

11 Feb, 2025

Reference 360 and MDM Extensions: Best Practices for Managing Reference Data and Accelerating MDM Implementations with Industry Solutions

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Where data & AI come to 

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

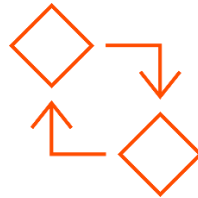
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**



**Informatica
Concierge**



**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

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Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Reference 360 and MDM Extensions

- Best Practices for managing Reference data
- Accelerating MDM implementations with Industry Solutions

Agenda

1 Reference 360 Best Practices & Data Model Creation

2 Overview of MDM Extensions

3 SAP Modernization powered by MDM extensions

4 IDMP compliance with Product 360 for Life Sciences

5 Q&A

Intelligent MDM SaaS

EVERY DOMAIN



Customer



Product



Supplier



Reference



Any Domain



Industry
Extensions

ALL-IN-ONE CAPABILITIES

CLAIRE™

AI-Powered Metadata Intelligence & Automation

Connectivity

Connect to all systems containing or needing master data

SCALABLE MICROSERVICES-BASED CLOUD
NATIVE ARCHITECTURE

METADATA
DRIVEN

NO CODE
CONFIGURATION

CONTINUOUS
INNOVATION

Reference 360 Best Practices – Data Model Creation

Neelima Naik | Product Manager | Reference 360 SaaS

Where data & AI come to 

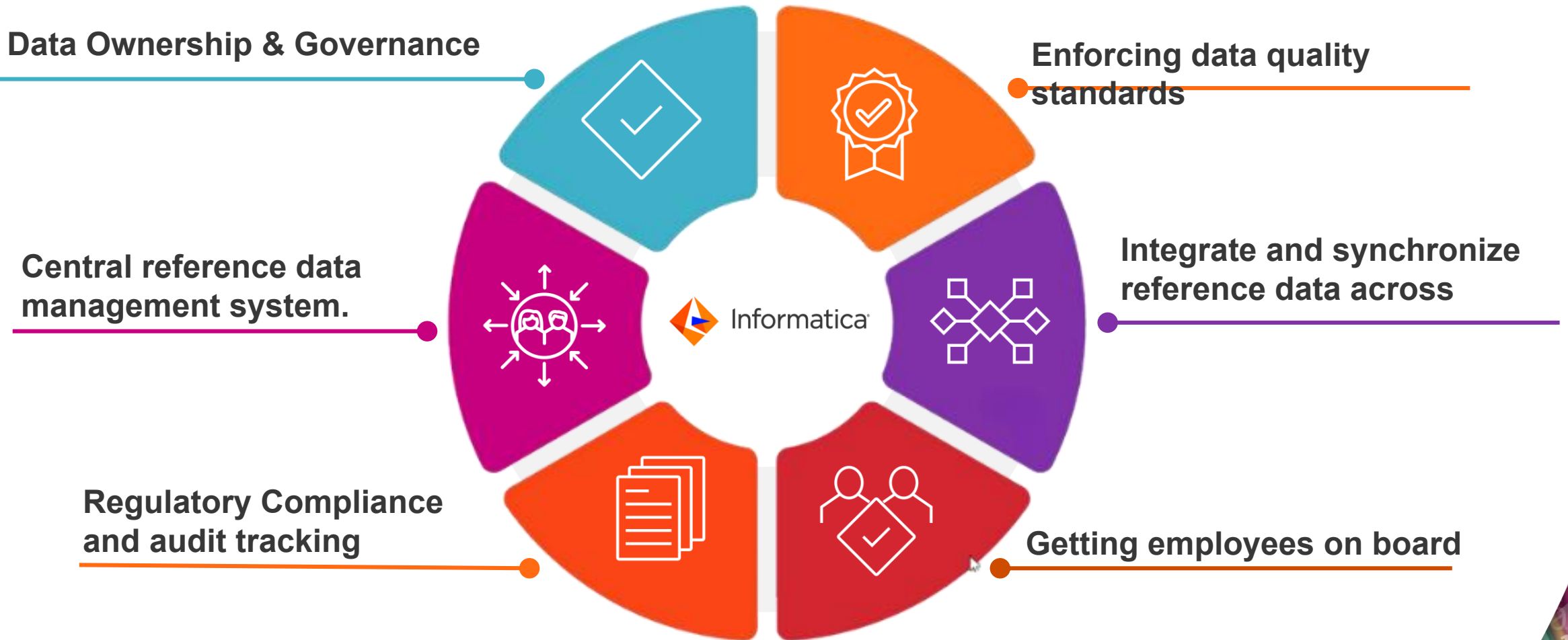
Agenda

1 Reference data management challenges

2 Reference 360 best practices

3 Data Model creation

Reference Data Complexities and Challenges



Reference 360 Best Practices

Standardization and Governance

Defined standard code sets, create approval workflows and stakeholder assignments



Data Integrations

Built integrations using external APIs and connectors across sources



Reference Data management Planning

Define sources, structure and dependencies of incoming reference data

Data Quality

Build simple rules or advanced rule associations using CDQ

Plan for future

Define future requirements around growth and scalability

Reference 360



Reference Data Management Planning

- What types of reference data do I need to manage using Reference 360?
 - Example – Country Codes, Currency Code, Product categories
- Where does this reference data come from (internal or external sources?)
- **Will I need to define a standardized set of reference data coming from different sources to be used in MDM and other applications?**
- How do I want to consume my reference data?
- Do I need to validate and cleanse my incoming reference data?
- Which users or groups will own and manage my reference data Vs which users will just view the data?
- How can I use my reference data for reporting and analysis?

Currency Codes

Enterprise Currency Code

Country	Currency Code	Currency Name
AFGHANISTAN	AFN	Afghan
AMERICAN SAMOA	USD	US Dollar
INDIA	INR	Indian Rupee

SAP Currency Codes.

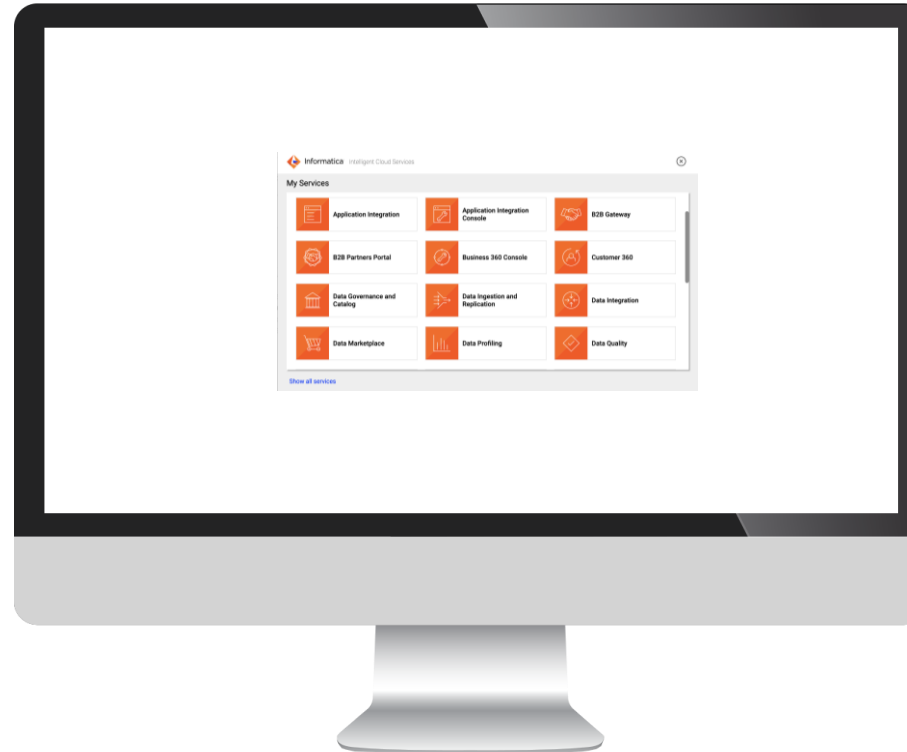
Currency Code	Currency Name
Afghani	Afghan
Indian Rupee	Indian Rupee
US Dollar	US Dollar

ISO 4217 Codes

AFGHANISTAN	AFN	971
AMERICAN SAMOA	USD	840
INDIA	INR	356

DEMO













Reference data mode creation



Informatica Intelligent Data Management Cloud

Informatica Intelligent Cloud Services

My Services

 Application Integration	 Application Integration Console	 B2B Gateway
 B2B Partners Portal	 Business 360 Console	 Customer 360
 Data Governance and Catalog	 Data Ingestion and Replication	 Data Integration
 ★ Reference 360	 Data Profiling	 Data Quality

[Show all services](#)

Reference 360 Roles and privileges

Reference 360 roles define a set of privileges that a user has while working in MDM – Reference 360. The privileges apply to all assets or can be defined for specific assets where an asset can be a Reference data set, code list or crosswalk

Reference 360 Roles	Stakeholder Roles
Predefined, Out of the box roles that provides self-service access to the Reference 360 assets	Pre-defined roles that provide asset specific access control
Assigned through IICS Administrator solution	Assigned inside Reference 360 to specific assets
Applicable to all Reference 360 assets	Applicable to assets they are assigned
For more information, see Reference 360 roles	For more information, see Stakeholder roles

Reference 360 Assets

New Asset Dialog

- Reference Data set
- Code List
- Hierarchy
- Crosswalk

New Asset



Select the type of asset you want.

