

Streamline Product Data Management for Accelerated Business Outcomes in Life Sciences

Product 360 for Life Sciences

Navigating Product Data Complexities in Life Sciences

In the life sciences industry, companies often face the challenge of not having a unified, complete view of their product data. Product data is fragmented across disparate systems, making it difficult to maintain consistent and accurate product information, and preventing organizations from achieving a transparent, comprehensive view of the healthcare ecosystem. This fragmentation affects various critical operations, from compliance to supply chain management. Moreover, the already complex, time-consuming, and expensive process of drug development is further complicated by inconsistent, missing, or low-quality data, leading to delays and increased costs.

As products and regulatory requirements grow increasingly complex, maintaining accurate and trustworthy product data becomes more challenging. Additionally, frequent industry mergers and acquisitions further complicate the task of keeping product information consistent and reliable.

In such a demanding environment, relying on 'good enough' product data is inadequate, especially for pharmaceutical companies as it causes delays and inefficiencies. Data accuracy is crucial for compliance, traceability, and timely product delivery.

“All too often, companies in the pharmaceutical industry are deploying local siloed improvement solutions and fragmented fixes to address disruptions,”

Simon Ellis, IDC Program Vice President and Supply Chain Strategies Practice Leader¹

¹ <https://www.tracelink.com/resources/resource-center/are-data-silos-hindering-your-supply-chain-visibility-idc-explains-why-pharma-supply-chains-need-a-single-source-of-truth>

Key Benefits

- Accelerate the creation of a comprehensive view of products with pre-built data models, relationships, and hierarchies.
- Gain a complete, unified view of product data from development to market.
- Facilitate compliance with international standards such as IDMP and SPOR.
- Minimize time to market and reduce drug development costs with high-quality product data.
- Easily track and report on sustainability metrics related to product ingredients and packaging.

Addressing the Challenges with Product 360 for Life Sciences

Product 360 for Life Sciences is a comprehensive solution that enables life sciences organizations to manage and maintain accurate, reliable and trustworthy medicinal product data. It provides a unified enterprise view of medicinal products, ingredients, and packaging across various systems, business units, and regions throughout their lifecycle. This solution facilitates compliance with regulatory standards such as **IDMP** (Identification of Medicinal Products)² and **SPOR** (Substance, Product, Organization and Referential)³.

Product 360 for Life Sciences is an out-of-the-box (OOTB) industry solution that fast-tracks your master data implementation. It helps reduce the risks associated with data management implementations by eliminating weeks or months of design and implementation efforts, ensuring a successful start. It also delivers substantial operational advantages as a complimentary add-on to your Product 360 SaaS solution:

- **Accelerated time-to-value:** Significantly reduces the time typically required for design and implementation efforts.
- **Easy deployment of assets:** Simplifies the deployment process with ready-to-use data models, relationships, hierarchies, reference data, and data quality rules.

With pre-built standards-based assets, Product 360 for Life Sciences accelerates your data and AI initiatives by efficiently managing product information across a range of critical use cases.

²<https://www.fda.gov/industry/fda-data-standards-advisory-board/identification-medicinal-products-idmp>

³<https://www.ema.europa.eu/en/human-regulatory-overview/research-development/data-medicines-iso-idmp-standards-overview/substance-product-organisation-referential-spor-master-data>

Use Cases and Benefits:

Facilitate IDMP Compliance: Accurately manage critical product details such as packaging, composition, and unique identification to ensure adherence to IDMP and SPOR standards. Maintain a single version of truth for all product data to simplify tracking, reporting, and data exchanges with regulatory bodies.

Ensure End-to-End Traceability: Gain detailed visibility across different systems with a comprehensive view of all necessary product information, such as clinical particulars, marketing authorizations and product classifications. Easily trace products throughout their lifecycle to support better decision-making.

Ensure Supply Continuity: Maintain an accurate product inventory account. Quickly identify and substitute medicinal products and packaging during drug shortages to maintain an uninterrupted supply.

Optimize Go-to-Market Strategies: Facilitate quicker and more efficient launches of new medicinal products. Enhance marketing and sales strategies with improved visibility of product data, enabling businesses to negotiate and finalize deals with increased precision and speed.

Support ESG Reporting: Facilitate ESG reporting by improving sustainability tracking for ingredients and packaging.

