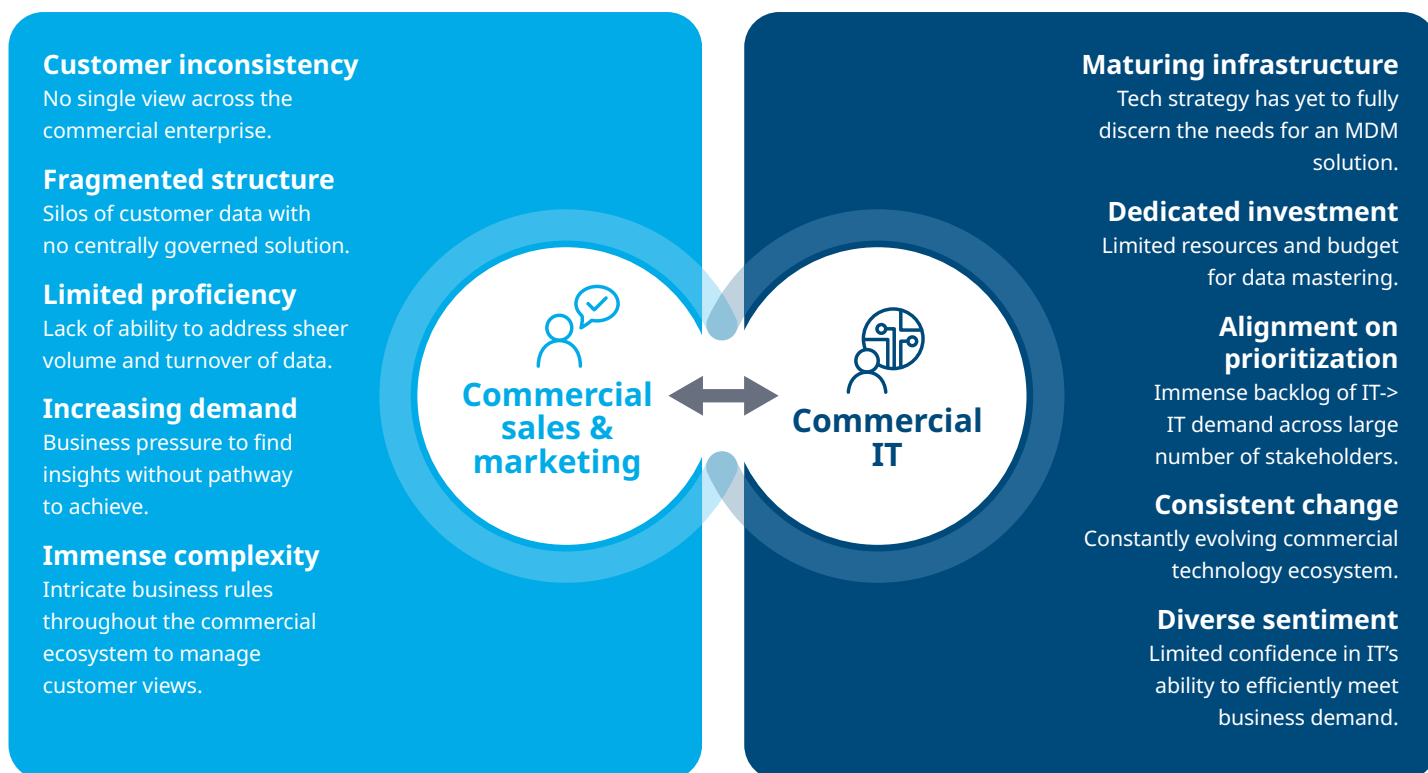


IQVIA Master Data Management (MDM) Advance

An affordable, scalable, right-sized, cloud solution for growing life sciences organizations