Model

Jobs

?

A vertical sidebar menu with a light gray background. At the top, the word "Model" is written in blue text and is highlighted with a light blue background. Below it, the word "Jobs" is written in black text. At the bottom of the sidebar, there is a small light blue rounded square button containing a white question mark.

Reference Data Set

Create a container and template for a category of reference data. First, create a reference data set, and then create codelists for the reference data set.



Code List

Create a container for code values from a singular source application or industry standard list, and then add or import code values to the code list.



Hierarchy

Define a hierarchy of relationships between code lists, and then create a hierarchy of code value based on the hierarchy structure.



Crosswalk

Create a visual representation of one-way relationships between code values in a pair of code lists.

Create

A blue rounded rectangular button with the word "Create" in white text.

Cancel

A light blue rounded rectangular button with the word "Cancel" in dark blue text.

New Reference Data Set

A Reference data set acts as an umbrella or default template for all the code lists created under it.

The screenshot displays the Informatica Reference 360 user interface. At the top, the breadcrumb path is 'Informatica Reference 360'. The main header includes a 'Multiple' dropdown, a search bar, and the organization name 'Reference 360 Demo Org'. A left-hand navigation menu contains options: '+ New...', 'Home', 'Explore', 'Workflow Inbox', 'My Jobs', 'Search', and 'TTW Currency Co...'. The main content area is titled 'TTW Currency Codes' and features a 'Save' button and a close icon. Below the title are three tabs: 'Summary' (selected), 'Definition', and 'Stakeholders'. The 'Summary' tab shows the 'General Properties' section with the following fields:

- Reference Data Set: * TTW Currency Codes
- Description: Currency Code for TTW
- Domain: Geography
- Confidentiality: Public
- Priority: High
- Status: Active
- Effective Date (MM/DD/YYYY): 02/01/2025
- Approved by:
- Approved on (MM/DD/YYYY):

System Reference data

A metadata that provides you information about your reference data

The screenshot shows the Informatica Reference 360 interface. The top header includes the Informatica logo, 'Reference 360', a 'Multiple' dropdown, a search bar, and 'Reference 360 Demo Org'. The left sidebar contains navigation options: New..., Home, Explore, Workflow Inbox, My Jobs, Search, and Domain (selected). The main content area is titled 'Domain' and features a blue information banner stating 'The changes to these lists will apply to all the assets.' Below this is a table of 11 values for the Domain, with columns for Name and Key.

Name	Key
Customer	Customer
FileLoad	FileLoad
Finance	Finance
Geography	Geography
Healthcare	Healthcare
Industry	Industry
Petroleum	Petroleum
Retail	Retail
Social	Social
Technology	Technology
UseCases	UseCases

New Reference data set

Structure and attributes are defined under the 'Definitions' tab

The screenshot displays the Informatica Reference 360 interface. The top navigation bar includes the Informatica logo, 'Reference 360', a 'Multiple' dropdown, a search bar, and 'Reference 360 Demo Org'. The left sidebar contains navigation options: '+ New...', 'Home', 'Explore', 'Workflow Inbox', 'My Jobs', 'Search', and 'TTW Currency Co...'. The main content area is titled 'TTW Currency Codes' and has three tabs: 'Summary', 'Definition', and 'Stakeholders'. The 'Definition' tab is active and contains several sections: 'Structure' (highlighted with an orange border), 'Enterprise code list configuration', 'Attributes (4)', and 'Display Settings'. The 'Structure' section includes 'Hierarchical: ' and 'Dependent: '. The 'Enterprise code list configuration' section includes 'Enable Business ID: '. The 'Attributes (4)' section is a table with the following data:

Attribute Name	Type	Default Value	Required	Reference Data Set	Display Attributes
Name	String		✓		
Code	String		✓		
Description	String				
Country	String				

The 'Display Settings' section includes 'Display Attributes: *' with a dropdown menu set to 'Name'. A 'New Attribute' dialog box is open on the right, showing 'Attribute Name: *' with the value 'Country' and 'Type: *' with a dropdown menu set to 'String'. The dialog also has 'Save' and 'Cancel' buttons.

New Reference data set

Data Types :- String, Integer, Decimal, Boolean, Date, Reference data

The screenshot shows the Informatica Reference 360 interface for configuring a new Reference Data Set. The main panel is titled "TTW Currency Codes" and has tabs for "Summary", "Definition", and "Stakeholders". The "Definition" tab is active, showing the "Structure" section with options for "Hierarchical" and "Dependent". Below this is the "Enterprise code list configuration" section with an "Enable Business ID" option. The "Attributes (4)" section contains a table with the following data:

Attribute Name	Type	Default Value	Required	Reference Data Set	Display Attributes
Name	String		✓		
Code	String		✓		
Description	String				
Country	String				

The "Country" attribute row is highlighted with an orange box. Below the table is the "Display Settings" section with a "Display Attributes" dropdown set to "Name". On the right side, a "New Attribute" dialog is open, showing the "Attribute Name" as "Country" and the "Type" as "Reference Data", which is also highlighted with an orange box. The dialog has "Save" and "Cancel" buttons.

Enterprise Code list

A default code list created under a reference data set

Informatica Reference 360

Multiple Search Reference 360 Demo Org

+ New...
Home
Explore
Workflow Inbox
My Jobs
Search

TTW Currency Co...

TTW Currency Codes

Delete Save X

Summary Definition Stakeholders History

Description: Currency Codes for Tech Tuesday Webinar

Domain: Geography X v

Confidentiality: Public X v

Priority: High X v

Status: Active X v

Effective Date (MM/DD/YYYY): 02/01/2025

Approved by:

Approved on (MM/DD/YYYY):

Lists

- Enterprise TTW Currency Codes

Enterprise Code list

A code list under a reference data set inherits all the properties defined in reference data set

The screenshot displays the Informatica Reference 360 interface for configuring a code list. The main title is "Enterprise TTW Currency Codes". The interface includes a left-hand navigation menu with options like "New...", "Home", "Explore", "Workflow Inbox", "My Jobs", "Search", and "Enterprise TTW C...". The top right corner shows "Multiple" selection, a search bar, and the organization name "Reference 360 Demo Org".

The configuration page has several tabs: "Values", "Crosswalk", "Summary" (selected), "Definition", "Stakeholders", "Workflow", and "History". The "Summary" tab shows the following configuration details:

- Reference Data Set:** TTW Currency Codes (highlighted with an orange box)
- Name:** Enterprise TTW Currency Codes
- Version:** (empty field)
- Description:** Enterprise code list for TTW Currency Codes
- Additional Description:** (empty field)
- Application:** (empty dropdown)
- Domain:** Geography (highlighted with an orange box)
- Confidentiality:** Public
- Priority:** High
- Status:** Active (highlighted with an orange box)

