

# Business Continuity Through Crisis

*How IQVIA MedTech ValueTrak® protected channel operations during a cyberattack*

## Situation

When a major Medtech manufacturer experienced a severe cyberattack that shut down all internal systems, the organization faced an immediate threat to its financial operations, distributor relationships, and commercial visibility.

Because ValueTrak®, IQVIA MedTech’s outsourced channel data management platform, was already operating as a first-receipt data solution, distributor data ingestion and processing continued uninterrupted. While internal systems were offline for several weeks, ValueTrak ensured continuity of rebate payments, group purchasing organizations (GPO) administrative fees, sales commissions, and critical sales analytics.

## Challenge

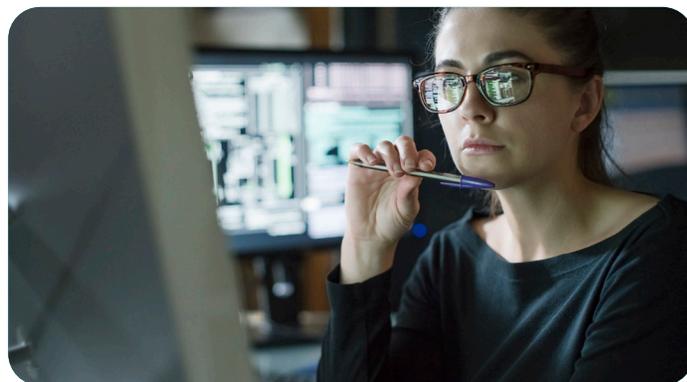
Without ValueTrak in place, the manufacturer would have faced over \$15 million in delayed or lost incentives, a complete halt in finance reporting, and loss of visibility into sales performance at a time when leadership needed clarity the most. This real-world incident demonstrated that outsourced channel data management is not simply an operational convenience, but a foundational component of business resilience.

## Background

The manufacturer relies heavily on distributor data to support core commercial and financial operations, including:

- Rebate and GPO administrative fee payments
- Sales commission calculations
- Contract adherence and audit trails
- Sales performance tracking
- Territory management
- Targeting and segmentation
- Trend analysis and forecasting

Under normal conditions, distributor data flows through both internal systems and ValueTrak.



## The cyberattack: Real-world stakes

### Event

Large-scale cyberattack targeting internal manufacturer systems

### Impact

Complete shutdown of internal infrastructure

### Duration

Several weeks of downtime

### Result

Distributor files routed through internal systems were delayed, inaccessible, or placed in limbo

During this period, finance, sales, and analytics teams were unable to rely on internal systems to support incentive payments or reporting. The business risk was immediate and measurable.

# Solution

## Role of ValueTrak® during the crisis

Despite the internal shutdown, **ValueTrak remained fully operational**. Because it already functioned as a **first-receipt platform for distributor data**, ValueTrak continued to:

- Receive distributor files directly
- Normalize and process channel data
- Support rebate, GPO admin fee, and commission calculations
- Enable ongoing reporting for finance and commercial teams
- Maintain auditability and historical continuity

As a result, the manufacturer was able to continue running its business with no significant impact.

## What would have happened without ValueTrak

Without ValueTrak acting as an independent first-receipt data source, the manufacturer would have faced:

Over \$15M in delayed or lost incentive payments	Breakdown in rebate and commission processing	Loss of audit trails and compliance visibility
Inability to track sales performance, targeting, or territory metrics	Erosion of distributor trust during a critical period	Significant manual recovery efforts post-incident

Instead of reacting after the fact, the organization remained operational throughout the crisis.



## Business continuity through outsourced channel data

This incident highlighted several critical advantages of outsourced channel data management:

- Reliability:** A secure, parallel data path independent of internal systems
- Resilience:** Continued operations during a major cyber disruption
- Financial protection:** Safeguarded millions in incentives
- Operational stability:** No interruption to core finance and commercial reporting
- Trust preservation:** Maintained confidence among distributors and internal stakeholders

## Results

The cyberattack had the potential to bring the manufacturer’s channel operations to a standstill. Instead, because it was in place already, ValueTrak ensured continuity when it mattered most. By acting as the first receipt of distributor data and operating independently of internal infrastructure, ValueTrak protected critical financial processes, preserved commercial visibility, and mitigated more than \$15 million in potential exposure.

**KEY TAKEAWAY**

Outsourced channel data management is not just a convenience, it’s a critical component of business resilience.

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