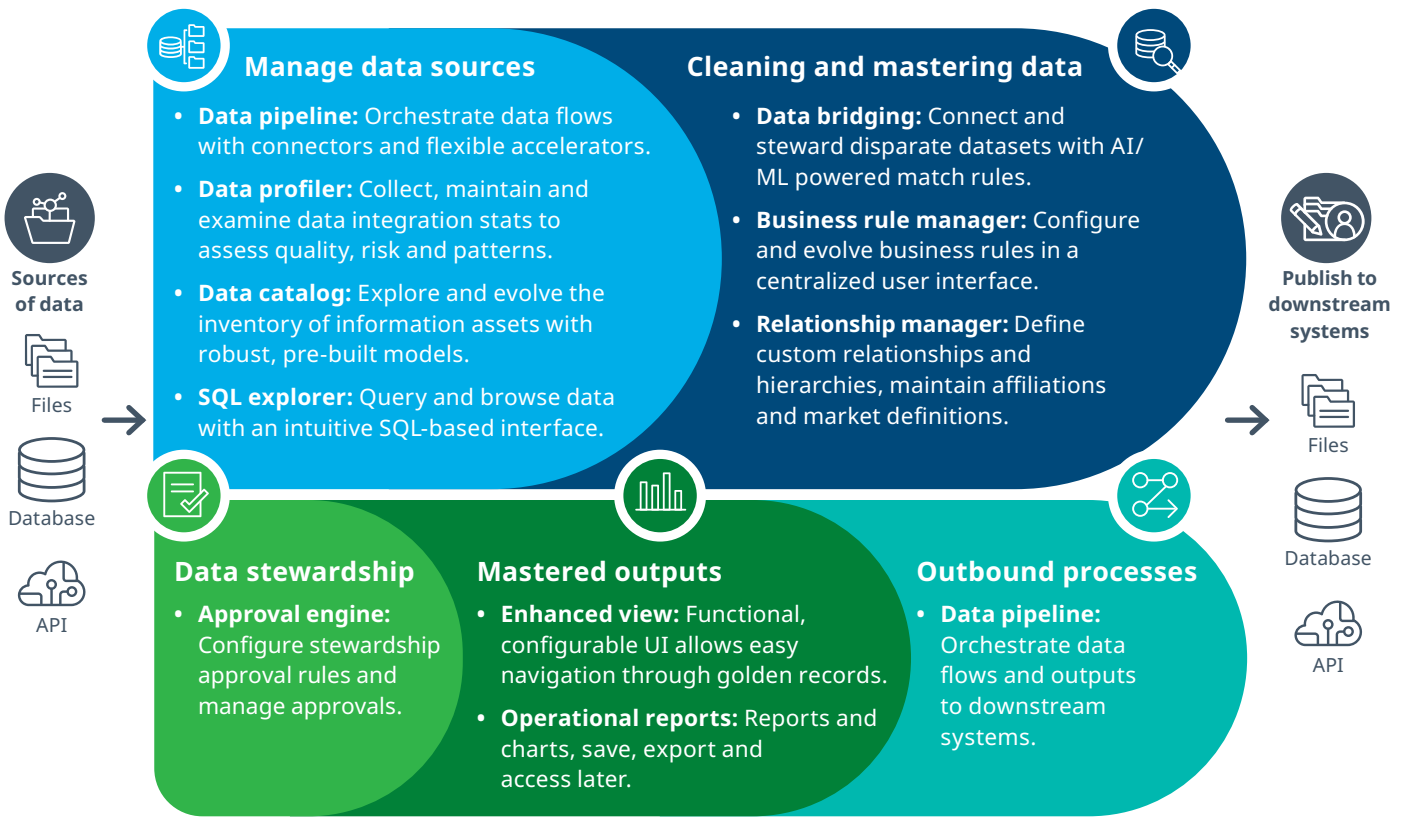


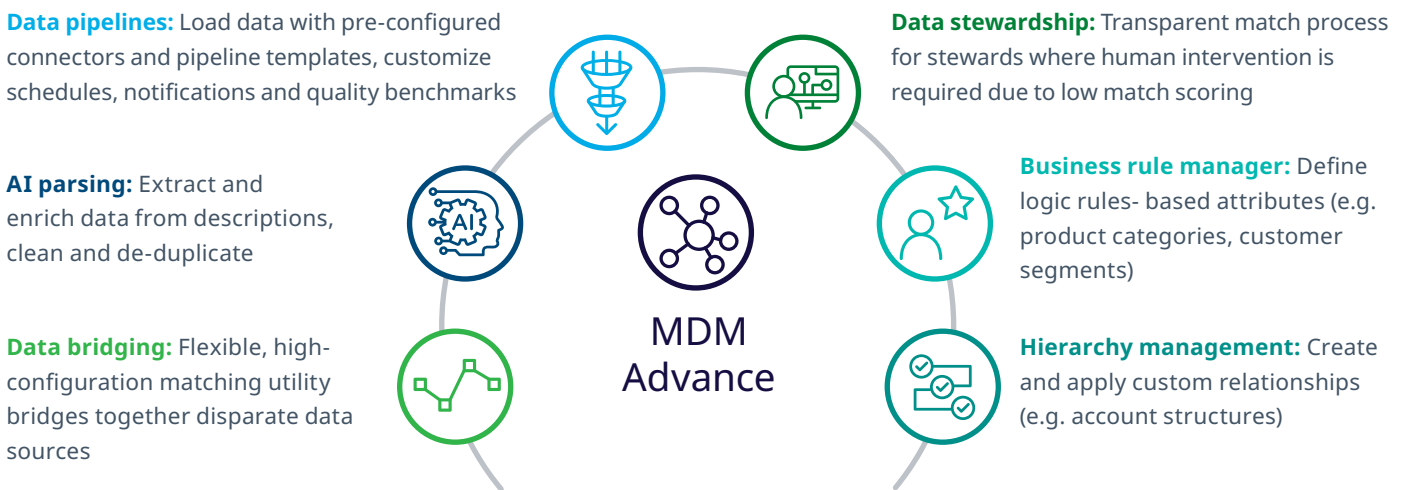
MDM Advance

Harmonize data for faster insights and better decision making

IQVIA MDM Advance is a purpose-built data management platform for life sciences. Built on the Orchestrated Analytics™ platform, it offers AI-powered parsing, bridging, cleaning, golden record generation, and real-time connectivity to enterprise systems. From bridging data sources to managing complex relationships and business rules, its feature-rich modules put you in control. Whether you're a business user, in commercial operations, or an MDM specialist — use it as an end-to-end solution for your data mastering needs or deploy individual modules for tactical use cases.



IQVIA MDM Advance is a complete data management platform dedicated to the pharmaceutical industry



Life Sciences specialist MDM applications
Single platform — Single provider — Simple service model

MDM personas — Business Users, Commercial Ops, MDM Specialists

Business Users:
Spend less time on data admin tasks. Have confidence in my data.

Commercial Ops:
Remove the stress from data management — control and apply business rules in one place.

MDM Specialist:
Enhance my current MDM processes with life sciences specific data management applications. Maximize my investment in MDM.

Data change requests take too long and form filling is tedious.

I need my data quicker and with less errors.

Our business rules are complicated, I need to be more organized in managing them.

Data stewards need visibility of, and ability to, override automated matches.

I need more flexibility in my MDM processes to stay relevant to the business.

I need to support account-based selling by managing our account relationships.

Why MDM Advance?