Enterprise Code list

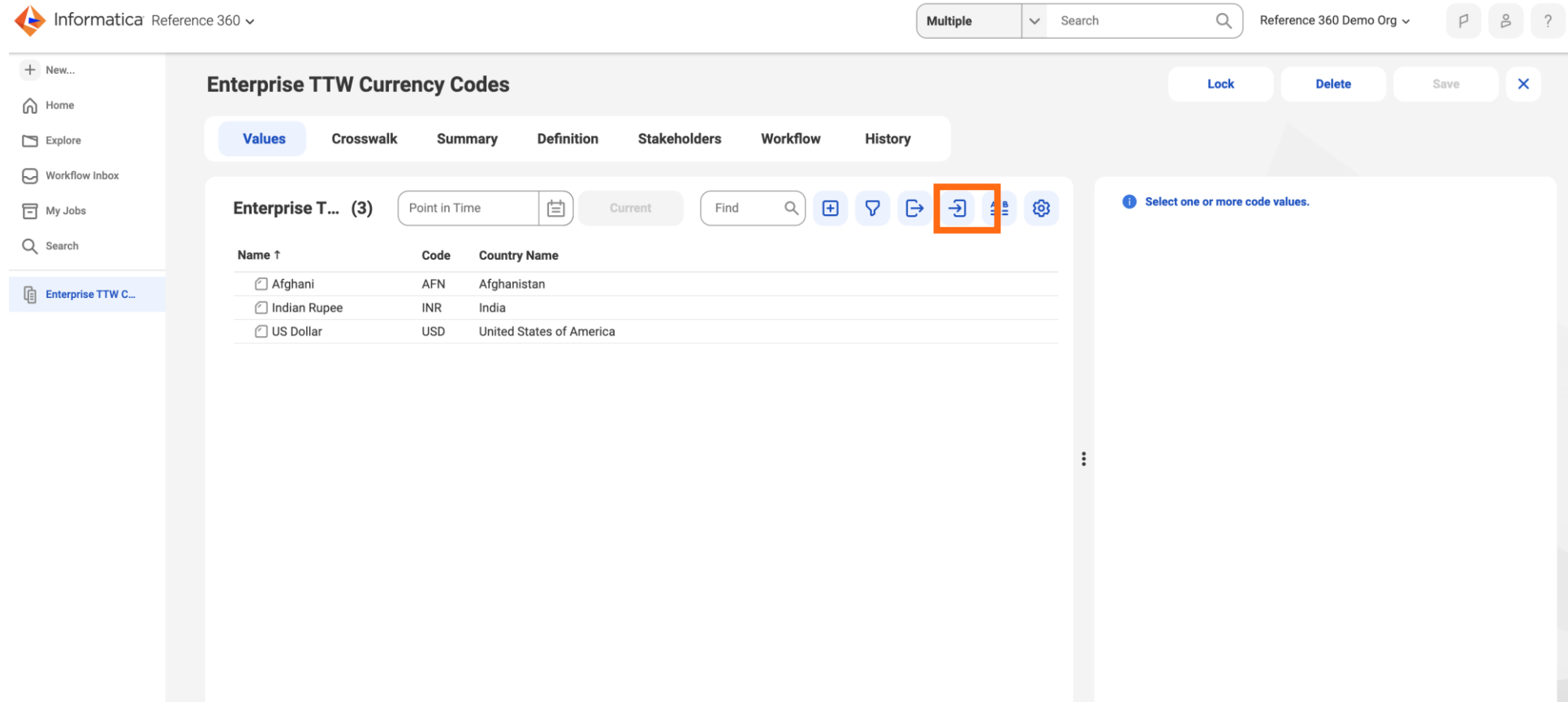
A code list under a reference data set inherits all the properties defined in reference data set

The screenshot displays the Informatica Reference 360 interface for configuring a code list. The main title is "Enterprise TTW Currency Codes". The interface includes a navigation sidebar on the left with options like "New...", "Home", "Explore", "Workflow Inbox", "My Jobs", "Search", and "Enterprise TTW C...". The top right shows the user "Reference 360 Demo Org" and a search bar. The main content area has tabs for "Values", "Crosswalk", "Summary", "Definition" (selected), "Stakeholders", "Workflow", and "History". Below the tabs is a table of attributes, which is highlighted with an orange border. The table has columns for Attribute Name, Type, Default Value, Required, Reference Data, Code List, Dependent On, and Display Attribute. Below the table is a "Display Settings" section with a dropdown menu for "Display Attributes" currently set to "Name". On the right, there is an "Attribute Details" panel with a message: "Select an attribute to view the details and manage the validation rules."

Attribute Name	Type	Default Value	Required	Reference Dat...	Code List	Dependent On	Display Attribu...
Name	String		✓				
Code	String		✓				
Description	String						
Country Name	Reference Data			Country	Enterprise Counl		Name

Enterprise Code list

Values tab holds the actual reference data



Informatika Reference 360

Multiple Search Reference 360 Demo Org

Enterprise TTW Currency Codes

Lock Delete Save

Values Crosswalk Summary Definition Stakeholders Workflow History

Enterprise T... (3) Point in Time Current Find

Name ↑	Code	Country Name
<input type="checkbox"/> Afghani	AFN	Afghanistan
<input type="checkbox"/> Indian Rupee	INR	India
<input type="checkbox"/> US Dollar	USD	United States of America

Select one or more code values.

Data Quality and Standards

Create data quality rule associations to ensure that code values meet your business standards. A basic rule association is based on a simple condition-based rule. An advanced rule association is based on a Cloud Data Quality rule specification

The screenshot shows the Informatica Reference 360 interface for configuring 'Enterprise TTW Currency Codes'. The 'Definition' tab is selected, showing a table of attributes and a 'Basic Rules' section.

Attributes (3)

Attribute Name	Type	Default Value	Required	Reference Dat...	Code List	Dependent On	Display Attribu...
Name	String		✓				
Code	String		✓				
Country Name	Reference Data			Country	Enterprise Count		Name

Display Settings

Display Attributes: * ⓘ ↓

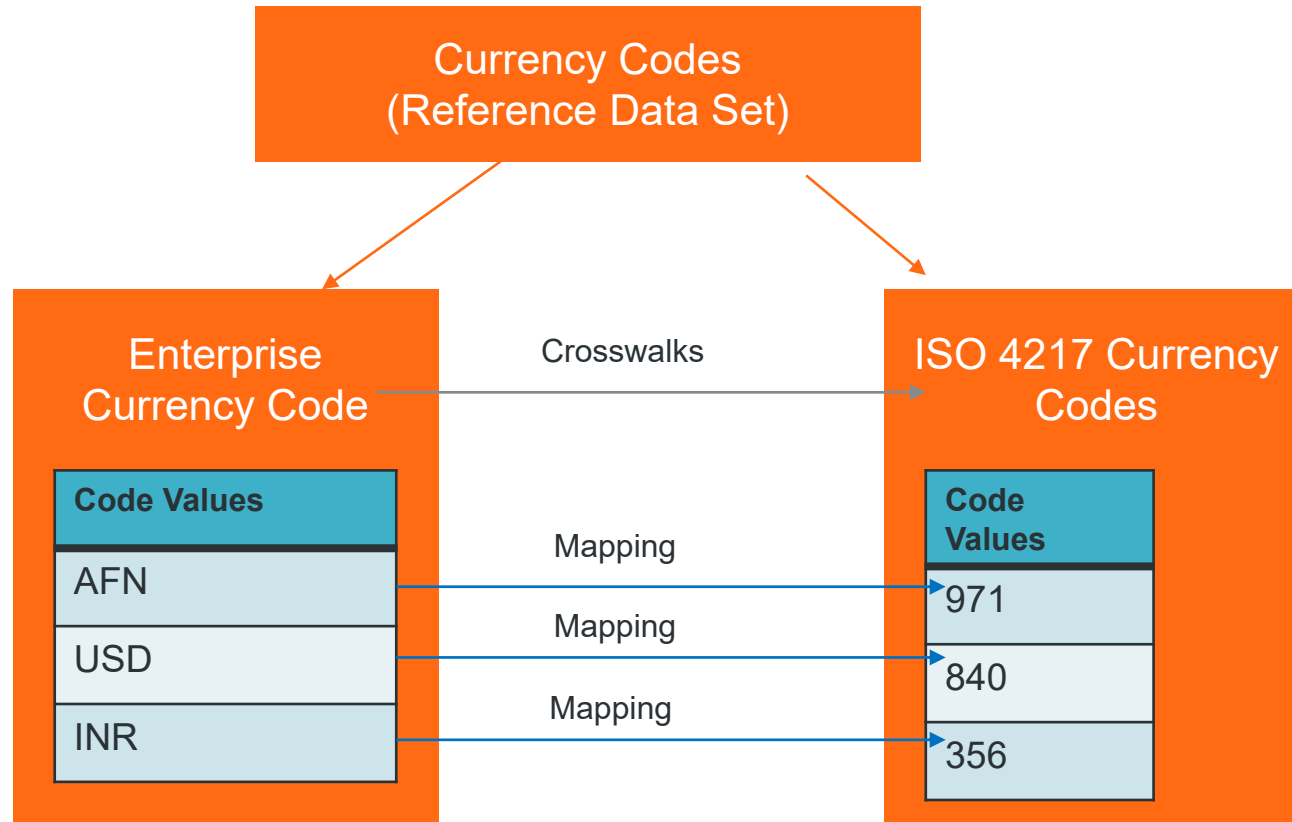
Attribute Details

Details | **Basic Rules** | Advanced Rules

Rules (1)

Order	Rule Name	Status
1	Code must be 3 chars or l...	Enabl...

