

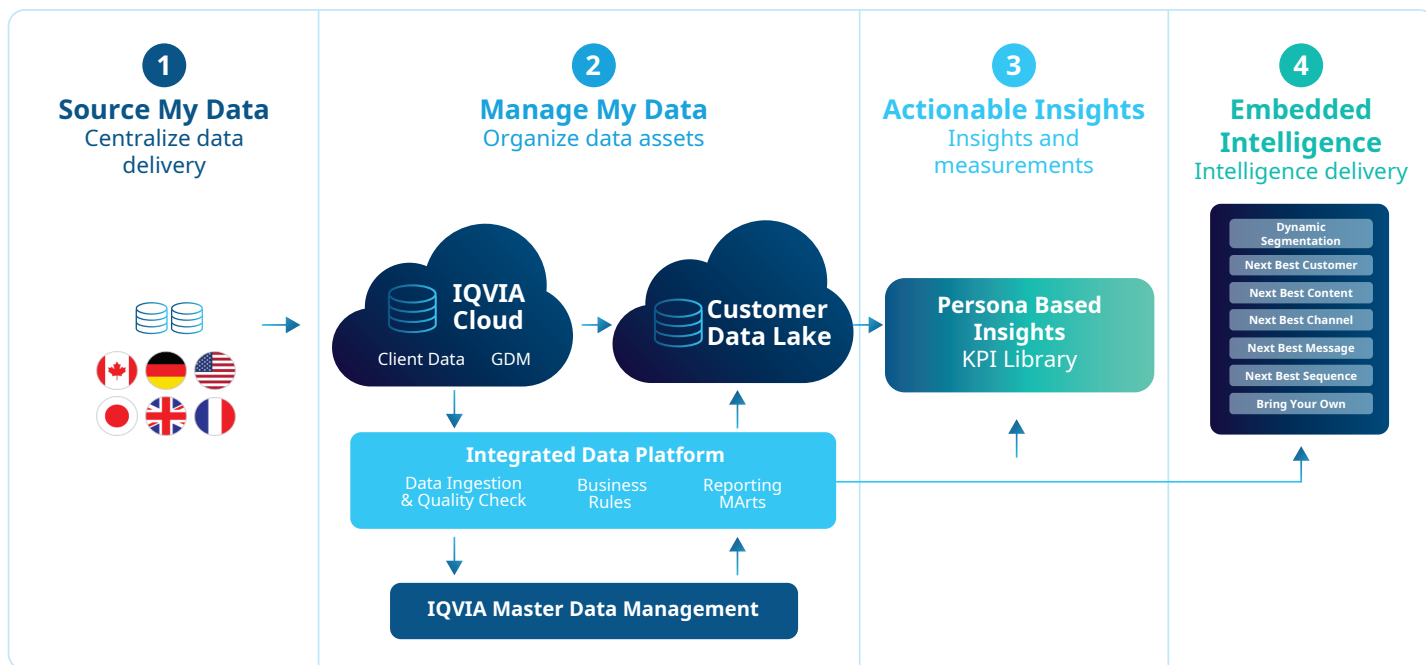
It's All About Data, Fueling Insights and Powering Intelligent Actions

Highlights from TechIQ Europe 2022

TechIQ Europe 2022's morning Information Management session featured Boris Mirnik of Bayer: 'Harmonize Global Health Care Data to accelerate time to insight and intelligence'; Nora Thiele, Galderma: 'Solving Commercial Data Management Challenges to achieve a Single Source of Truth'; and Anca Chiruta, Organon: 'Commercial Data and Analytics Hub: From data to actionable persona-based insights'.

The session was kicked off by Souvik Sengupta, IQVIA Vice President, EMEA Lead BI and Information Management, who provided an overview of the rapid evolution underway in the life sciences industry and how data-related challenges are driving demand for information management. At present, organizations are spending 80% of their efforts on cleaning data and only 20% on analysis and insights, while 77% are having difficulty turning those insights into action.

An end-to-end solution purpose built for life sciences



Souvik explained how IQVIA is responding with a modular, interoperable solution encompassing data sourcing, data management, and the generation of actionable, persona-based insights which can then be delivered based on embedded intelligence. The net is an end-to-end data and analytics vision tailored specifically for life sciences.

Nora Thiele's presentation, subtitled 'Apples to Apples', used a 'Day in the Life' scenario to illustrate the challenges facing 'Fred', a Global Brand Manager in a multi-national pharma company. His global Business Unit lead has asked him to prepare an overview of his brand across Europe, including how the brand is performing compared to competition. Fred reaches out to his country, regional, and global data management leads, each of whom comes back with a different set of numbers. He rushes to reconcile the data, and ultimately settles on a data set that supports his narrative. Unfortunately for him, when he presents to the Business Unit head the next day, she has her own independently-sourced data that doesn't align – a bad day indeed for Fred.

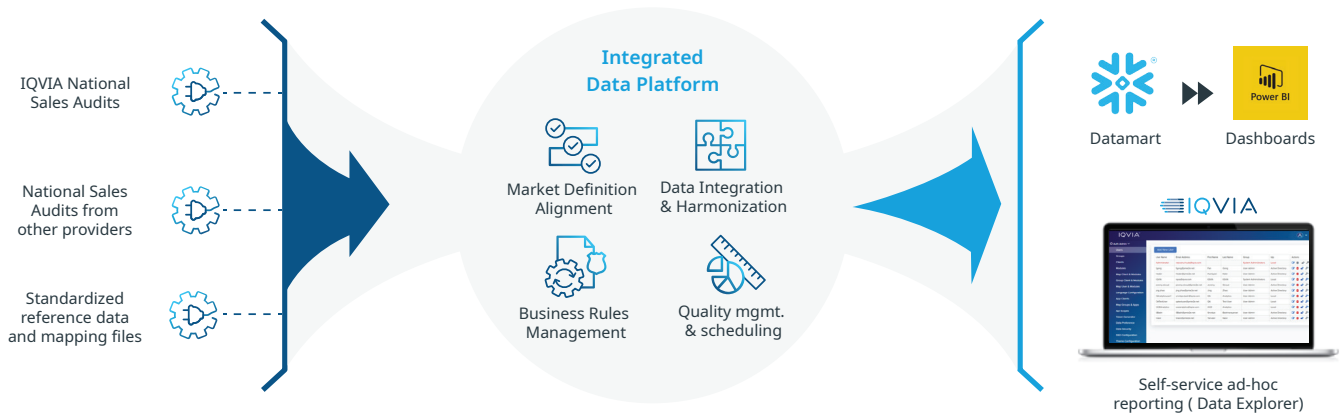
Nora identified four key drivers of this unpleasant scenario:

- Misaligned market definitions
- Unaligned data sources and channels
- Lack of governance
- Fragmented data storage and access

She went on to articulate the process Galderma followed in developing a successful data governance architecture – a model for other organizations to follow. The necessary recipe, estimated to require 11-24 months to implement, are:



High-level architecture and volumetrics overview



Key Volumetrics { **60+** nation sales data sources **30+** countries

In Galderma’s ecosystem, IQVIA’s Integrated Data Platform is a central element. The organization now draws on 60+ data sources in 30+ countries to deliver a single source of truth.

To learn more about the ways IQVIA is helping leading-edge organizations like Bayer, Organon and Galderma transform their information management ecosystems, [click here](#).