

IQVIA's Master Data Management (MDM) Solutions

Unify data, generate actionable insights, make better decisions

Organizational barriers to successful master data management:

MISALIGNED ORGANIZATION	FRAGMENTED TECHNOLOGY	LIMITED INSIGHTS	BIG DATA THREATENS RELIABILITY	MORE DEMANDS ON FEWER PEOPLE
<ul style="list-style-type: none"> • Data and technology are siloed • Redundant data management processes • Inconsistent business rules and governance 	<ul style="list-style-type: none"> • Identifying technology before understanding the business need • Inconsistent views of data and reporting • Lack of self-service capabilities 	<ul style="list-style-type: none"> • Inability to discern trends and act on insights • Hindered risk assessment and course corrections • Delayed decision-making across organization 	<ul style="list-style-type: none"> • Increasing variety, volume, and velocity of data sources • Difficult to connect data in meaningful ways • Ineffective data governance leads to low internal trust 	<ul style="list-style-type: none"> • Overburdened IT resources • Increasing demand for analytics and reporting • Difficult to enable role-specific access through different toolsets

Today's reality

ORGANIZATIONS NEED THE ABILITY TO BETTER UNDERSTAND THEIR DATA. THEY NEED A GOLDEN RECORD!

Many companies are still challenged with organizational silos, fragmented technology, limited insights, a continuously increasing variety and volume of data sources, and overburdened IT teams.

Across the business, teams lack a clear central view into critical insights and struggle to use, understand and report on data that is not matched, merged, or actionable.

The lack of centralized insights hinders business functions, limits expansion into multichannel marketing (MCM) capabilities, impedes the ability to effectively measure your market position, and impacts an organization's ability to stay compliant with the vastly differing and evolving regulatory frameworks.

Anything less than a 360° view of your customer information is simply unacceptable.

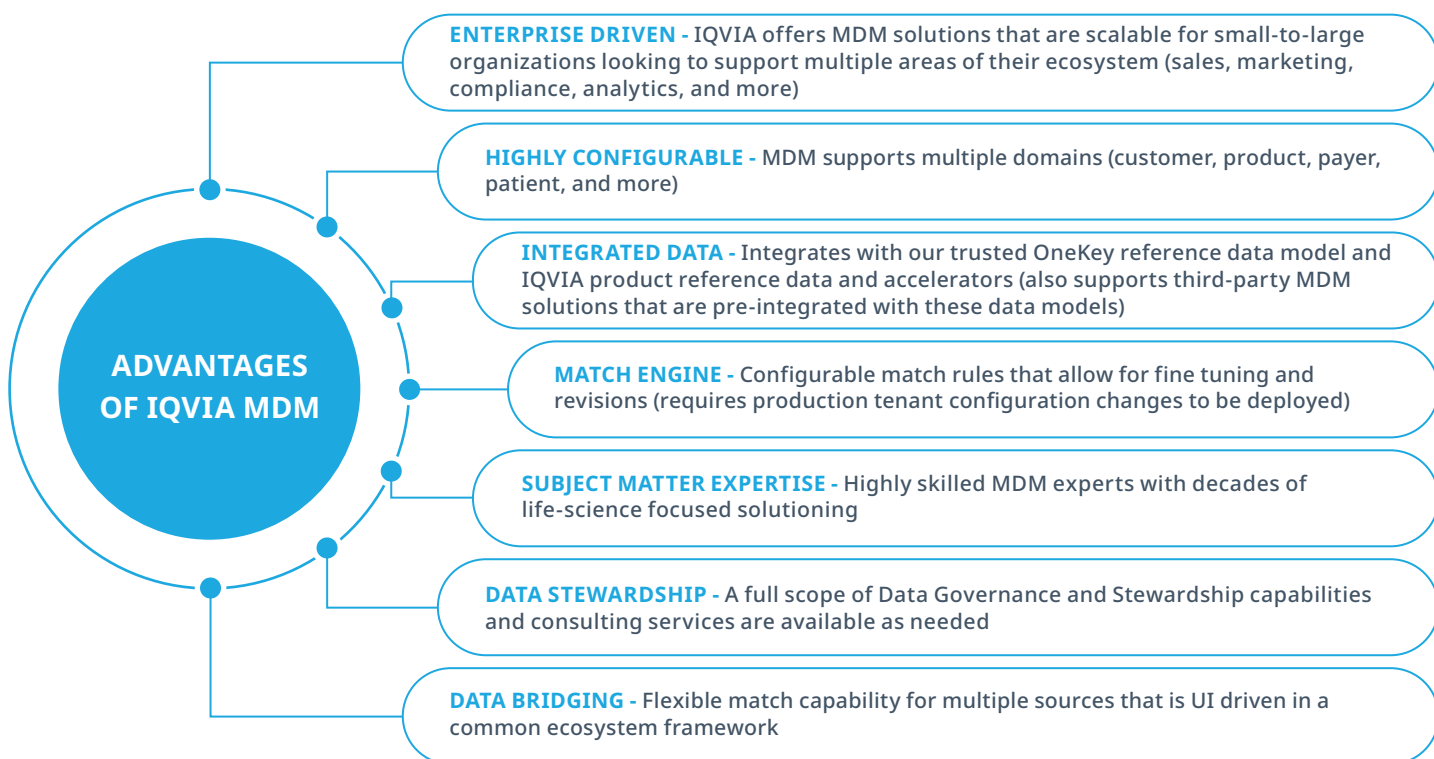
The right solution – IQVIA’s MDM Solution

YOUR TEAMS DESERVE A SINGLE SOURCE OF TRUTH!

IQVIA’s MDM solution provides a single source of truth for companies that need to keep their critical patient and customer data organized, connected, and continuously up to date. The right MDM solution enables an organization to create, maintain, and share one master dataset across the entire enterprise so that teams can accurately and effectively execute their unique business functions based on the exact same information.

By having a robust MDM approach, companies can leverage more actionable insights, benefit from predictive analytics, and make better, more-informed decisions that drive competitive advantage in the market – ultimately leading to performance optimization and an increased return on investment.

Why IQVIA MDM?



RELATED IQVIA OFFERINGS

- OneKey Reference Data
- Data Bridging
- IQVIA Data
- Data-as-a-Service
- Data Governance & Stewardship
- Data Catalog Optimization Solutions
- Integrated Data Platform (IDP)
- Master Data Management
- 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
- Key Account Managers
- 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 MDM capabilities.

With easy access to business relevant 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.

Only IQVIA offers proven, transparent data supported by a vast network of best-in-class partners with the information footprint that is expected and depended upon 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**](#)