Crosswalks



Crosswalks : One-way relationships between codes

The value mappings provide a way to translate the code values in the source to target codes.

New Asset Dialog

- Source :
Enterprise TTW
Currency Codes
Outgoing
crosswalk
- Target : ISO
4217 Currency :
Incoming
crosswalk

The screenshot displays the Informatica Reference 360 interface for configuring a crosswalk. The main title is "Enterprise TTW Currency Codes to ISO 4217 Currency Codes" with a "Draft" status. The interface includes a left sidebar with navigation options like "Home", "Explore", "Workflow Inbox", "My Jobs", and "Search". The main content area has tabs for "Value Mappings", "Summary", "Stakeholders", "Workflow", and "History". The "Value Mappings" tab is active, showing a "Mappings" section with a search bar and a table of mappings. The table has two columns: "Enterprise TTW Currency Codes" and "ISO 4217 Currency Codes". The mappings are:

Enterprise TTW Currency Codes	ISO 4217 Currency Codes
<input type="checkbox"/> Afghani	Afghani
<input type="checkbox"/> Indian Rupee	Indian Rupee
<input checked="" type="checkbox"/> US Dollar	

Below the mappings is a "Target Code List" section with a search bar and a list of codes:

ISO 4217 Currency Codes
<input type="checkbox"/> Afghani
<input type="checkbox"/> Indian Rupee
<input checked="" type="checkbox"/> US Dollar

A "Map Values" button is visible at the bottom of the interface.

Reference data in MDM

Reference data can be published and be used as picklist with MDM business entities

The screenshot shows the Informatica Business 360 Console interface. The main area is titled 'Person' and 'Valid'. It has tabs for 'Model', 'Data Flow', and 'Consumption'. Under 'Data Flow', there are sub-tabs for 'Attributes', 'Data Quality', 'Match', 'Survivorship', and 'Events'. The 'Attributes' tab is active, showing 'Properties: Gender'. The 'General' section includes: Status (Enabled), Display Name (Gender), Internal ID (gender), and Description. The 'Reference Data' section shows 'RDM values of list Enterprise Gender' with a 'New' button. An orange arrow points from the 'New' button to the 'Reference Data' table. The table has columns for Name, Updated On, and Status. The table lists 245 reference data items, including 'Feb 2025 Release', '0NovRelease', 'Anirudh-Jacob', 'LKP_PrimaryFlg', 'LKP_ActiveFlg', 'LkP_AddressResultQuality', and 'LKP_Undeliverable'.

Name	Updated On	Status
Feb 2025 Release	Jan 22, 2025, 8:05 AM	Unpublished
0NovRelease	Dec 13, 2024, 12:49 AM	Unpublished
Anirudh-Jacob	Nov 24, 2024, 10:36 PM	Published
LKP_PrimaryFlg	Aug 8, 2024, 9:24 AM	Published
LKP_ActiveFlg	Aug 8, 2024, 9:22 AM	Published
LkP_AddressResultQuality	Aug 8, 2024, 9:21 AM	Published
LKP_Undeliverable	Aug 8, 2024, 9:19 AM	Published

Reference data as a lookup in C360

Picklist values will be available in Person business entity

Informatica Customer 360 ▾

EN ▾ Person ▾ Search 🔍 Org - Prashant ▾

+ New

Home

Search

File Import

Workflow Inbox

Hierarchies

My Jobs

Reports

New Person

General Information

First Name:*

Middle Name:

Last Name:*

Full Name:

Prefix Name: ▾

Suffix Name: ▾

Title:

Designation:

Birthplace:

Birth Date: 📅

Gender: ▾
Female
Male
Unknown

Image:

Marital Status: ▾

Email:

COUNTRY:

CustomText field:

ReplicateDateTimeField: 📅 🕒

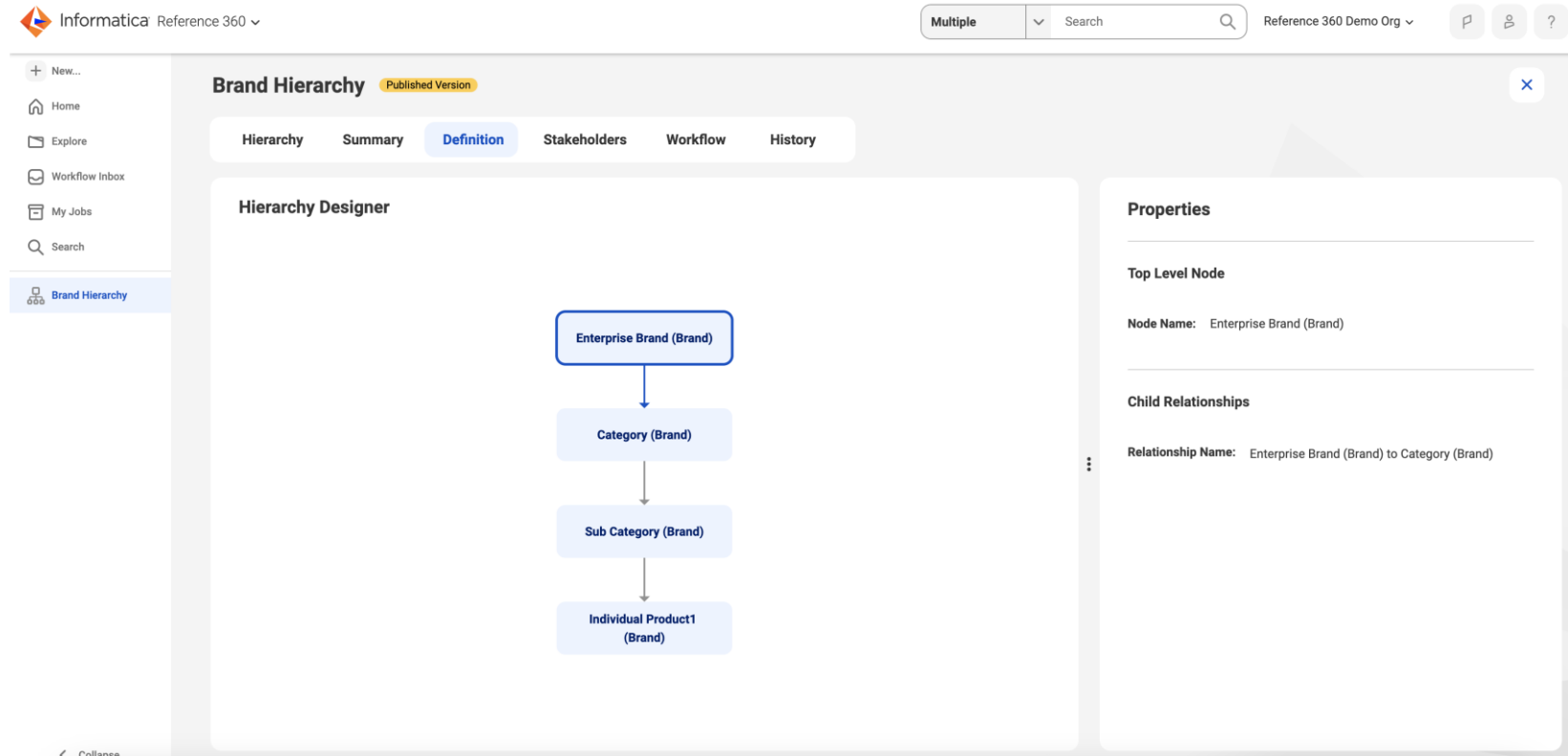
TestBoolean:

Hierarchies

To reuse and built alternate hierarchies using existing code list. A hierarchy shows how code values are related to one another. You can arrange code values above, below, or at the same level as other code values.