Common challenges companies face without an MDM solution



Today's reality

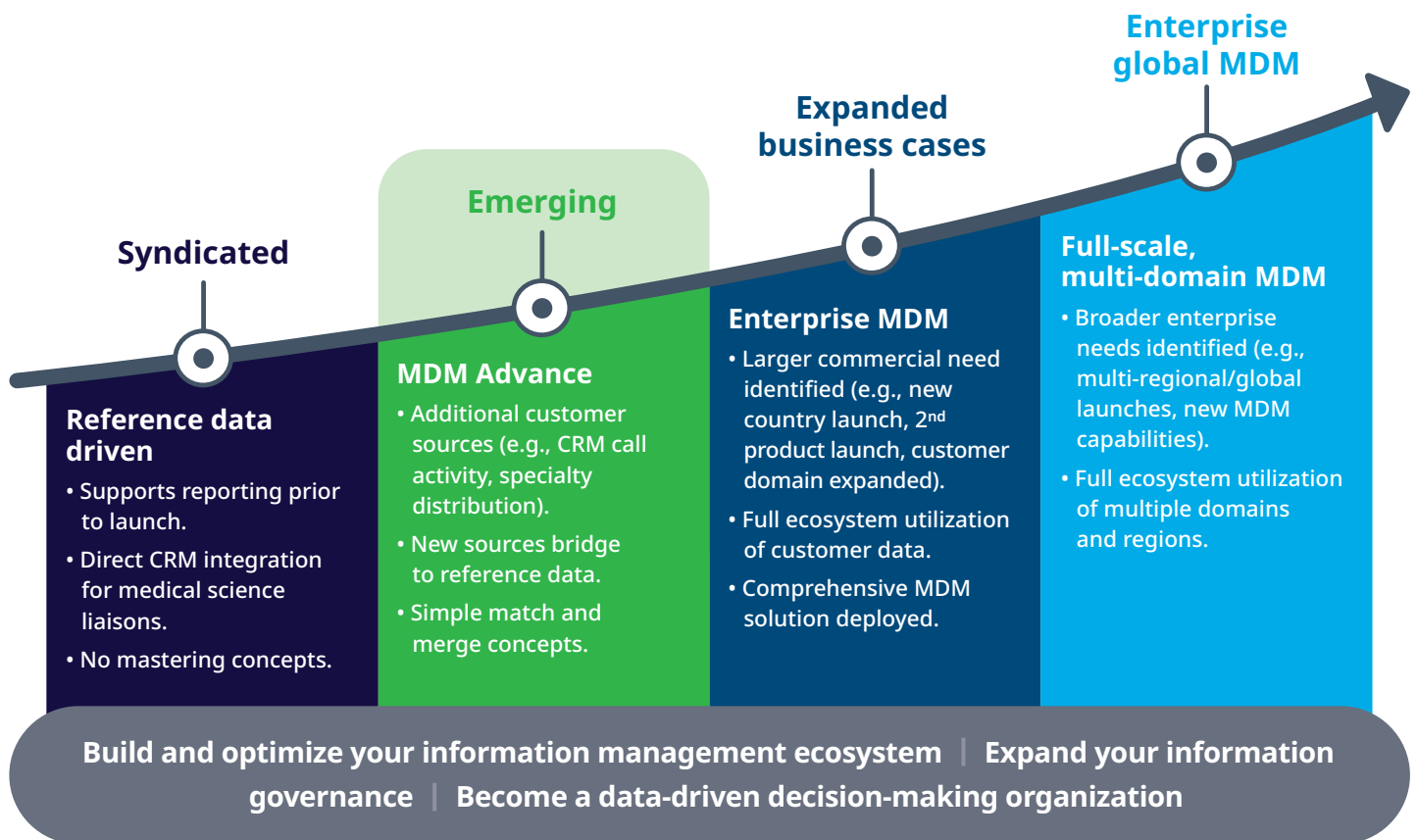
GROWING LIFE SCIENCES ORGANIZATIONS NEED A BETTER WAY TO MANAGE AND UNDERSTAND THEIR DATA, BUT DON'T ALWAYS KNOW WHERE TO START.

Companies are often challenged by organizational silos, fragmented technology, limited insights, the increasing variety and volume of data sources, and overburdened IT teams. The thought of standing up a Master Data Management (MDM) solution in that kind of environment can be overwhelming and often surfaces legitimate business questions around finding an affordable, scalable option that meets the current needs of an organization in reducing cost and complexity while still laying the groundwork for future growth.

