

# IQVIA™ ENTERPRISE INFORMATION MANAGEMENT

Use data to reveal critical insights and transform your decision making

## THE DATA: Volume, Variety, Velocity

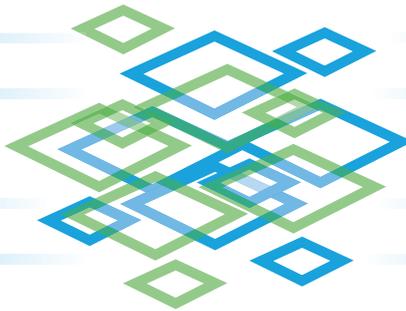
The ever-growing amounts of data housed in multiple systems and applications throughout the enterprise can limit the ability to put that information to work.

### EXTERNAL DATA:

- Physician lists
- Affiliated profiles
- Market research
- Social media
- Publications

### INTERNAL DATA:

- CRM
- ERP
- Clinical trials
- Compliance
- Sample management



## THE PROBLEM

There are deep consequences for companies operating with fragmented data.



Reduced sales productivity



Impaired decision making



Exposure to compliance risks



Ineffective marketing campaigns

## THE TOOLS

Enterprise Information Management (EIM) tools, such as Master Data Management (MDM) and Data Warehouse (DW), enhance capabilities for life science companies by optimizing the use of people, processes, technology and data to further operational performance.

### Organize in MDM

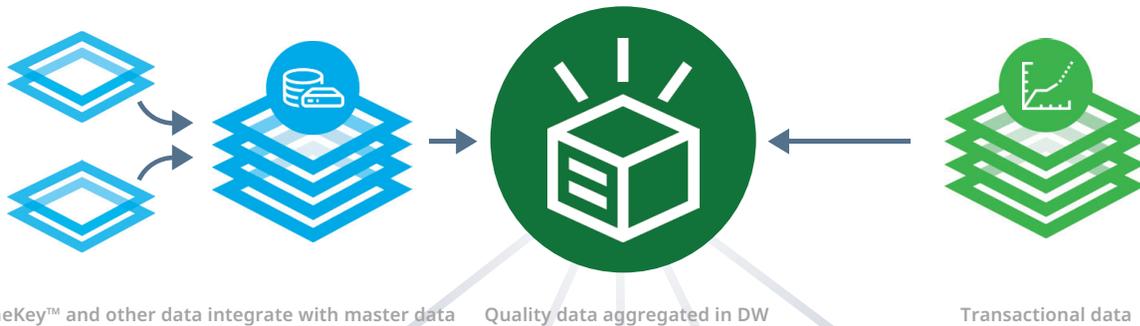
- Increase data reliability of targeted variables
- Aggregate data in order to prepare combined datasets
- Deduplicate redundant data

### Aggregate in DW

- Collate data into standard tables
- Integrate data to provide users with a unified view
- Prepare data for use in line-of-business analytics

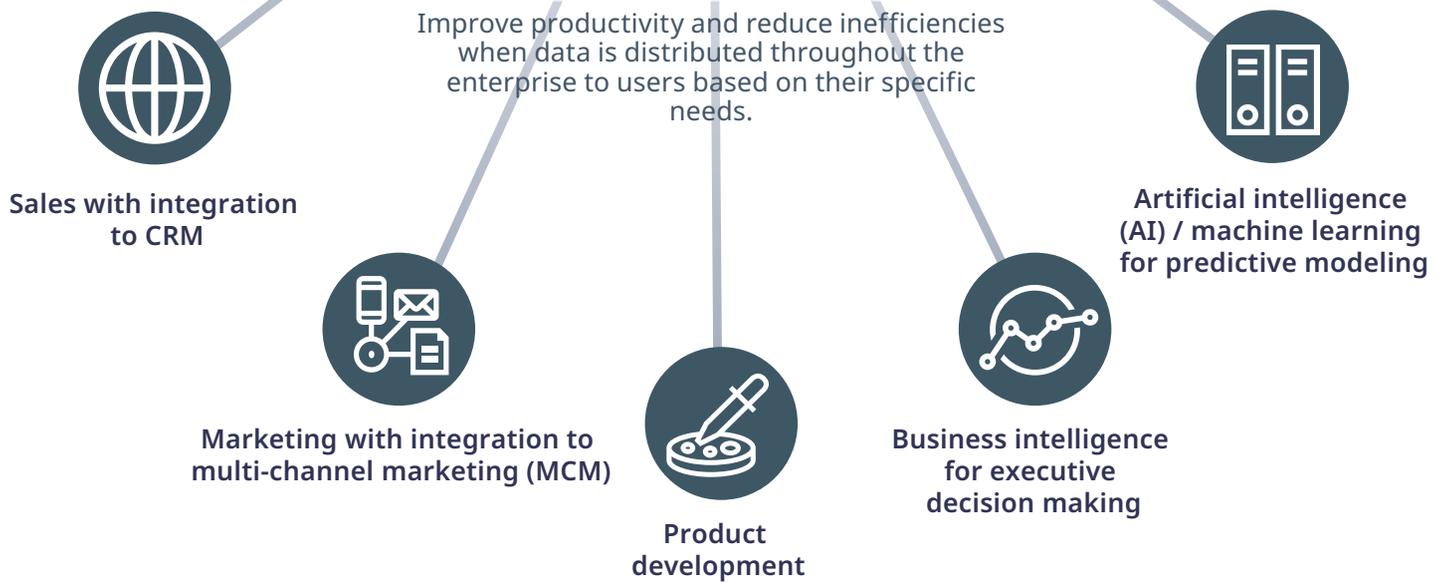
### Distribute from DW

- Use key performance indicators (KPIs) based on market expertise
- Integrate with life science applications
- View specific data based on end user roles



## DATA ORCHESTRATION

Improve productivity and reduce inefficiencies when data is distributed throughout the enterprise to users based on their specific needs.



## POSITIVE OUTCOMES

Access to clean, accurate data optimizes enterprise operations.



Make the right decisions



Accelerate performance



Improve efficiency

## Transform your decision making with IQVIA™ Enterprise Information Management

### CONTACT US

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[www.iqvia.com/solutions/technologies/commercial-data-warehouse](http://www.iqvia.com/solutions/technologies/commercial-data-warehouse)