Brand Hierarchy

For example, you need to define a structure for your company's brands or products to help improve targeted marketing and increase customer's trust





Accelerating MDM Implementations with MDM Extensions

Where data & AI come to **LIFE**

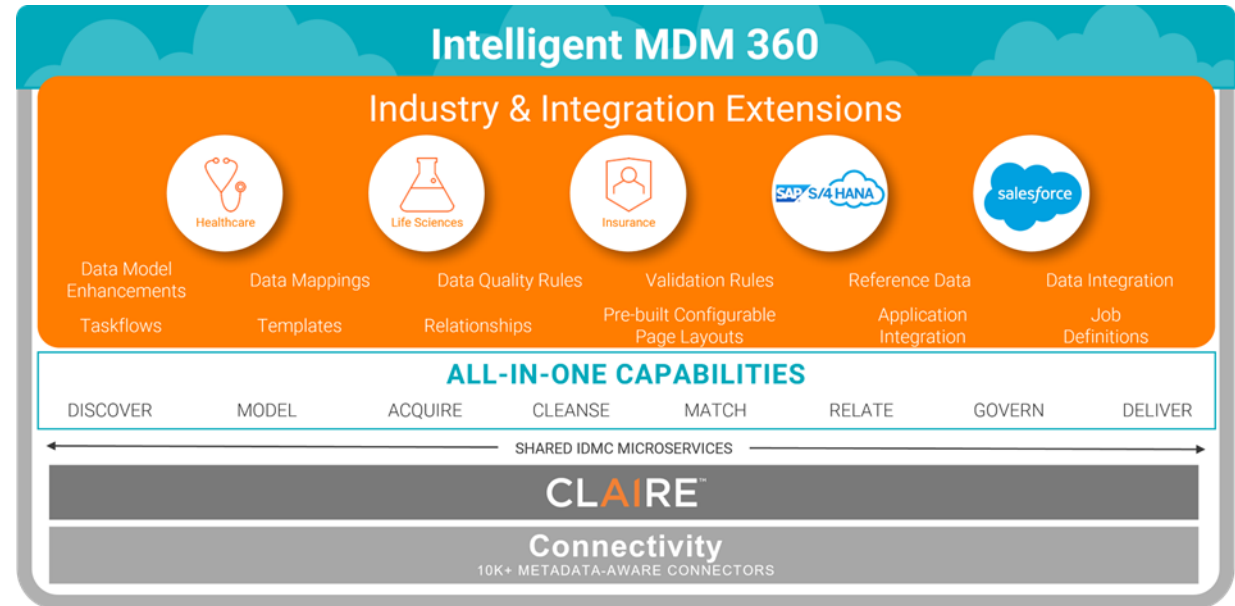
Extensions & Industry Solutions

Jump start your MDM implementation

Extensions are preconfigured assets that can accelerate and streamline implementations. Delivered as “extension” of the baseline OOTB MDM360 application, they can be further customized to need.

Benefits

- Jump start MDM projects
- Leverage entire IDMC stack
- Open source and easy to customize
- Freely available for customers



Integration Accelerators

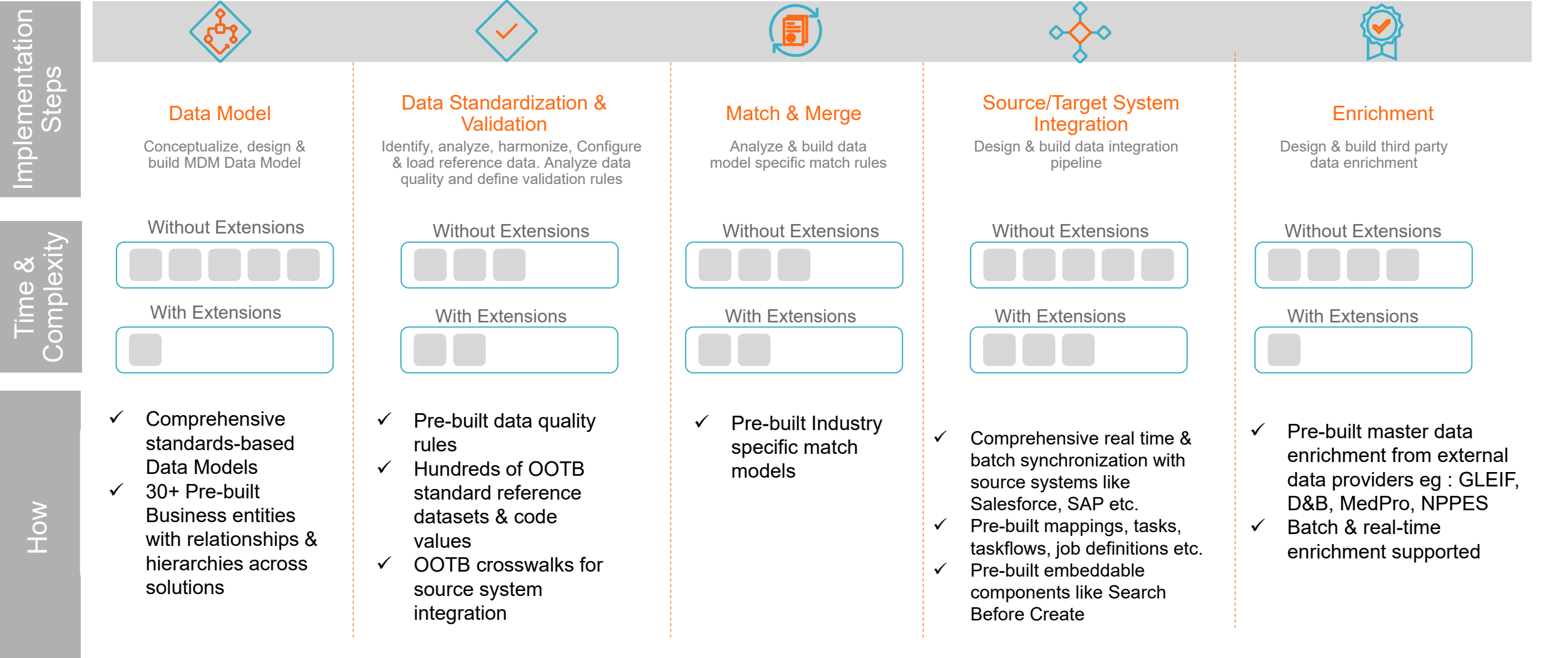
- Integration with common Master Data Sources.
- Different integration modes and direction (e.g., batch/real-time, inbound/outbound)

Industry Accelerators

- Comprehensive data model, data quality rules and match rules
- Customized, role based, user experience
- Common and industry specific source system integration

Accelerate MDM Implementation with extensions

Up to 20x faster deployment with extensions




Extensions & Industry Solutions




Scan this QR to access detailed documents of every Extension & Industry Solution!


Integration

 Customer 360 Extension for Salesforce


Faster data onboarding from salesforce. Duplicate prevention with Search before create

 Customer 360 Extension for SAP


Easy customer data onboarding from SAP. Help achieve SAP modernization goals

 MDM extension for Google BigQuery

Power the Google Customer Intelligence Data Platform with standard models & integration


 Reference 360 Extension for SAP Finance

Centralized authoring and management of Finance Master Data


 Supplier 360 Extension for SAP

Easy supplier data onboarding from SAP. Help achieve SAP modernization goals


Cross-industry

 Location 360

Manage, maintain location and site master data


 Material 360

Centralized authoring and management of material data. Bi-directional integration with SAP


 Supplier 360 Extension for ESG

Identify supplier with high ESG Risk, drive ESG compliance and track supplier emission


Industry

 Customer 360 for Healthcare


Enterprise view of Healthcare Master Data for Healthcare Payers & Providers

 Customer 360 for Insurance


Enterprise view of master data across multiple policy & claim systems

 Product 360 for Life Sciences


Enterprise view of medicinal products across its lifecycle for IDMP compliance and more

 Customer 360 for Life Sciences

Master healthcare professionals and healthcare organizations and their affiliations

 Legal Entity 360 for Banking

Identification, risk assessment of legal entities for business processes & compliance