Companies need a right-sized MDM solution that provides true data mastering and builds the foundation necessary to grow into an enterprise-level use case when the time comes, but decision makers often worry about taking on too much too soon, the time it will take to implement and solve their data challenges, and whether the solution will be an affordable long-term option.

To get where they need to go, commercial leaders must first understand where they sit in their overall MDM maturity journey so they can make an informed decision about what will work best for their organization today and tomorrow.

Understanding their position on the MDM maturity curve allows commercial leaders to correctly plan, build, and optimize their information management ecosystem, expand information governance, and become data-driven decision makers.



The right solution – IQVIA Master Data Management (MDM) Advance

REDUCE COSTS, SAVE TIME, AND GET ANSWERS!

Built on an integrated data platform (IDP) with a flexible matching utility that compares disparate data sets to uncover commonalities, gaps, and quality issues, IQVIA MDM Advance is a scalable, right-sized, cloud solution that can quickly integrate to provide growing organizations with the single source of truth they need for real-time analysis and reliable answers to drive their business forward.

IQVIA MDM Advance provides seamless data integration, empowers companies to use their own data, offers pre-configured pipelines for quicker adoption, and includes ready-to-use features like:

- Out-of-the-box integration with IQVIA Data Factory and connected ecosystem.
- Industry connectors for Salesforce, Amazon, Oracle, Snowflake, sFTP, Azure, Workday, and more.
- Easily define and execute quality checks and business rules with intuitive self-service portal.

- Industry designed pre-configured MDM golden profile survivorship rules.
- Truly mastered customer data that is ready for reporting and segmentation.

With MDM Advance companies can build the true data mastering foundation they need to:

- Accelerate data onboarding to an MDM in a clean, stable state
- Support business continuity without a full-scale deployment
- Utilize UI-driven tuning and configuring of rules to fit each business use case

Imagine a right-size, out-of-the-box MDM solution that meets any organization where they are today and then scales to future fit as they grow, eliminating the need for redundant expenditures, unnecessary overhead and wasted time.

With IQVIA MDM Advance, business leaders get true mastering concepts in an affordable, scalable, SaaS cloud-based offering with the key capabilities of a full-service product master without requiring full MDM technology licensing commitments and with the foundation necessary to grow MDM into an enterprise use case when they need it.

Why IQVIA MDM Advance



Life sciences focused

Specialized approach in tailoring solutions for unique challenges faced by life sciences companies.



Reduce reinvestment while growing

Reduce rework and reinvestment with a solution right sized for today, while providing scalability for the future.



Freedom of technology choice

Build on a loosely coupled architecture and swap technologies with low integration impact.



Full partnership and transparency

Teams can expect to be involved and informed every step of the way.

Leverage more actionable insights, benefit from predictive analytics, and make better, more-informed decisions that drive competitive advantage with IQVIA MDM Advance.

Key capabilities



Integration

Pre-built integration to IQVIA data and accelerators to onboard customer data faster.



Matching

MDM-grade match engine with UI-based rule configuration.



Stewardship

Key potential match adjudication UI as well as hierarchy business rule maintenance.



Business rules

Data quality and business rule validation within UI-driven data consumption.



Survivorship

Ability to define core survivorship strategy and business ID generation.



Hierarchy management

UI-driven rules-based hierarchy builder with built-in versioning and stewardship.



Automation

Centralized end-to-end scheduling and automation of processes with 24/7 availability.



Visualization

UI-led data management, business rules, data stewardship and hierarchy management.



Auditing

Core delta management with SCD Type I and II configurable options.

Related offerings:

- OneKey reference data
- Data bridging
- IQVIA data
- Data-as-a-service
- Data governance and stewardship
- Data catalog optimization solutions
- Integrated Data Platform (IDP)
- MDM
- Outlet management
- IQ2020/Orchestrated Analytics
- Digital behavioral insights 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

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.

Contact IQVIA

Data you trust, insights you need, delivery you can count on.



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](#).