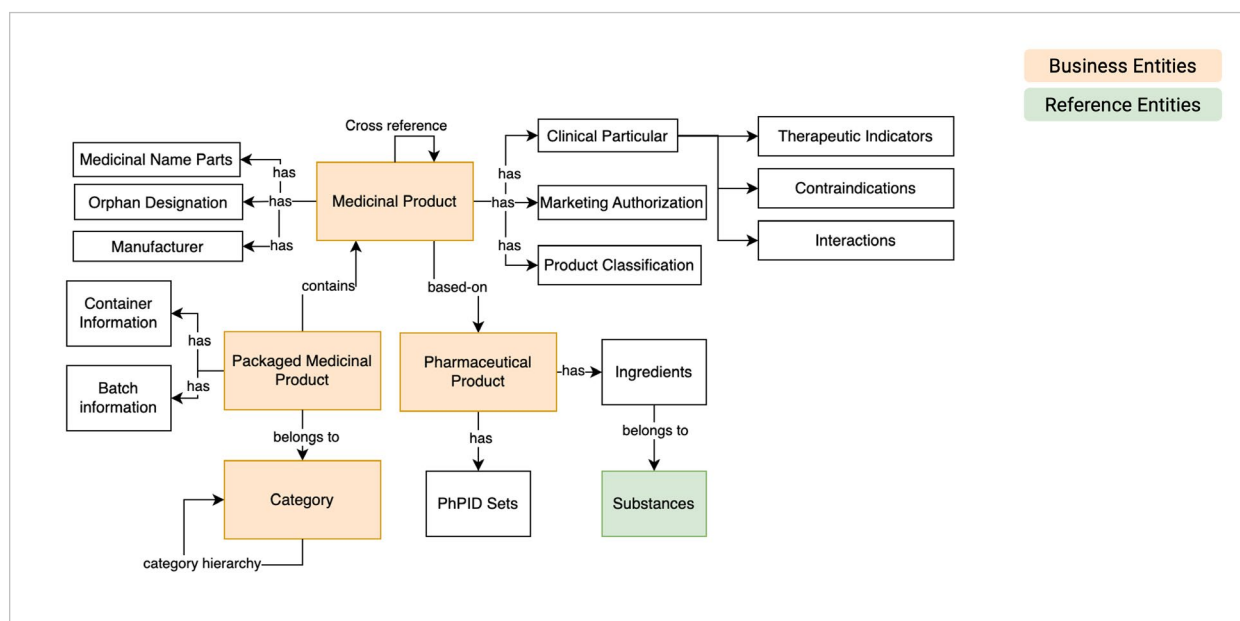


Figure 1: Product 360 for Life Sciences: Key Entities and Relationships

Key Features

Data Model	Standards-based data model supporting medicinal products, pharmaceutical products, and packaged medicinal products, aligned with guidelines from IDMP, SPOR, FHIR ⁴ and the FDA ⁵ .
Reference Data	Reference datasets based on globally controlled vocabularies and standards like SPOR and FHIR.
Match Model	Predefined match rules for medicinal products, pharmaceutical products, and packaged medicinal products.
Validation Rules	Validation rules for global industry standard identifiers like MPID, PCID, NDC.
Relationships	Key relationships between medicinal products, packaged medicinal products, and pharmaceutical product information.
Dashboard and Reports	Predefined reports specifically tailored for medicinal product information.
Customized Business User Interface	User-friendly layouts for creating, editing, and searching data, improving usability and efficiency.

⁴<https://fhir.org/>

⁵<https://www.fda.gov/industry/pharmaceutical-quality-chemistry-manufacturing-controls-pqcmc/pqcmc-and-idmp>

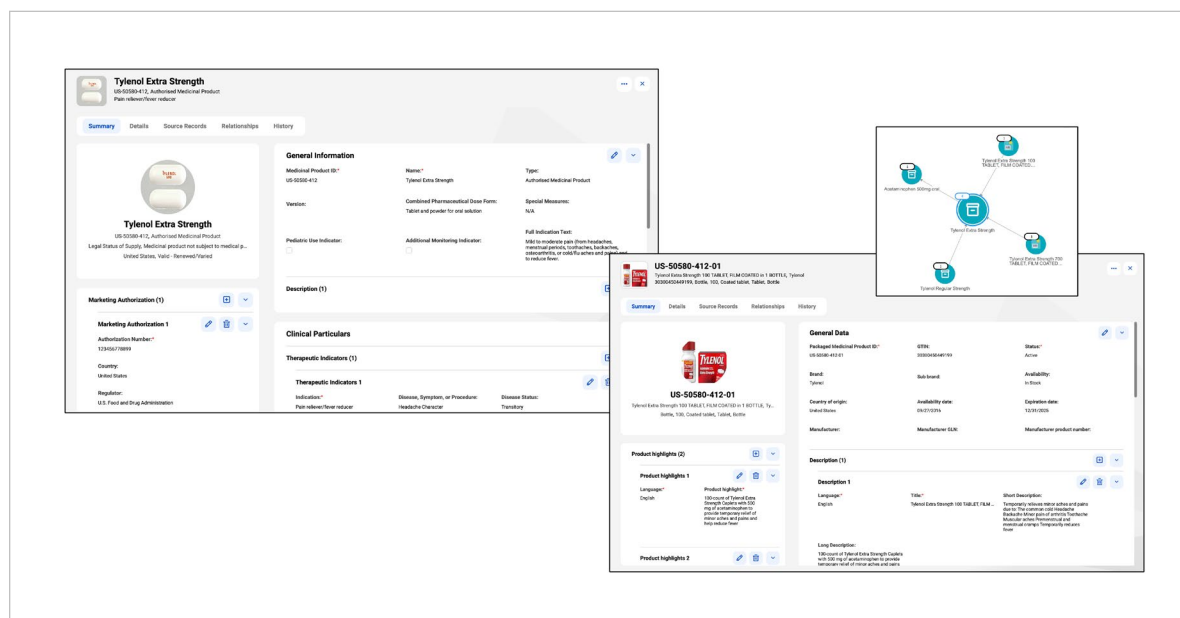


Figure 2: Product 360 for Life Sciences – Dashboards

Industry Solutions

Product 360 for Life Sciences is part of a wide range of industry solutions developed by Informatica. We invest heavily in research and development to create solutions designed for specific industry use cases that are up to date with modern industry standards. These solutions help speed up implementation and value delivery and streamline go-to-market strategies, allowing organizations like yours to benefit quickly.

About Informatica

Informatica (NYSE: INFA) brings data to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across the organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are driving bigger ideas, creating improved processes and reducing costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform, with a simple and flexible consumption-based pricing model. Informatica. Where data comes to life.

Next Steps

Explore how Product 360 for Life Sciences can benefit your organization. Visit our **Life Sciences web page** or **contact us** to learn more about how you can jumpstart your data management implementation.

Where data & AI come to



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