 MDM 360 for Retail

Multidomain extension for retail with customer, product, location and supplier

How to request extensions

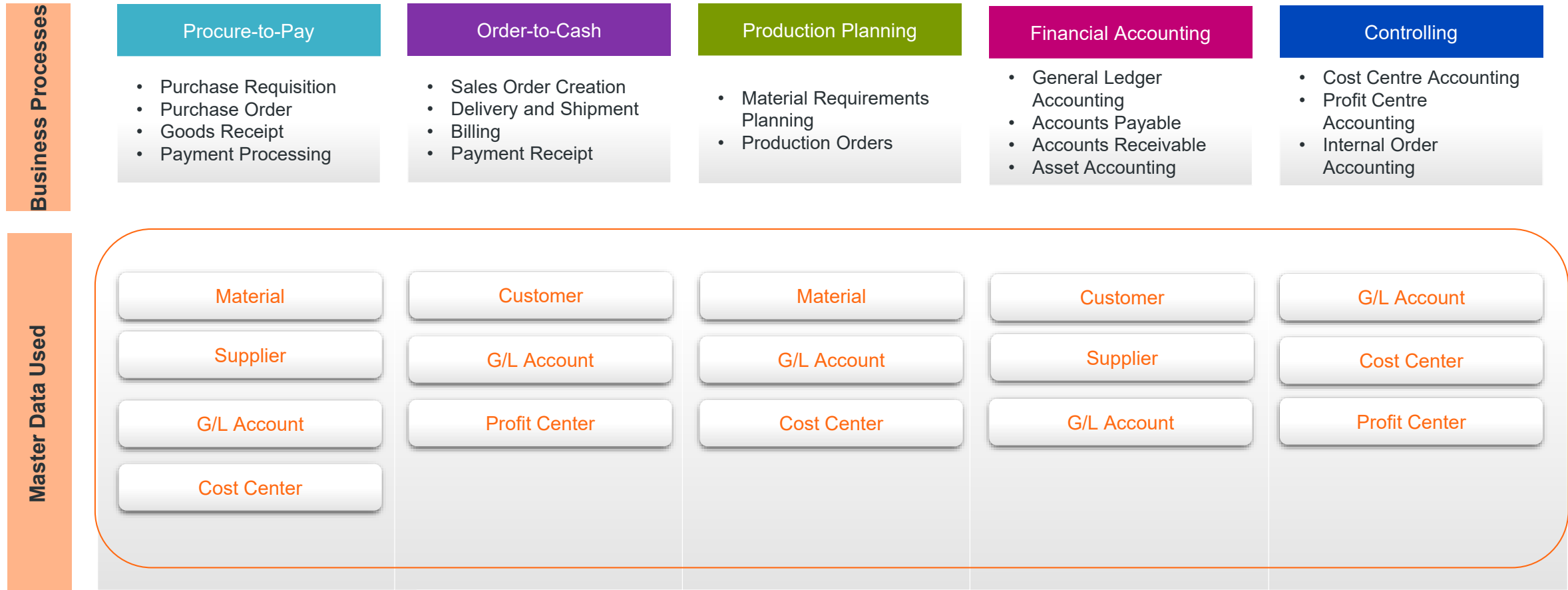
Requesting and installing extensions

- Extension bundles are available as a downloadable archive
- Setup guide is available through [Informatica documentation](#) for Business 360 console
- Download links are available on request through Global Customer Support.*

Extensions	
 Salesforce Extension for Customer 360	Follow the instructions in <i>Salesforce Extension for Customer 360</i> to deploy the Customer 360.
 SAP Extension for Customer 360	Follow the instructions in <i>SAP Extension for Customer 360</i> to deploy the SAP
 Life Sciences Extension for Customer 360	Follow the instructions in <i>Life Sciences Extension for Customer 360</i> to deploy Customer 360.
 Healthcare Extension for Customer 360	Follow the instructions in <i>Healthcare Extension for Customer 360</i> to deploy the Customer 360.
 Insurance Extension for Customer 360 Updated	Follow the instructions in <i>Insurance Extension for Customer 360</i> to deploy the 360.
 Legal Entity Master Extension for Customer 360	Follow the instructions in <i>Legal Entity Master Extension for Customer 360</i> to deploy the extension for Customer 360.
 ESG Extension for Supplier 360	Follow the instructions in <i>ESG Extension for Supplier 360</i> to deploy the ESG extension

SAP Modernization powered by MDM extensions

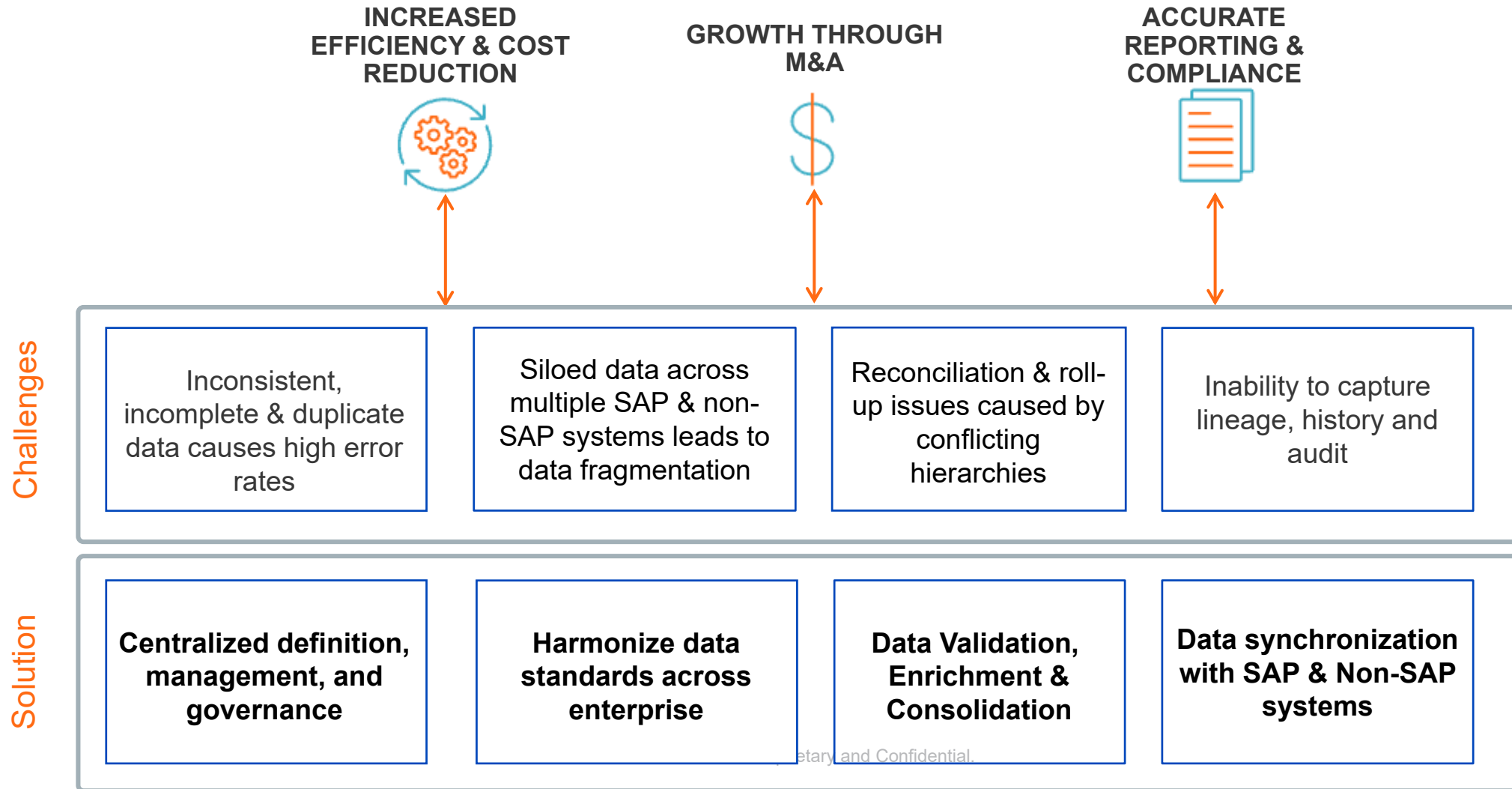
Master data is foundational for SAP/ ERP



Master data is foundational

Business Drivers, Challenges & Solution

Business Priorities



MDM Extensions for SAP Modernization



CUSTOMER 360 EXTENSION FOR SAP

BENEFITS SD, CRM



SUPPLIER 360 EXTENSION FOR SAP

BENEFITS SRM, MM



MATERIAL 360

BENEFITS MM, PP



REFERENCE 360 EXTENSION FOR SAP FINANCE

BENEFITS FI, CO

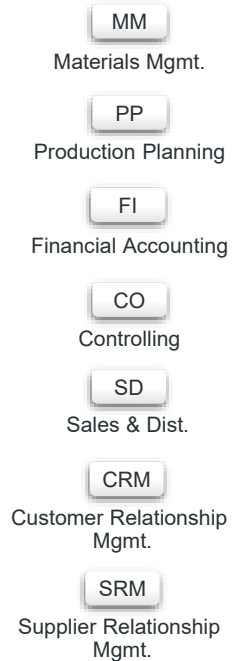


- Customer data **onboarding & synchronization** with SAP
- Extended **data model** for SAP ECC & S/4 HANA **compatibility**
- **Data Quality** rules for data **validation & resolution**
- **Match model** for customer data **consolidation**

