

IDMP Compliance Made Easy

Boost Regulatory Compliance and Data Consistency with Informatica Intelligent Data Management Cloud (IDMC) for Life Sciences

What is IDMP?

Developed by the International Organization for Standardization (ISO), the Identification of Medicinal Products (IDMP) is a set of standards that provide a global framework for the consistent identification and exchange of medicinal product information. Regulatory bodies including the European Medicines Agency (EMA), the Food and Drug Administration (FDA) and other regulatory authorities mandate the submission of standardized medicinal product data, bolstering data transparency, supply chain efficiencies, and preparedness for potential product shortages or demand fluctuations.

From early 2025, all pharmaceutical and life sciences organizations handling medicinal product information must be IDMP compliant or face penalties including fines of up to 5% of annual revenue, and potential reputational damage for violations. While previous fines in the industry have been significant, the EMA introduced stricter enforcement and higher fines for non-compliance in 2025.

IDMP Implementation Challenges

Achieving compliance is a pivotal milestone for pharmaceutical and life sciences companies aiming to ensure product safety, improve market access, and maintain regulatory alignment. While the path to compliance includes challenges – substantial operational changes, data management complexity, and heightened regulatory scrutiny – these obstacles can be transformed into opportunities. By leveraging Informatica Intelligent Data Management Cloud (IDMC), organizations can navigate this intricate terrain with agility and precision.

- **Substantial operational changes:** to improve data collection, management and reporting, pharmaceutical and life sciences companies may look to refine internal processes across business units, regions and systems. IDMC facilitates seamless data integration and enhances decision-making across the organization, simplifying the IDMP compliance and maintenance process.

- **Data management complexity:** pharmaceutical and life sciences companies handle large volumes of diverse data from many sources. Data volume and complexity were the biggest challenges faced by 66% of pharmaceutical and life sciences companies working toward IDMP compliance, according to a survey conducted by IDC Health Insights. Informatica IDMC helps master this data, delivering actionable insights and improving data accessibility and accuracy, a critical component for compliance.
- **Heightened regulatory scrutiny:** Increased oversight demands precise and timely data reporting. Enhanced data transparency, enabled by IDMC, promotes trust and improves relationships with regulatory authorities. Furthermore, companies operating across different jurisdictions face the global implications of regulatory compliance, which significantly increases the complexity of compliance management due to varying standards. Achieving early compliance not only positions these companies as industry leaders but also enhances their ability to navigate diverse regulatory landscapes effectively.

In addition to the challenges of IDMP compliance, the regulatory landscape is constantly evolving, requiring a dynamic approach comprising continuous learning, flexibility and adaptability. Companies must cultivate a culture of continuous compliance across all levels with executive sponsorship, emphasizing cross-functional collaboration and communication to align goals and strategies. Organizations must also navigate resource constraints, including budget limitations and staffing shortages, as well as the added costs of hiring compliance experts, while managing the complexities of change management to adapt to new compliance requirements seamlessly.

Adopting a robust IDMP compliance strategy offers benefits beyond regulatory adherence. It enables companies to achieve greater operational efficiency by standardizing data processes, reducing redundant efforts, and minimizing errors. Enhanced data quality and integrity improve decision-making, unlocking valuable insights and fostering innovation.

Furthermore, achieving comprehensive, trustworthy and compliant data supports strategic initiatives such as personalized medicine development and targeted marketing strategies for improved patient outcomes. Lastly, transparency and credibility with stakeholders — ranging from regulatory agencies to patients — boosts brand reputation and trustworthiness in the industry.

Informatica's Solution for IDMP Compliance

IDMC is designed to help businesses efficiently handle the complex challenges of dispersed and fragmented data to truly innovate with their data on virtually any platform, any cloud, multi-cloud and multi-hybrid. This is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud, empowering organizations to reimagine and redefine how they manage and innovate with their data. Informatica Product 360 for Life Sciences, built on IDMC, is ideal for companies looking to master product information and ensure IDMP compliance, while MDM SaaS is beneficial for managing complex master data across domains in a scalable, cloud-based environment.

Rather than inefficient, expensive approaches like hand coding, stitching together point products, and limited solutions, an independent and neutral intelligent data management cloud enables you to share, deliver and democratize data across your lines of business and other enterprises, on a foundation of governance and privacy. IDMC includes the following data management capabilities:

- Discover and understand enterprise data: The data catalog intelligently scans metadata.
- Access and integrate data at scale: Data integration utilizes elastic and serverless computing.
- Connect applications and automate workflows: API and application integration support end-to-end business processes.
- Ensure consistent and trusted data: Data quality automates insights across the enterprise.
- Innovate with comprehensive business data views: Master Data Management (MDM) and Product 360 applications provide intelligent insights.
- Automate data governance and protection: Governance and privacy enhance data intelligence and democratize access.
- Share data seamlessly with AI-powered solutions: Data Marketplace offers a unique cloud-native platform for data sharing.

