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IQVIA's Data Catalog Optimization Solutions

Maximize your investment, improve adoption and mitigate risk

Why many life science companies struggle to realize the 'analytic dream'

LIFE SCIENCE IS BEHIND
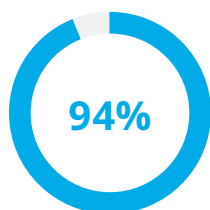Ranked **9 of 13** top industries in AI adoption rate

DATA IS HARD TO HARNESS
50% of IT execs lack a clear strategy to fully leverage data assets across functions
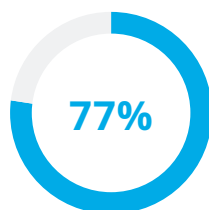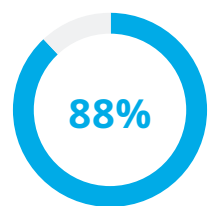
EFFORT AND SPEND IS UPSIDE-DOWN
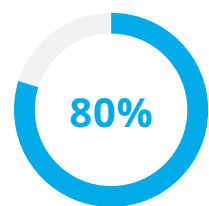**80%** effort being spent to get **20%** of the value

94%
of executives believe using cross-functional data for AI/analytics is key to achieving strategic goals[1].

77%
of executives believe managing data better would deliver better results across a life sciences business[2].

88%
of digitalization is happening in silos[2].

80%
of a data scientist's time is spent on finding, cleaning, and reorganizing data[3] and only 20% using it.

Today's reality

WHEN IT COMES TO SUCCESSFUL DATA MANAGEMENT, THERE IS NO SHORTAGE OF CHALLENGES.

We have more information, more technology, and more stakeholders that are demanding data and answers they can trust.

While new technologies allow large communities to collaborate in real time to develop products and get instant feedback to drive marketing and sales, the number and types of healthcare data sources continues to expand, adding additional complexity to existing data management ecosystems, making it harder than ever to derive true value from those disparate assets.

Couple that with global data privacy regulations and the fact that patients and healthcare professionals are demanding more and more authority over their data and how it is used, highly governed data assets and privacy optimization strategies are now fundamental pillars for commercial success.

To solve this problem, mature organizations are now implementing Data Cataloging Technologies, but many are not able to realize the full value of their investment.

1 The Case for Connectivity in Life Sciences, 2019 IDC Survey of biotech and life sciences executives (Accenture, 2020),
2 Which Direction Should You Take? (Accenture Life Sciences 2020),
3 The Cognitive Coder (InfoWorld, Sept 2017)

BARRIERS TO MAXIMIZING ROI INCLUDE:

LACK OF KNOWLEDGE

Implementation teams are continually challenged with the data received due to data field inconsistencies, incomplete reference data, and gaps in understanding of what the data represents and how it relates to other data assets.

LOW ADOPTION

The organization doesn't see the technology adoption rate that they were hoping for because the end users lack an understanding of when and how to use the catalog tools or a poor first experience resulting in suppressed consistent use.

INCOMPLETE DATA

The technology features are not used to maximum benefit due to incomplete data lineage and a clear understanding of how data moves within and across the business function, applications, and platforms that the organization uses.

OUT OF SCOPE

Full implementation and utilization of the technology features have stalled due to the amount of work involved in gathering the data, capability that is not aligned with business function, and lack of company resources able to focus on the effort.

IQVIA's Data Catalog Optimization Solutions

IT'S TIME TO GET THE MOST OUT OF YOUR DATA!

IQVIA's Data Catalog Optimization Solution will surface important information needed to identify and improve existing issues with overall data quality, unify business definitions across functions, expose an end-to-end data lineage to a broader user base across business systems and functions, and mitigate risk exposure by finding solutions before an actual problem exists.

IQVIA's extensive industry and domain expertise means that we can help companies reduce the time and effort needed to standardize data assets by creating a Business Data Catalog that maps logical data attributes to appropriate business terms for ingestion into an existing data catalog platform.

We will also establish a metadata structure for effective and efficient data governance transformation of technical definitions to business definitions to help business users understand a consistent vocabulary application across business processes. And, because we understand both the data and technology, we can provide the added support of persona-based training to improve the adoption of any existing data catalog solution, maximizing your investment and adoption across the organization.

The IQVIA difference

FOCUSED ON LIFE SCIENCES

IQVIA's Data Governance and Stewardship Center of Excellence supports more than 40+ global large, mid, and emerging pharma, medical device, and healthcare companies across the U.S., Canada, Europe, LATAM, EMEA, and South Korea.

WE UNDERSTAND YOUR DATA

IQVIA has deep knowledge of the data and is dedicated to your business. We can quickly identify anomalies and remediate potential issues in data providing solutions, not problems.

EXPERIENCE YOU CAN COUNT ON

IQVIA has a highly skilled team with a scalable and customized staffing model enabling seamless management of supply and demand to support customer needs.

DRIVING SPEED TO VALUE

IQIVA has a proven start-up methodology and powerful accelerators to ensure the most expedient path to implementation with enough flexibility to align processes to customer needs.

Core users

	Commercial operations leaders
	Sales operations leaders
	Key account managers
	Commercial IT leaders
	Data governance leaders

Related IQVIA offerings

- **IQVIA Data**
- **Data Governance**
- **Integrated Data Platform (IDP)**
- **Master Data Management (MDM)**
- **IQ2020/Orchestrated Analytics**
- **Analytics Insights and Reporting (AIR) Third Party Tools**
- **Data and Analytics Consulting Services**
- **Data warehousing/Data-as-a-Service (DaaS)**
- **Data Integration**

Why IQVIA

As healthcare's vital partner with more than 20 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 real 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 with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

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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