- Supplier data **onboarding & synchronization** with SAP
- Extended **data model** for SAP ECC & S/4 HANA **compatibility**
- OOTB support for **Business Partner (Gen.), Supplier (Fin. Accounting), Supplier**
- **Data Quality** rules for data **validation & resolution**
- **Match model** for supplier data **consolidation**

- **Collaboratively author, manage** material master data and hierarchy
- Standalone **domain model** for material & **material hierarchy**
- Customizable **Workflow** for onboarding & maintenance
- Onboarding & **synchronization** with **SAP**
- **Data Quality** rules for improved data quality/ integrity

- Centralized **definition, management and governance** **Finance Master Data Sets.**
- **SAP aligned data model** for G/L Accounts, Cost Centre & Cost Centre Hierarchy
- Bi-directional data **integration with SAP**
- **Data Quality** rules for validation and data integrity



Accelerated SAP Modernization with Extensions

SAP Applications

SAP ECC
SAP S/4 HANA

- Lead to Cash
- Source to Pay
- Design to Operate
- Record to Report

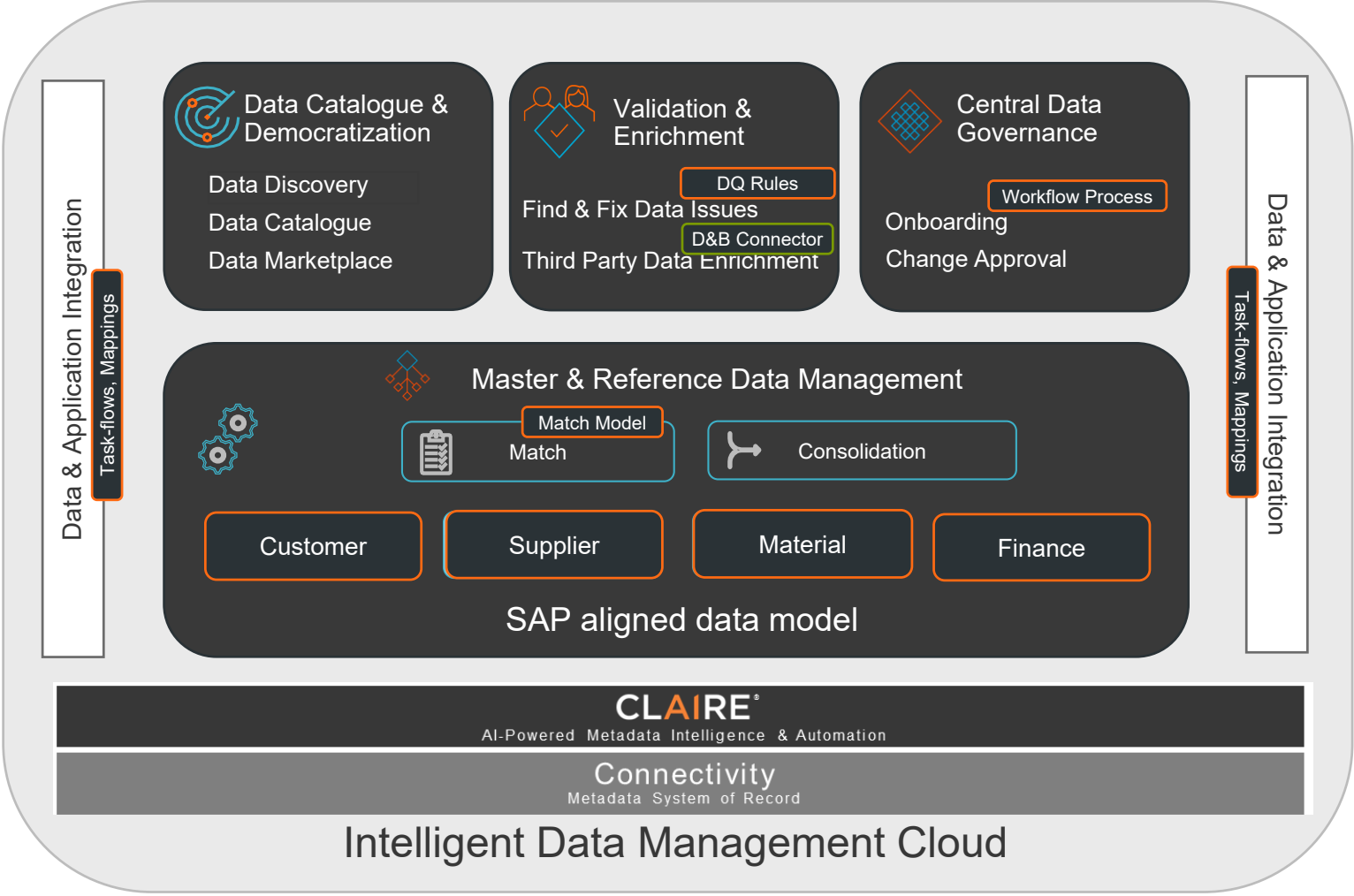
Third Party Data

ORACLE
ENTERPRISE RESOURCE PLANNING CLOUD

workday.

infor

Microsoft Dynamics® 365



SAP Extension Assets

SAP S/4 HANA

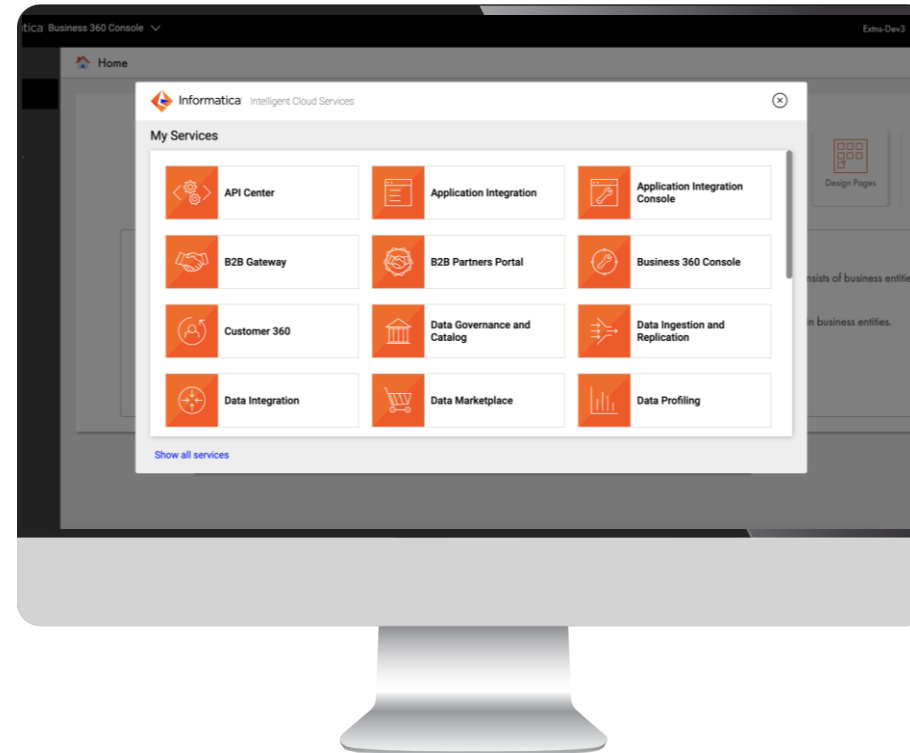
SAP Applications

- Lead to Cash
- Source to Pay
- Design to Operate
- Record to Report

Non-SAP Operational Systems

Analytics & Reporting Systems

DEMO



IDMP compliance with Product 360 for Life Sciences

Product Data Management for Pharmaceutical Companies



Business Drivers

- Optimize drug development lifecycle
- Make accurate product information available to manufacturers, CROs and regulators
- Achieve Regulatory compliance such as IDMP
- Efficiently co-ordinate between multiple regulators across the globe



Data Challenges

- Data Distributed across multiple departments
- Different terminology used across different regions
- Data quality challenges due to Incorrect or missing and duplicate data
- Multiple controlled vocabularies across various regulatory authorities and jurisdiction

