

# Data-Driven Transformation in Pharmaceutical Research and Development

“There’s an opportunity for us to have a strategic advantage by bringing together diagnostics and pharma with data management. This triangle is almost impossible for anybody else to copy.”

—Severin Schwan, CEO Roche

Pharmaceutical companies continue to face disruption in their market and traditional business processes. Although the peak of the patent cliff has passed and R&D productivity is increasing, the industry must still navigate major changes associated with data-driven digital transformation.

**The need for increased collaboration** with other pharmaceutical companies, academics, outsourcing partners, and other parts of the healthcare community require new levels of data management. The introduction of **wearable technology** into clinical trials increases speed and reliability of data capture, but also introduces new types of data. Finally, changing business models, including a move to **beyond the pill** services, require new types of products to be developed, not just medicines.

It is now widely recognized that success in the pharmaceutical industry is becoming dependent on the ability to transform data into information. Global pharmaceutical executives increasingly acknowledge that future competitiveness depends on the ability to manage data most effectively and efficiently. Accenture sees “seismic shifts of healthcare disruption. Digital is the driver, and data is in the driving seat.” Pharmaceutical companies will need to respond to this healthcare disruption with digital disruption of their own, driven through better use of their data assets.

The 20 largest pharmaceutical companies all use Informatica to support business processes with trusted data. As the world’s leader in **Enterprise Cloud Data Management**, we provide you with the ability to become more agile, realize new growth opportunities, and rapidly adopt the benefits of digital transformation into your organization.

## Navigating Data Complexity

Pharmaceutical companies are adopting many different approaches to the key focus of improving R&D efficiency. All these new strategies increase data volume, variety, and velocity. Informatica has firsthand experience in how automation can play a significant role in increased efficiency in research.

“In our sector, it is imperative to be the first to obtain competitive advantage and an ROI on our research studies. Informatica became a valuable ally for daily reporting and thus guarantees our teams the optimum responsiveness and effectiveness.”

—Alain Afios, Head of Data Processing, R&D, Aventis

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“The drug development process rests on the high quality data being used to make informed decisions during the evolution of a product or treatment.”

—Richard Thomas, Chief Information Officer, IQVIA

Aventis Pharma, part of the Sanofi Group, relies on Informatica’s data integration technology to automate the gathering of research data, standardize this data, and speed distribution of reports and metrics to support faster science. This accelerates the company’s decision-making capability, contributing to faster development of new drugs.

### Clinical Trials

Reducing clinical trial duration has a large potential to reduce the cost of drug development. While fixed treatment periods are required for accurate science, data management tasks can be compressed. One of the world’s leading research-oriented pharmaceutical companies created a centralized hub of physician and trial data using Informatica Master Data Management. This hub improved the clinical trial process and determined connections between accounts and customers. This has resulted in faster, more efficient delivery of accurate data to support clinical trials while improving productivity, maximizing ROI, and reducing development costs.

Pharmaceutical companies can improve the data exchange and collaboration process with CROs to further compress trial duration. A large European pharmaceutical company uses Informatica B2B Data Exchange coupled with Informatica Data Quality to enable efficient data exchange with its CRO partners. Data profiling and quality checks during the data exchange highlight poor data and trial non-compliance immediately, enabling fast resolution and improved analysis. Most importantly, this data monitoring gives fast feedback on trial progress and patient compliance, reducing the overall elapsed time and cost of clinical trials.

CROs such as IQVIA rely on the ready availability of trusted data to speed up a drug’s trial period. To meet the challenges of fragmented and delayed data, IQVIA launched Infosario, an end-to-end suite of foundational technologies based on Informatica that power the pharmaceutical product development process. IQVIA considers Informatica the leading enterprise data integration provider, with an integrated platform that addresses key requirements of the Infosario vision.

### Data Governance, Security, and Archiving

Whilst GCP has always required a high level of patient data privacy, data security is still an increasing challenge. Regulations, such as the European Union’s GDPR, require additional documentation on how patient data is used, and also covers personal data held on researchers and other staff assisting with trials. Increased collaboration causes additional pressure, as access rights to data for employees of third parties must be actively managed and monitored.

Informatica’s unique combination of data cataloging and data governance software enables pharmaceutical companies to capture and document their data assets: what data assets they have; the policies around the data in terms of access and retention; data lineage; and insight into user access. Informatica’s data privacy and protection solution helps identify data risks and helps organizations mitigate these risks through data masking technology.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Data governance policies should also include archiving. Although legal requirements are stringent for retention of R&D data, the cost of storing vast volumes of data can easily spiral out of control. Informatica's market-leading capabilities in information lifecycle management help control IT infrastructure costs while ensuring continued access to valuable data. A global healthcare leader has used this technology to retire hundreds of applications and archive hundreds of terabytes of data, reducing its expected IT spend by millions of dollars.

## Summary

Research and Development teams are collecting increasing volumes and variety of data. Informatica can reduce the cost of data management overhead, freeing up resources to increase R&D efficiency. Informatica's focus on data management technology can help R&D departments gain clear advantages:

- Aid scientists and other skilled employees to rapidly find the data they need, enabling them to focus on value-generating activities
- Rapidly ingest new data sources and integrate these with traditional R&D data for faster science
- Gain control over vast quantities of data assets through data governance—ensuring regulatory compliance, but also reducing data storage costs

The ability to rapidly deliver trusted data throughout an organization is now closely linked with corporate performance. Publicis Health has found that the further a business is along the data maturity curve, the higher it fares on metrics such as market capitalization and shareholder returns. Informatica's 100 percent focus on everything data means we have built the data management solutions you need to speed your journey on the data maturity curve. Our broad base of pharmaceutical customers can rapidly deliver insights and value from trusted data, regardless of where it originates, or where it resides.

Visit [Informatica.com](https://www.informatica.com) or contact your local sales representative to find out more about how our data management capabilities can increase your overall data management efficiency.



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