


# Trusting Your Data: Data Governance Can Level Up Your Data Catalog

**Industry trends are driving an increased need for companies to implement and improve their data model.**

*More information. More technology. More stakeholders. All demanding data and answers they can trust. But results are impacted by:*

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**These trends, combined with internal stakeholder beliefs, have created a barrier to realizing the “analytic dream.”**

1 The Case for Connectivity in Life Sciences, 2019 IDC Survey of biotech and life sciences executives (Accenture, 2020),  
 2 Which Direction Should You Take? (Accenture Life Sciences 2020),  
 3 The Cognitive Coder (InfoWorld, Sept 2017)

**WHEN IT COMES TO MANAGING AND MAXIMIZING DATA ASSETS,  
 THE REALITY IS:**

**To fix the problem, mature organizations have turned to Data Cataloging Technologies.**

A data catalog is an organized map of your entire data inventory that allows all users to easily understand how and where their information is stored.

*But many companies struggle to realize the full value of their data catalog investment. Why?*

**To maximize that technology investment, companies need a partner they can trust. One who will:**

**The IQVIA Data Governance team offers multiple solutions to optimize your Data Catalog Technology so that your organization quickly realizes tangible and measurable results.**

**Isn't it time to trust your data?**

### 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™](#)**