

Why Life Sciences Organizations Are Rethinking Customer Data Delivery

BRIAN MARTIN, Assoc. Director, Sales Engineering, IQVIA

In life sciences, customer data is only as valuable as its timeliness. Commercial teams rely on accurate healthcare professional (HCP), healthcare organization (HCO), and affiliation data to support targeting, territory management, CRM workflows, analytics, and customer engagement. Yet many organizations continue to operate with weekly, monthly, or even quarterly data refresh cycles that can delay access to important updates.

As the demand for faster insights grows, organizations are evaluating how to modernize data delivery without disrupting the systems and processes they have spent years building. This is where OneKey Data Stream enters the conversation.

The challenge: Modernizing without creating more complexity

For many commercial operations and master data management teams, the biggest obstacle to modernization is not the technology itself, it's the migration effort.

Organizations using OneKey Relational or iCADM structures often have numerous downstream systems, integrations, and workflows built around those formats. Moving to a new architecture can require extensive data mapping, testing, and system reconfiguration. These migration activities have historically been one of the most time-intensive aspects of platform transitions.

Rather than forcing organizations to choose between familiar data structures and modern delivery capabilities, OneKey Data Stream was designed to provide a middle ground.



The need for change

Addressing the need for timely, actionable, integrated insights requires a new approach.



A faster path to more current data

At its core, OneKey Data Stream combines the structure of traditional OneKey delivery models with the capabilities of IQVIA's modern data delivery infrastructure. Organizations can continue working with a familiar data layout while gaining access to more frequent delivery schedules, including daily updates and delta files.

This approach allows companies to move toward near-daily customer data refreshes without undertaking a large-scale redesign of their existing customer data ecosystems. For organizations that have historically relied on weekly or monthly updates, that shift can significantly improve how quickly information becomes available across commercial systems. The result is customer data that more closely reflects current market conditions and field realities.

Built for today's data environments

OneKey Data Stream is more than a file delivery mechanism. The platform is built on the same underlying technology ecosystem that supports IQVIA's modern data capabilities, including APIs, cloud-based delivery options, and integrated data management tools.

Organizations can receive data through a variety of methods, including Snowflake, Databricks, Redshift,

Amazon S3, SFTP, and MOVEit, allowing data teams to align delivery with their existing enterprise architecture.

This flexibility is particularly important as life sciences companies increasingly centralize data assets within cloud environments and seek tighter integration across commercial, analytics, and master data management platforms.

Improving data quality operations

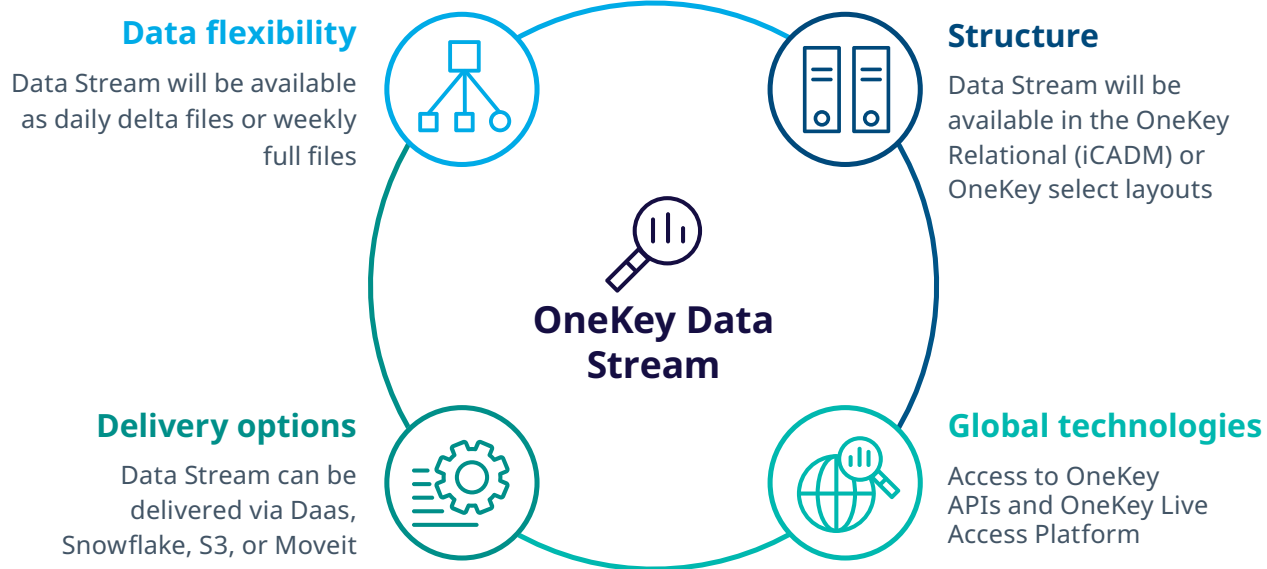
Frequent data delivery can also have a meaningful impact on data quality processes.

When customer data is updated more regularly, field users are less likely to encounter outdated information and submit investigations or validation requests. Organizations adopting more frequent delivery models have experienced decreases in investigation volumes because data changes are reaching systems sooner.

In addition, OneKey Data Stream integrates with validation and investigation workflows through the broader OneKey platform, helping organizations process requests and implement updates more efficiently.

For commercial operations and data stewardship teams, this can reduce administrative burden while improving confidence in customer data accuracy.

OneKey Data Stream features



Is OneKey Data Stream the right fit?

The answer largely depends on an organization's operating model.

For U.S.-based organizations that currently use OneKey Relational or iCADM structures, Data Stream provides a practical migration path to daily delivery, modern integrations, and enhanced operational flexibility without requiring significant restructuring of existing systems.

Organizations pursuing a highly standardized global strategy may instead find value in the OneKey Global Ecosystem which supports multiple countries through a common structure and code set. For multinational initiatives, that consistency can simplify data governance and cross-market integration.

A practical path to modernization

Customer data strategies are increasingly defined by speed, accessibility, and integration. Life sciences organizations need current information flowing into the systems that support field execution, analytics, and customer engagement.

OneKey Data Stream addresses this need by combining familiar data structures with more frequent delivery options and modern integration capabilities. For organizations looking to improve data freshness without undertaking a complex transformation project, it offers a measured and practical path toward a more responsive customer data environment.