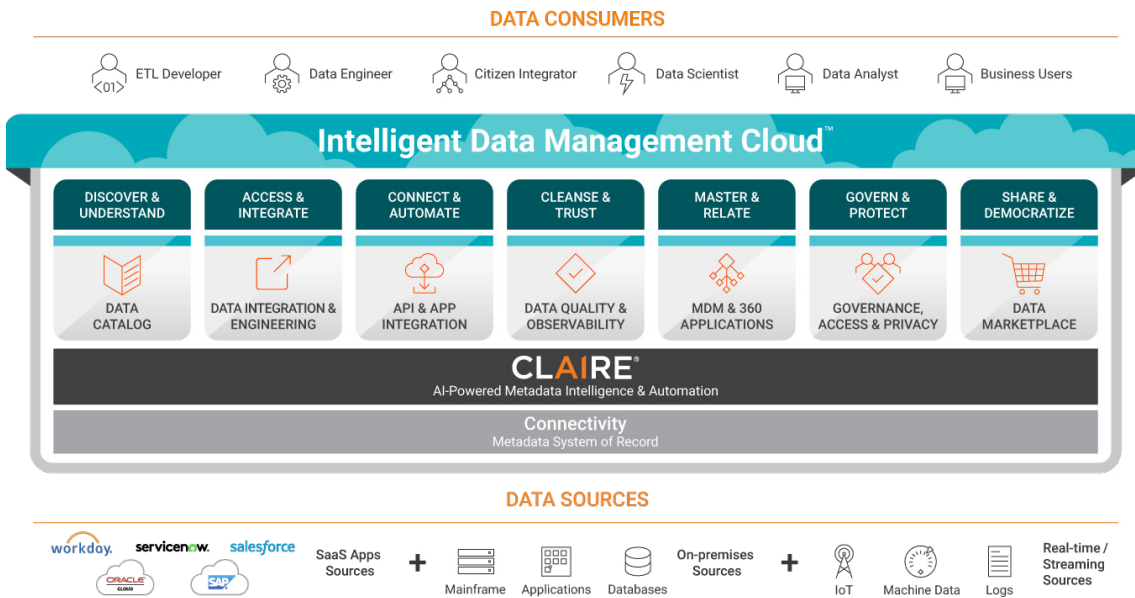


Figure 1: The Informatica Intelligent Data Management Cloud provides complete, comprehensive AI-powered data management capabilities.

Informatica Product 360 for Life Sciences

Built on IDMC, Product 360 for Life Sciences is a powerful ally in navigating the complexities associated with IDMP compliance. The solution is agile and adaptable, and easily accommodates new clinical and commercial product models and evolving regulatory compliance requirements. Featuring comprehensive data management capabilities, Product 360 for Life Sciences provides an integrated approach to handling medicinal product data, ensuring that organizations not only meet regulatory demands but also enhance their operational efficiency and competitive position.

- **Centralized Data Management:** Offers a consolidated platform for managing all medicinal product data, reducing data silos and redundancies while delivering a single, actionable view of internal and competitor products. It provides granular visibility into product hierarchies from SKU to therapeutic areas.
- **Data Quality and Governance:** Advanced data quality and governance frameworks help maintain high data integrity and monitor product landscape changes, reducing non-compliance risks, and enhancing strategic decision-making.
- **Scalability and Flexibility:** A scalable architecture supports the adaptation to growing data volumes and evolving regulatory demands, future-proofing compliance strategies.
- **Intuitive Interface and Workflow Automation:** Pre-configured UIs enable seamless onboarding of new products, while automation enhances cross-functional collaboration and reduces manual errors, speeding up compliance processes. Trust in data is built with automated workflow management for reviews and approvals.
- **Integration capabilities:** Eliminates data silos and barriers, ensuring smooth data flow across all IT ecosystems and other Informatica solutions, minimizing disruptions during compliance implementation.

Customer Success Story

A leading biotech company faced significant challenges due to fragmented product data generated across multiple functions and systems resulting in several data governance and authoring hurdles. The lack of standardized product data hindered their ability to achieve seamless IDMP compliance, requiring labor-intensive manual reconciliation of numerous systems and reports to get a comprehensive view of their product data. In addition, creating product linkage and traceability across various domains including R&D, process development, commercial, regulatory, and supply chain functions was challenging.

To address these issues, the customer employed IDMC and Product 360 for Life Sciences to develop a cohesive and integrated product data ecosystem and facilitate IDMP compliance. This helped them establish an effective structure for data management across their functions, identify commonalities, and clearly assign data ownership.

By aligning their data with regulatory frameworks, the customer achieved enhanced data interoperability and increased process automation. The integration of cross-functional data reduced manual quality control efforts and allowed for new insights into their products, demonstrating significant organizational benefits and a streamlined path towards regulatory compliance.

Strengthen Your Compliance Strategy

Maximize your data's potential and stay ahead of regulatory demands by partnering with Informatica to enhance your IDMP compliance strategy. Whether you are aiming to streamline operations, unlock new insights, or improve market adaptability, Informatica's expertly tailored solutions and dedicated support will guide your journey.

Where data & AI come to



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Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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