

# Achieving IDMP Compliance Deadline using a Master Data Management approach

With non-compliance fines of up to 5% of revenue, not having a good solution for initial and on-going IDMP compliance is a risk no pharmaceutical company can afford to take.

The European Medicines Agency (EMA) has set the compliance deadline to 1 July 2016, but final guidance is not yet published. An MDM approach allows you to begin your compliance journey now, giving you the best chance to meet the deadline.

## Challenges

Compliance with IDMP will be challenging

### Organisational Challenge:

- Data distributed across multiple departments
- Senior Sponsorship required to encourage participation

### Technical Challenge:

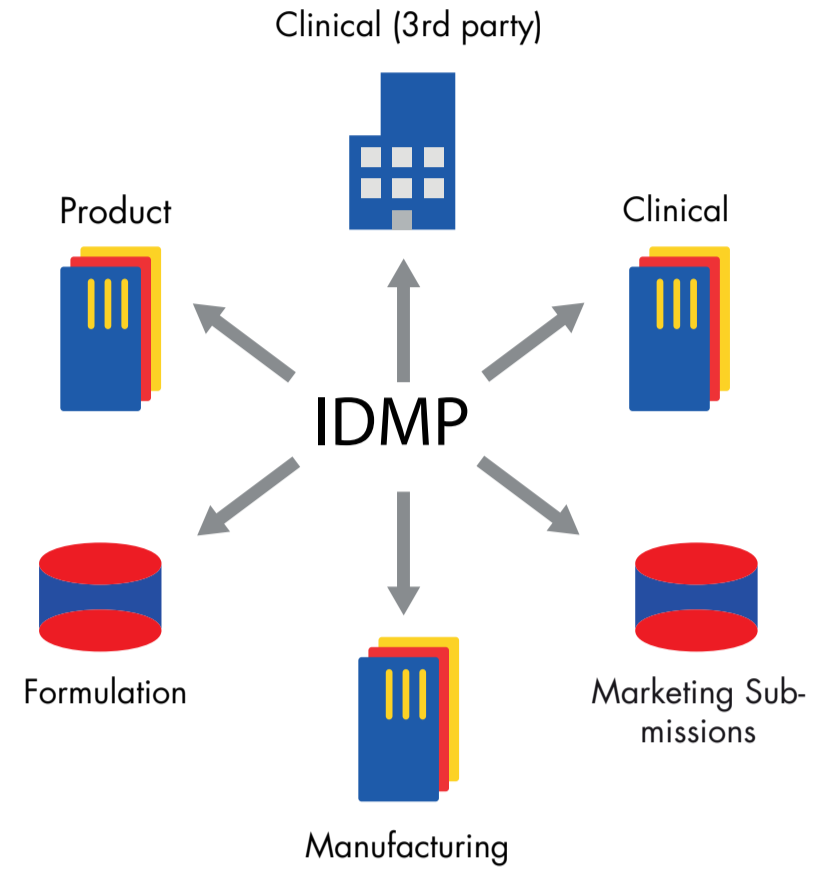
- Discover, collect & consolidate data
- 150 to 300 fields per product
- 10 to 15 source systems per product

### Co-ordination Challenge:

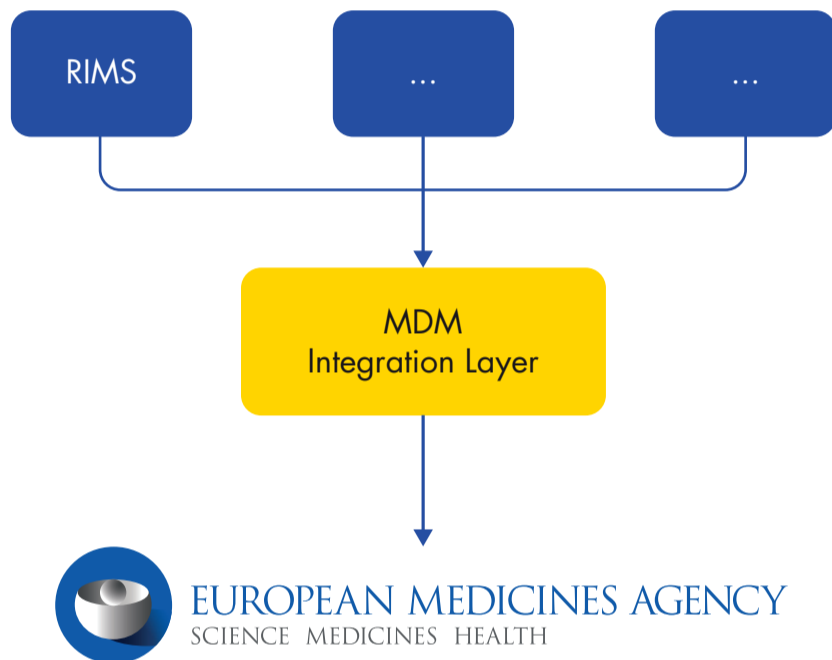
- Management of continuous change
- Co-ordination between multiple regulations
- Maintaining data integrity with internal processes

### Time Challenge:

- If you wait for final guidance, will you have enough time to comply?



## An integration layer is the best solution for IDMP



Using an integration layer for data consolidation is the approach strongly preferred by those who understand the challenge<sup>1</sup> MDM is the best choice for an integration layer.

- Start before final guidance is released
  - Directly addresses the most challenging tasks: data discovery, cleansing & integration activities
  - Use established technology vs. new, unproven IDMP solution
- Easily integrate with existing RIMS solutions.

<sup>1</sup> Source: Frits Stulp & Jasper Riksen; DIA Conference, December 2014

## Removing the risk with MDM:

Specifically designed for continuous consolidation of your data, providing a single view of products and relationships across your entire organisation. An MDM approach to compliance provides a facility to create & manage a single, trusted view of your products for unlimited use both externally and internally.

“What Master Data Management does, is to provide the opportunity to identify or create an authoritative source of information that can be used throughout the company.”  
- Andrew Marr, Marr Consultancy Ltd, December 2014

## Timeline



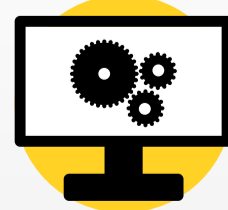
## Advantages of the MDM approach with Informatica



**Achieve the 2016 deadline**  
Start now, adjust model later



**Involve Data Owners**  
Integrated workflows to gain input from experts



**Complete Data Management**  
Create and manage data hierarchies and relationships



**Reduce Risk**  
Consistent use of data across IDMP, other regulation & internal use



**Deliver Great Data**  
Unlimited Re-use of data across organisation for measurable business value