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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.

— <u>MIT Technology Review Insights Report</u>

CRITICAL IMPEDIMENTS TO OPTIMIZED DATA



Poorly defined data strategy

Financial pressures to modernize Total cost of ownership for governing,

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



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Poor data quality

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

maintaining, and leveraging data is rapidly



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.

 $= \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_$

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



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



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



Highest quality data

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



Synchronized architecture

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

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DG&S enabled culture

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

IQVIA'S DATA GOVERNANCE TECHNOLOGY FEATURES

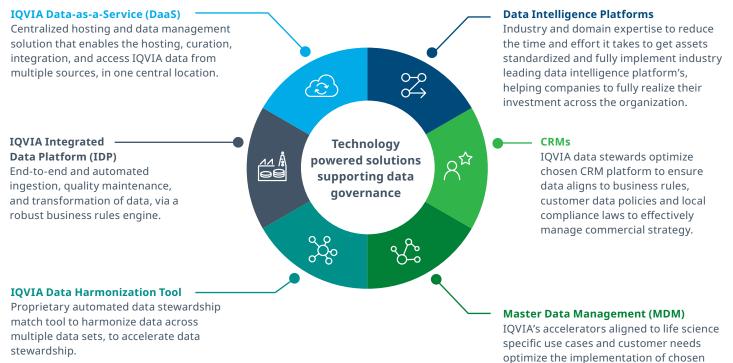
- Automation of key DG&S processes to reduce operational costs and time-to-insight
- Incorporation of superior solutions to accommodate all business and IT requirements
- Increased success and reduction of risks associated with implementation
- A deployment team of leading data governance experts
- Partnerships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

Why IQVIA for Data Governance?



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.



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**



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