

IQVIA's Data Governance Solutions

Optimizing and accelerating customer data as a strategic business asset



87% of organizations fail to successfully deliver on their data strategy.

— *MIT Technology Review Insights Report*

CRITICAL IMPEDIMENTS TO OPTIMIZED DATA



Poorly defined data strategy

Under-utilization of data and siloed data assets, resulting in sub-optimal return on investment



Financial pressures to modernize

Total cost of ownership for governing, maintaining, and leveraging data is rapidly increasing



Poor data quality

Lack of data completeness, accuracy, and timeliness impacting the validity and trust of downstream insights



Fragmented data-related processes

Lack of connected, consistent, end-to-end processes for governing and managing data



Lack of accountability

Ad-hoc responsibility for operationalizing and monitoring necessary data governance and stewardship processes



Compliance risks

Inability to apply necessary control and policies to data which would ensure conformity to all applicable regulations

Today's reality

The sources and types of data continue to expand exponentially, adding complexity to the data management ecosystem, making it ever harder for teams to derive true value from their assets. At the same time, economic instability and financial pressures have resulted in limited support resources, yet challenged organizations are continually pressured to increase productivity and the transparency of data assets to create more significant value.

Today, teams are continuously tasked with mitigating and improving compliance risk as global regulations emphasize protecting sensitive information, and patients and healthcare professionals demand more authority over their own data and how it is used. This means managing, optimizing, and making sure data remains non-identified is not only much more difficult, but even more critical to commercial success.



30% is the average amount of enterprise time organizations spend on non-value-added tasks due to poor data quality and availability.²

— *McKinsey*

The right solution — IQVIA Data Governance

DATA GOVERNANCE SUPPORTS BETTER BUSINESS DECISION MAKING



Aligned to your business goals and needs, IQVIA Data Governance provides a holistic model for maximizing the value of data and ensuring its effective management across an entire business.

Data governance optimizes overall data quality, reduces data duplication, provides better access to teams, enables data democratization across the entire business, and makes it easier to process vast amounts of complex data at high speeds, providing optimal, real-time results to important business questions.

A strong data management architecture built with the right data governance foundation and expert implementation will improve organizational profitability and minimize compliance risk by defining, implementing, and adapting policies and procedures and enabling them through strategy, technology, and services.

AGILE, NON-DISRUPTIVE AND COLLABORATIVE DATA GOVERNANCE FRAMEWORK



Embedded roles and responsibilities

Complete transparency, accountability, and capability across business and IT users, to drive and support data governance and stewardship (DG&S) processes



Synchronized architecture

Technologies, systems, and tools working seamlessly to architect the end-to-end flow of data, from acquisition to consumption and disposal



Defined processes and workflows

Organized workflows for governing, securing, and managing data along with their respective policies and SOPs



DG&S enabled culture

Strong awareness, appreciation, and endorsement of DG&S as an enabler for a data-driven culture



Highest quality data

Data quality quantified, actively measured, automatically transformed, and managed via a robust set of business rules

IQVIA'S DATA GOVERNANCE TECHNOLOGY FEATURES

- Automation of key DG&S processes to reduce operational costs and time-to-insight
- Incorporation of superior solutions to accommodate all business and IT requirements
- Increased success and reduction of risks associated with implementation
- A deployment team of leading data governance experts
- Partnerships with key data intelligence providers to drive an end-to-end information governance framework and deliver structured data management

Why IQVIA for Data Governance?



DEEP UNDERSTANDING OF DATA

IQVIA manages over 1M data feeds and processes 100+ billion healthcare records annually. We apply the knowledge learned governing and managing large volumes of our own data, to support companies in establishing their own data governance strategies and best practices.



INDUSTRY TRUSTED

14 of the top 15 global pharma companies and more than half of Fortune 500 healthcare companies already work with IQVIA. We have translated this unparalleled industry experience into a toolkit of data governance accelerators to ensure the most expedient path to your data governance objectives.



PLATFORM INDEPENDENT

Our experience across the industry extends to varied deployment of technologies that transform and analyze data, we are uniquely positioned to understand healthcare data infrastructure and can provide actionable advice on how to optimize its governance.

Combining proprietary IQVIA technology with optimization of leading platforms

In-house-developed solutions, combined with collaborative offerings and industry leading partners, provides end-to-end technology coverage.

IQVIA Data-as-a-Service (DaaS)

Centralized hosting and data management solution that enables the hosting, curation, integration, and access IQVIA data from multiple sources, in one central location.

IQVIA Integrated Data Platform (IDP)

End-to-end and automated ingestion, quality maintenance, and transformation of data, via a robust business rules engine.

IQVIA Data Harmonization Tool

Proprietary automated data stewardship match tool to harmonize data across multiple data sets, to accelerate data stewardship.



Data Intelligence Platforms

Industry and domain expertise to reduce the time and effort it takes to get assets standardized and fully implement industry leading data intelligence platform's, helping companies to fully realize their investment across the organization.

CRMs

IQVIA data stewards optimize chosen CRM platform to ensure data aligns to business rules, customer data policies and local compliance laws to effectively manage commercial strategy.

Master Data Management (MDM)

IQVIA's accelerators aligned to life science specific use cases and customer needs optimize the implementation of chosen customer MDM platforms.

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 (MDM)
- 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

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 data governance 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.

Core users

- Commercial operations leaders
- Sales operations leaders
- Key account managers
- Commercial IT leaders
- Data governance leaders



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](#)