

Master Data Management as a Service (MDMaaS)

As the healthcare industry continues to evolve, managing master data assets is becoming increasingly more complex and expensive. Stakeholders including sales, marketing, compliance, operations and IT depend on those assets to deliver on business objectives.

IMS Health, the leading provider of Life Sciences data and services, has a proven record of delivering high quality master data and master data management services that include:

- Strategy development and implementation
- Data governance and stewardship
- Business intelligence and analytics
- Information lifecycle management
- Information quality management and enrichment
- Data harmonization

In addition to delivering these services using traditional MDM software providers, IMS Health also provides a cloud-based solution for master data management and stewardship services.

THE BENEFITS OF MASTER DATA MANAGEMENT AS A SERVICE (MDMaaS)

With MDMaaS, companies are able to take advantage of our proven methodologies and disciplines to serve as stewards of your data on our cloud-based platform. You will realize a lower cost of operation and are free to focus on meeting the business requirements of your internal customers.



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Find out more:

800 523 5333

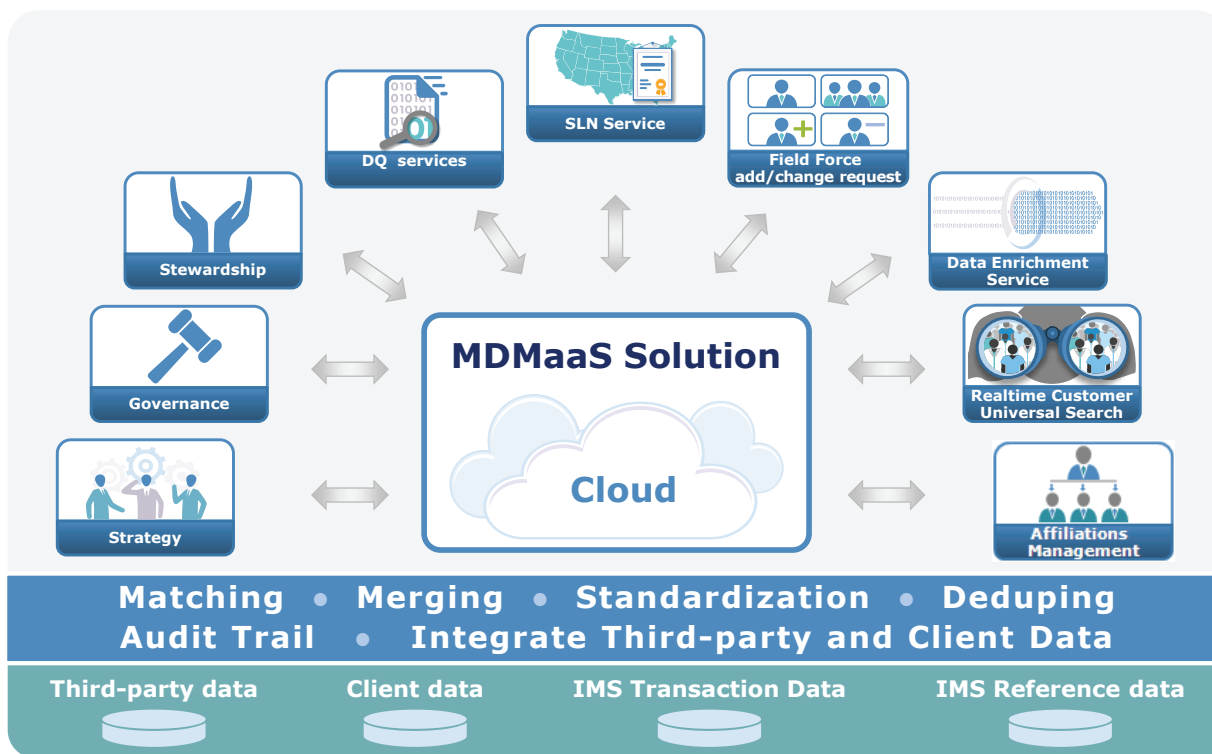
www.imshealth.com

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When the fundamentals of master data management are handled properly in an end-to-end solution from a trusted partner like IMS Health, a company enjoys:

- **Improved data quality.** With a consistent view of the customer through all consuming applications, there are fewer issues requiring investigation.
- **Faster time to insight.** Companies spend less time integrating disparate data sources and have more time to focus on their core business.
- **Lower total cost of ownership.** Cloud-based technology eliminates the need to buy and maintain expensive hardware, software, and the infrastructure to support it.
- **Better use of internal resources.** With specialists handling MDM, a company's IT resources are re-directed to other tasks, and reps can focus on selling without being distracted by data quality issues.

Mastering MDM is no simple task; it requires specialized expertise in data governance and stewardship combined with the proper technologies. And in Life Sciences, it requires in-depth knowledge of the data and its industry specific applications. Companies choose IMS Health to have greater confidence in the quality and completeness of their reference data and the assurance that their investments in data are protected.



For more information, contact your IMS Health representative or call us at 800 523 5333.