IQVIA TECHNOLOGIES

IQVIA™ Data-as-a-Service

Host, integrate, and access your data in one central location

Enabled by the IQVIA Human Data Science Cloud, IQVIA™ Data-as-a-Service is a centralized hosting and data management solution that provides a cost-effective way to integrate and access your IQVIA and third party data in a standardized structure and in one centralized location — helping you confidently deliver insights and answers to your business.

Dramatically reduced delivery time

Centralized Access to Data: Access your IQVIA data in one place

Standardized and Integrated Data: Delivered via IQVIA's Global Data Model — the standard for comprehensive health data

Flexible Data Access: Apply business rules and transform data; connect to IQVIA FlexView or your internal BI solution; utilize extraction and query tools and JDBC/ODBC/VDB/API connectors

Faster Data Delivery: Delivers data faster and in the transformed & formatted configuration our customers require via IQVIA's Big Data Transfer, Snowflake and other third-party delivery mechanisms

Scalable: Built on open-source, Big Data technology standards, so you can quickly scale and migrate data to meet changing needs

The IQVIA Global Data Model

Our Global Data Model (GDM) is the most comprehensive health data standard, providing a robust data model and the necessary information to be used as a health data exchange specification. It also offers several standard domain value sets while allowing for the use of other external domain value sets.

Provides a single integrated definition of data and structures, unbiased of any system or perspective, providing a **common language**

Helps ensure data have the same meaning to all users and can be interpreted in the same way, enabling **data consistency**

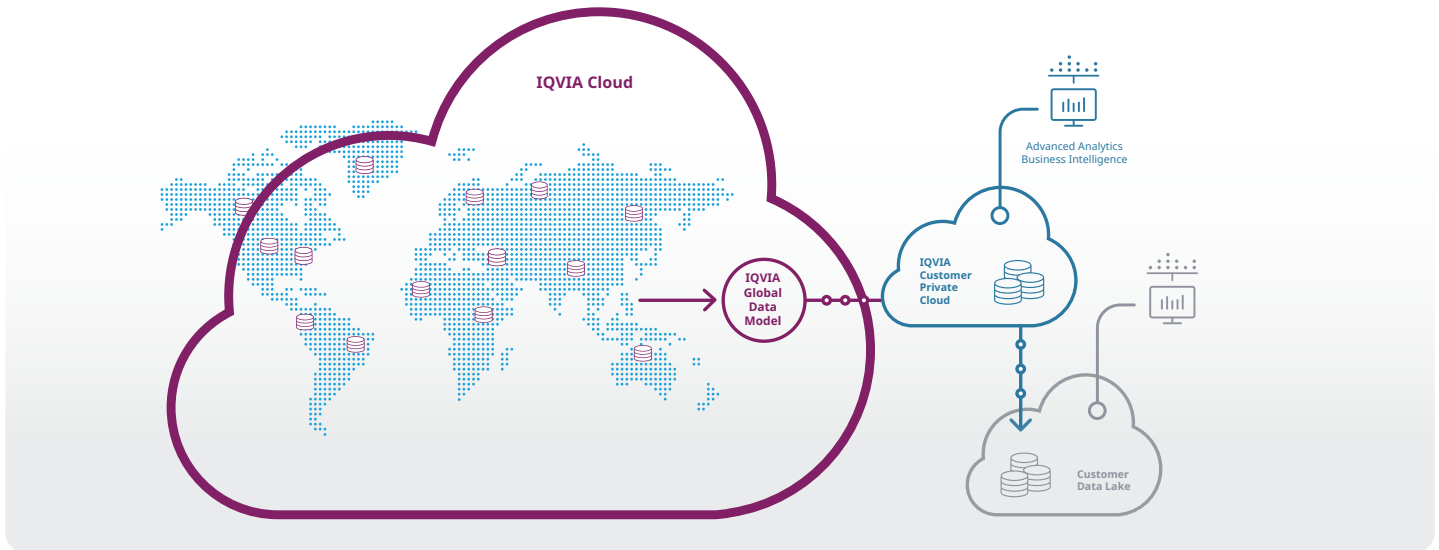Facilitates quick addition of new types of data, thereby **increasing speed to market**

Provides consistent data structures for the same data, thereby **increasing coherence** across systems

Provides a **framework for integration** – both from a business and a technical perspective

Provides a framework for **data enrichment** and is continuously evolving to align with industry changes

Data-as-a-Service use case

Situation

Top 20 pharma customer purchases hundreds of IQVIA national and sub-national assets globally and needs

- Common structure to manage the data

- Data to be centralized and usable across their business

- Data to be delivered in the cloud

Solution

Deployed IQVIA's Data-as-a-Service solution to centralize and harmonize data structure across production data assets in the IQVIA Global Data Model (GDM).

- Cloud hosting & delivery

- Connect to IQVIA FlexView or customer's internal BI solution

- Data hosted internally on the IQVIA HDSC and pushed to the customer's private cloud

- Data automatically refreshed within the cloud

Benefits

Data was delivered via the IQVIA Global Data Model (GDM) and provided a common data structure, enabling faster time to analytics

- Reduced delivery time and enabled quicker access to data

- Provided a single data repository for IQVIA data across client user groups

- Reduced client cost and overhead in centralizing global data assets

"*We purchase hundreds of IQVIA sub-national and national data assets and need our data delivered to us in a common structure for our data management platform.*"

— *Top 20 pharma customer*

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Orchestrate Outcomes