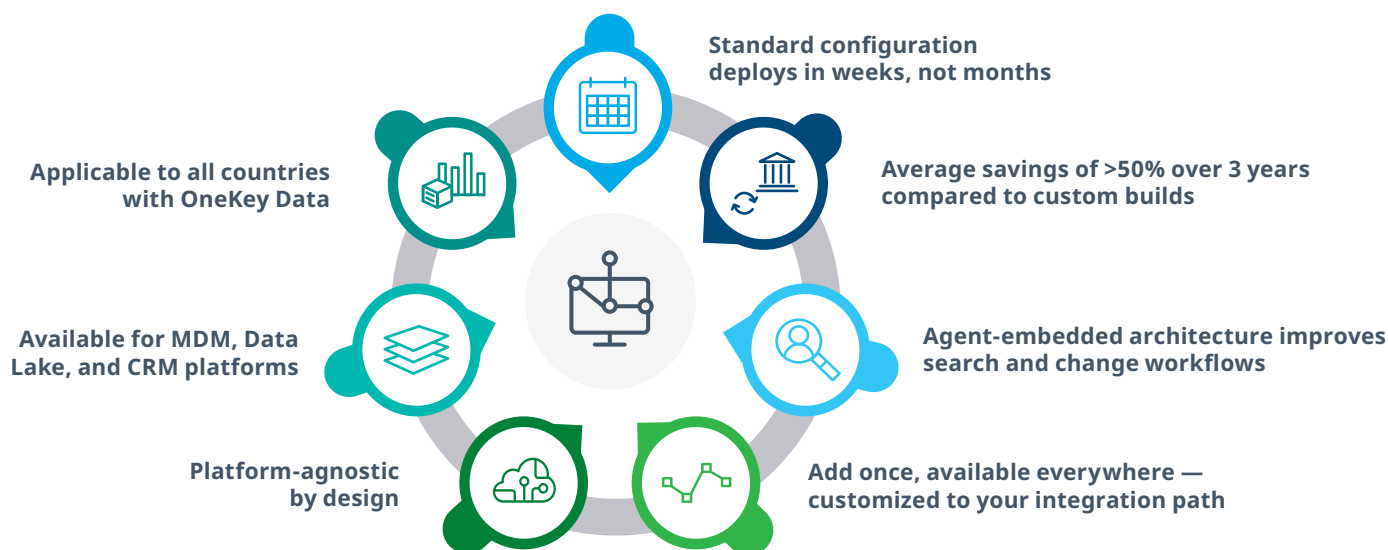


IQVIA OneKey Connector

Seamless, governed OneKey access via platform-agnostic architecture for any commercial stack

One connector. Every platform.



Today's challenge

Life sciences companies aren't struggling with data; they're struggling with constant reintegration. Every CRM change triggers a rebuild. Every MDM shift creates new technical debt. Every integration becomes a long-term liability.

As platforms consolidate, your architecture becomes increasingly dependent on someone else's roadmap, which means your team is spending more time maintaining pipelines than driving commercial value. Integration should be a product, not a project.

Organizations that continue relying on outdated or fragmented integration methods will find themselves repeatedly rebuilding connections, ultimately falling

behind in the adoption of AI technologies and confined to rigid, vendor-specific systems, with limited flexibility that stifles the ability to respond quickly to evolving business needs.

The right solution — IQVIA OneKey Connector

With IQVIA OneKey Connector, you experience the power of a standardized connector that seamlessly integrates with every platform in your ecosystem.

Instead of constantly rebuilding integrations as your technology evolves, a productized platform-agnostic connector ensures enduring compatibility across all transitions. It delivers IQVIA OneKey data directly

into supported solutions, including Veeva Network, Salesforce, and Snowflake, and extends its reach throughout your broader data environment.

Unlike custom solutions that require frequent rewrites and ongoing maintenance, this connector is continuously updated, globally mapped, and built to be future-ready, so you stay focused on driving value instead of managing integrations.

Adopting this advanced data integration model can eliminate the persistent challenges of integration-driven technical debt and lower overall costs compared to continually building custom solutions. By leveraging a standardized, scalable approach, businesses can expand globally without the need for constant market-specific rebuilds, accelerate their transition to AI-enabled workflows, drive efficiencies, and find new opportunities for innovation.

