

MDM – Customer 360 for Life Sciences

Benefits

- Maintain a current 360 customer view with rules-based affiliation management and enhanced contextual stewardship for competitive and compliance advantage
- Accelerate innovation and achieve faster time-to-market with extensive accelerators designed for the needs of the life sciences industry
- Reduce manual effort required to steward master data by leveraging smart suggestions enabled by machine learning and automation

Thrive in a Changing Life Sciences Landscape

The life sciences industry model is changing. Affiliations and relationships among diverse organizations and stakeholders are creating complicated relationships and interdependencies. Regulatory compliance is calling for oversight at more granular levels. Patient engagement patterns are shifting to be more direct and “millennial” in fashion. These trends are converging and are resulting in declining physician access with a need for customers, patients, and consumers to connect at an account-level.

In response, life sciences companies are implementing new commercial models and strategies such as value-based contracting, key account management, multichannel marketing, and pricing optimization. Because trusted, governed and relevant data is the first step to stay ahead of the competition, master data management (MDM) plays a critical role.

Informatica MDM – Customer 360 for Life Sciences is designed to address the challenges of the new healthcare economy to solve current challenges and tackle future needs. Uncover complete 360-degree views of healthcare organizations (HCOs) and healthcare providers (HCPs) that include rich, reliable contact information, affiliations, hierarchies, qualifications, products, locations, interactions, and transactions, publicly available information, and more.

The solution incorporates deep domain expertise from ZS and is accessible through an easy-to-use, configurable user interface (UI) built for life sciences professionals. It includes:

- An MDM portal with role-based onboarding processes, automated data stewardship, and workflows
- Pre-built connectors to integrate internal and industry-standard external data sources
- Data model configurations and extensions designed for the unique requirements of the life sciences industry
- Cleansing and validation rules, third party verification, and enrichment services for an accurate customer view
- Flexibility and agility of an intelligent MDM system at enterprise scale

Key Features

No other company can support the level of performance, scalability, and productivity needed to centrally manage complex life sciences customer information in your preferred environment – whether that's in the cloud, on-premises, or both.

Modular End-to-end Data Platform

Designed for business users and data stewards, MDM – Customer 360 for Life Sciences is built on top of Informatica MDM, the industry's only intelligent, modular data management platform. It includes all of the end-to-end features provided by Informatica MDM. This includes the industry's best match and merge capabilities, data quality and governance, data integration, business process management, data security, industry-specific reference data management, and integration data as a service in a single, unified solution.

Intelligent, Scalable and Flexible

Grow at the pace of your business need. A proliferation of data requires a data management platform that is designed to scale and capture the evolving healthcare landscape. With MDM – Customer 360 for Life Sciences, you can implement in phases and scale to big data volumes. Machine learning and automation reduce the manual effort required to steward master data with smart suggestions to configure, integrate and build relationships in your data.

360-degree Customer Views

MDM – Customer 360 for Life Sciences centralizes the data your commercial operations, marketing, sales, service, and other teams need to know about your customers and delivers the information through a prebuilt user interface specifically created for data stewards and business users in the life sciences industry. Industry-specific data connectors and adaptors help to standardize, cleanse, and stitch together HCO, HCP and payer data from internal and external data sources for a complete customer view.

Customer dashboards and graph-enabled visualizations then put the trusted data in the hands of business users through a self-service portal that exposes customer details and the links between the people, places, and things that matter most in healthcare.

Key Benefits

Build Relationships of Value

Prevail over stakeholder complexity and increasing regulatory requirements with a 360-degree customer view to outperform in a rapidly changing healthcare ecosystem.

Business-powered rules, and advanced filters help develop a comprehensive view of the customer by identifying, classifying, visualizing, and managing the many-to-many relationships, affiliations, and hierarchies that exist across healthcare organizations, providers, and payers. With it, you gain the flexibility and agility to manage affiliation nuances and build an actionable relationship focused on value.

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.

Empower Business Users

Gain competitive and compliance advantage through a robust, flexible, reliable framework to create a single, 360-degree version of the truth across the healthcare ecosystem.

Preconfigured UI layers designed for business users and data stewards deliver increased productivity, deeper customer knowledge, and greater transparency across franchises.

An accurate, current, connected, and complete view of customers equips operations, marketing, sales, service, and other teams with strategic data management capabilities that enable richer contextual conversations and more informed interactions.

Accelerate Innovation and Time to Market

As a solution designed for life sciences, the speed of deployment of MDM-Customer 360 for Life Sciences is accelerated. ZS and Informatica have incorporated an extensive library of use cases, prebuilt role-based workflows, user-friendly configurable dashboards – all leveraging micro-services and machine learning.

It helps to reduce time- and resource-intensive customization of MDM projects with standardized business processes, data connectors, data model, and common match algorithms built for life sciences companies. These elements are designed for enterprise scalability to meet the most demanding business initiatives and deliver rapid value for continued innovation with trusted data.



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IN17_1018_03330

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