Product 360 for Life Sciences

Product mastering solution for Pharmaceuticals



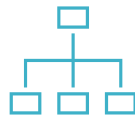
Enterprise
view

Standardized
data model



Standard
reference data

Hierarchy &
relationships



Data
validation

- Deliver a complete picture of medicinal products, ingredients & packaging across various systems, business units and regions
- Maintain medicinal product information like clinical particulars, marketing authorization, orphan designation, product classifications etc.
- Manage medicinal products master data to comply with standards like IDMP
- Enable streamlined exchange of medicinal product information with regulatory agencies

About Identification of Medicinal Products (IDMP)

A set of 5 ISO standards built jointly by ISO, US FDA, EU EMA & WHO in 2012 for unique identification of medicinal products to reliably identify and trace the use of medicinal products and the materials within medicinal products globally

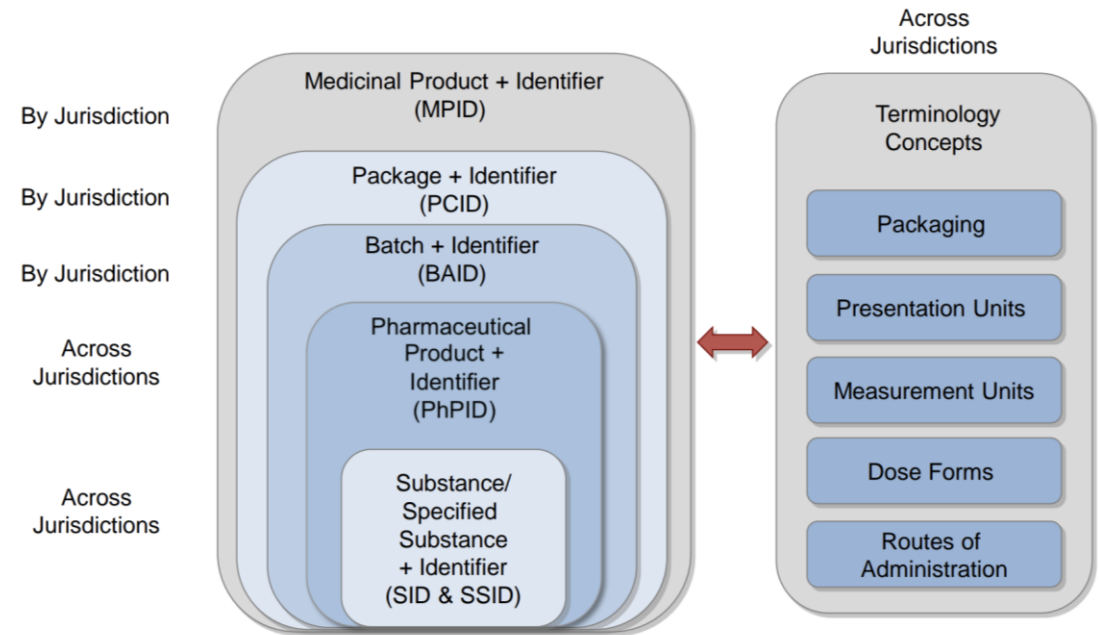


Global IDMP Working Group (GIDWG) Members

- Regulatory agencies involved – **EU EMA, US FDA, Health Canada, Brazil ANVISA, Swissmedic**
- **EMA** is the first regulatory authority to implement **IDMP** as **SPOR**
- **FDA** has shared the overlaps of **PQ/CMC** with IDMP and a long-term vision to fully align with IDMP
- In addition to FDA, EU endorsed HL7 **FHIR** as the data standard to supports the exchange of information about medicinal products, substances, and related reference data

Key Data Elements and Identifiers

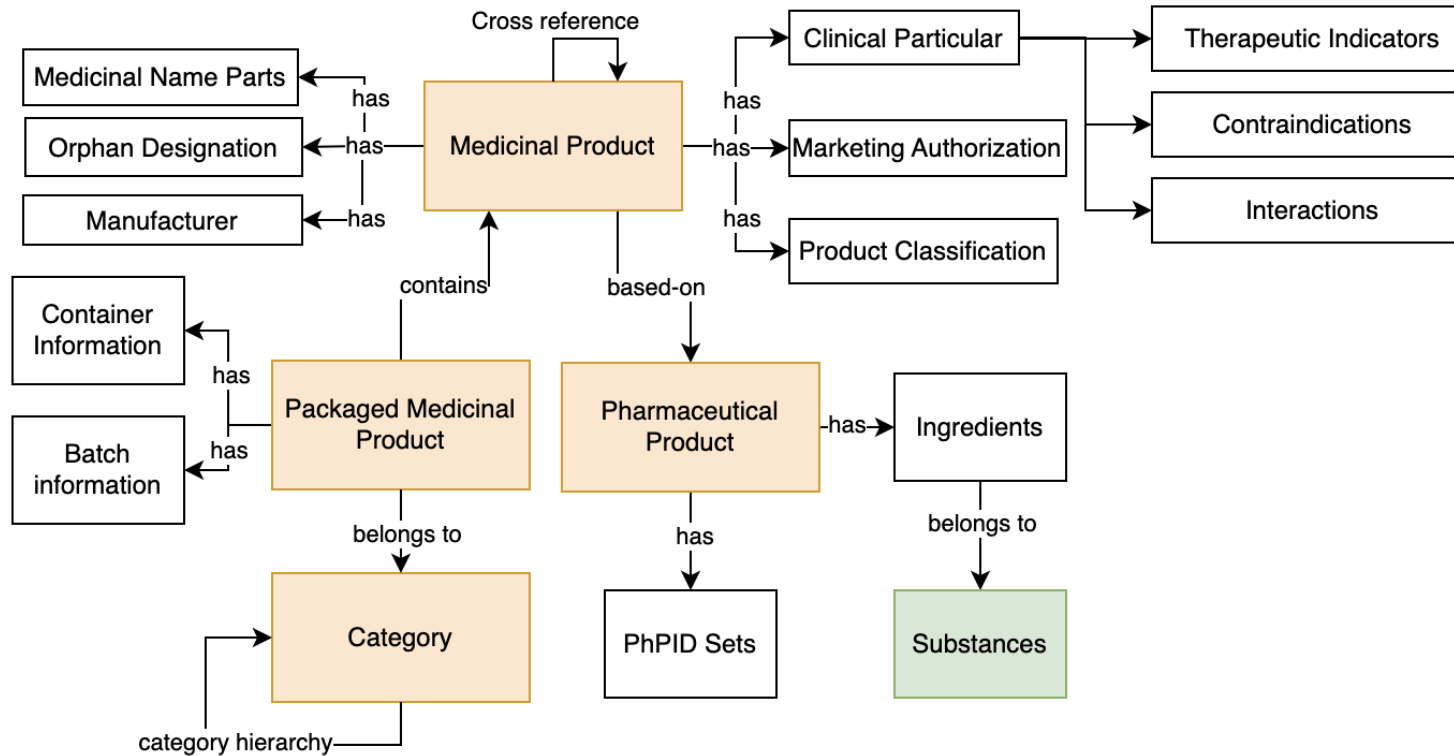
- **Medicinal Products** - A substance or combination of substances that is intended to treat, prevent or diagnose a disease, or to restore, correct or modify physiological functions by exerting a pharmacological, immunological or metabolic action. This is an authorized product, unique per region/country, dosage form and strength
- **Packaged Medicinal Products** - Packaging/container information of a medicinal product in combination with a medicinal product, as supplied for sale or distribution/supply
- **Pharmaceutical Products** – Generic(pharmaceutical) representation of a medicinal product which includes details like substance composition, dosage form, route of administration etc. Designated to be internationally recognized
- **Ingredient/Substance** – Chemical Ingredient used in creating the pharmaceutical product with information about role, strength etc.



Slide Courtesy of Sabine Brosch, EMA (modified) D.Schlaps; From IDMP Readiness Assessment...

Product 360 for Life Sciences

Key Entities & relationships



Business Entities

Reference Entities

Extension Assets

Data Model	Standards-based data model supporting medicinal product, pharmaceutical product & packaged medicinal product to align with guidelines from IDMP, SPOR, FHIR & FDA
Reference Data	Reference datasets based on globally controlled vocabularies and standards like SPOR & FHIR
Match Model	Predefined Match Rules for Medicinal Product, Pharmaceutical Product & Packaged Medicinal Product
Validation	Support for multiple global identifiers with validation rules
Relationship & Hierarchy	Key Relationship between medicinal product, Packaged medicinal products and pharmaceutical product information
Dashboard & reports	Predefined reports for Medicinal Product information

DEMO



Where data & AI come to

