

# Bringing people and knowledge together for a healthier world



## IQVIA: More predictability to enable better outcomes

IQVIA (NYSE: IQV) is the world's largest provider of biopharmaceutical clinical development and commercial services with a network of more than 28,000 employees conducting business in approximately 100 countries. The company has helped develop or commercialize all of the top-50 best-selling drugs on the market. IQVIA applies the breadth and depth of its service offerings along with extensive therapeutic, scientific and analytics expertise to help customers navigate an increasingly complex healthcare environment as they seek to improve efficiency and effectiveness in the delivery of better healthcare outcomes. Among other things, IQVIA plans and monitors clinical trials, recruits patients for trials and submits materials to regulatory agencies. Put simply: without the capabilities offered by IQVIA, drug and healthcare breakthroughs would not occur.

Developing a new drug requires significant resources and years of research. The faster a pharmaceutical company gets a product to market the faster it can

begin to earn a return on its investment. Technologies that can speed up a drug's trial period and more quickly analyze its odds of success can have a huge impact on the bottom line. IQVIA supports quality and efficiency, by speeding promising trials toward patent approval.

## Unlocking Information Potential

IQVIA faces many situations in which data is fragmented and delayed. Data is often located in multiple systems, and requires extensive manual manipulation before becoming useful. Incompatible legacy systems impede data integration and normalization, and prohibit a holistic view across all sources. The lack of automated business event monitoring and alerting does not allow corrective actions to be initiated in a timely manner.

To meet these challenges, IQVIA launched Infosario, an end-to-end suite of foundational technologies that power the pharmaceutical product development process. Making innovative use of advances in big data technologies, Infosario is able to break down silos combining massive quantities of scientific and operational data collected



### Overview

IQVIA, the world's largest provider of biopharmaceutical development and commercial outsourcing services, has helped develop or commercialize all of the top-50, best-selling drugs on the market. With the Infosario platform, which fully leverages Informatica product enablers, IQVIA can focus on the right combination of sites, subjects and investigators for clinical trials.

### Business Need

- Optimize design, execution, quality and management of clinical trials. Dramatically shorten time to completion for each trial, including quickly identifying when a trial should be terminated.
- Continuously comply with regulatory scrutiny from Federal Drug Administration
- Provide pharmaceutical companies with proactive monitoring and notification of notable trial events.

### Challenges

- Data was fragmented across multiple systems, and required extensive manual manipulation before becoming useful.
- Incompatible legacy systems impeded data integration and normalization, and prohibited holistic view across all sources.
- Lack of automated business event monitoring and alerting did not allow corrective actions to be initiated in a timely manner.

during clinical development with tens of millions of real-world patient records and population data. Empowering researchers and drug developers with the knowledge locked in this data improves decision-making, and ultimately increases the probability of success at every step in a product's lifecycle. "The drug development process is predicated upon the availability of high quality data with which to collaborate and make informed decisions during the evolution of a product or treatment," according to IQVIA Chief Information Officer Richard Thomas.

Infosario integrates the data and processes associated with a drug's lifecycle, and includes a data engine to collect, clean and prepare data for analysis. The data is combined with clinical research data and information from other sources to provide predictive analytics. At its core is the IQVIA Data Factory, which contains the data integration and data quality tools for extracting and organizing clinical and operational data. A "monitoring and alerting layer" sits on top of the data, with the facility to rapidly issue intelligent alerts to appropriate stakeholders regarding trial-related issues and milestone events.

## The Role of Informatica

The Infosario Data Factory and Analytics platform is built on best of breed underlying database technology, data integration toolsets and data visualization software from Oracle, Informatica and Tibco.

The IQVIA solution from Informatica includes:

- **Informatica Master Data Management (MDM)** – provides Infosario with the vital core. A hub with true multi-domain capabilities, this enables enterprise information assets to be actively managed, with an integrated view of the hierarchies and relationships. MDM is a core component in the critical Infosario Data Factory ecosystem.
- **Informatica PowerCenter** – serves as a high performance, scalable data integration foundation that supports enterprise data warehouses and critical operational data stores.
- **Informatica Data Services** – gives IQVIA the ability to combine data from multiple heterogeneous data sources into a single virtualized view. Infosario Data Exchange architecture utilizes data services to accelerate delivery of all the information needed by B2B data exchange feeds.
- **Informatica RulePoint** – handles the critical task of monitoring enterprise data quality events and delivering alerts to key stakeholders to take necessary action.

Informatica's commitment to IQVIA and expertise in data integration was a compelling factor in the selection process for master data management, data integration and data virtualization technology. IQVIA considers Informatica the leading enterprise data integration provider with an integrated platform that addresses key requirements of the Infosario vision. Informatica's solution support for data governance and data stewardship, coupled with the ability to create specialized business alerts tailored to data quality in pharmaceutical and life sciences domains, were key differentiators.

### Solution

- Rapidly combine and harmonize data from multiple heterogeneous sources into Infosario Data Factory repositories to accelerate master data management, reporting and analytics, with data-driven processes and archival capabilities.
- Leverage data federation / virtualization technologies to provide information from disparate sources in a timely manner without affecting the underlying foundational enterprise data warehouse.
- Implement rule-based, real-time intelligent monitoring and alerting system that can be tweaked and enhanced by the business teams.

### Benefits

- Enhanced data accuracy, timeliness, and completeness.
- Industry-leading information and insight for biopharma.
- Ability to make faster, more informed decisions, and take action based on insights.
- Faster time to market for Infosario.

### Inside the Solution

- Informatica Master Data Management
- Informatica PowerCenter
- Informatica Data Services
- Informatica RulePoint
- Informatica Professional Services
- Informatica Address Verification



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500 Toll-free in the US: 1.800.653.3871  
informatica.com | linkedin.com/company/informatica | twitter.com/Informatica

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