What makes IQVIA OneKey Connector different

AI-ready without re-platforming

AI doesn't fail because of algorithms. It fails because of data fragmentation and poor governance. IQVIA OneKey Connector provides governed, validated, and continuously updated data, embeds workflows for change, stewardship, and quality, and establishes a foundation that is inherently agent-ready so you can outlast every CRM and MDM migration.

Agent-ready by design



- **Stewardship** — Agents automate the heavy administrative work so your stewards can focus on high-value tasks.
- **Data changes** — Makes commercial data change requests ready for automation, intelligence, and agent-driven workflows.
- **Data quality** — Improves data quality where it matters most: the data model, and inside the managed data workflow.

Not just integration, but data activation



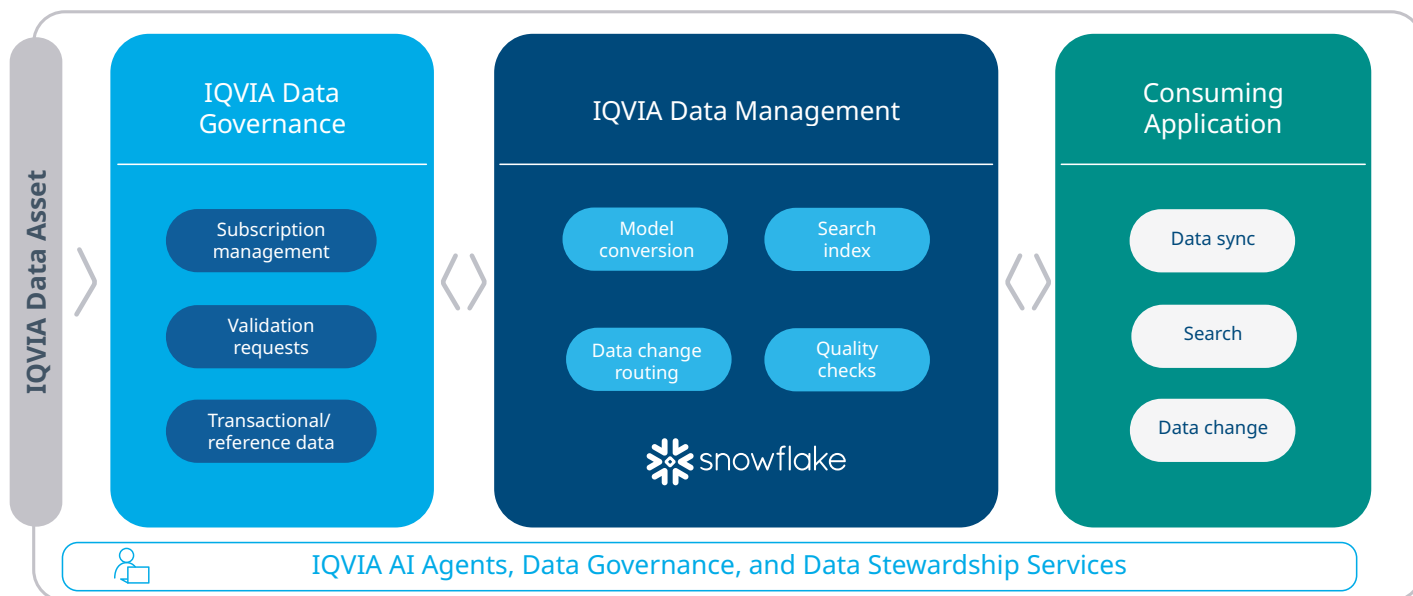
- **Standardizes your data foundation** — A pre-mapped global data model is maintained across every supported platform, eliminating the need for manual crosswalk management.
- **Governs data at the point of use** — Enables search-before-create functionality, facilitates Data Change Requests (DCRs), and ensures continuous synchronization across systems.
- **Embeds data in workflow** — Delivered directly into your platform, eliminating parallel systems and ensuring there is no disconnect between insight and action.

Critical integration scenarios addressed



- **Data synchronization** — Keeps data between local applications, MDM, and 3rd-party data providers consistent.
- **Search Before Create (SBC)** — Searches for a profile prior to local application creation.
- **Data Change Request (DCR)** — Requests changes to a profile instead of direct local application edits.

IQVIA technology as the foundation for your downstream applications



Related IQVIA solutions

- 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) Advance
- 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 MDM 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.

Contact IQVIA — Data you trust, insights you need, delivery you can count on.