

Veeva and IQVIA Partnership: What It Means for Master Data Management

The **partnership between Veeva and IQVIA** allows life sciences companies to use IQVIA or Veeva data with each other's software or services. Specific to Master Data Management (MDM), those with IQVIA data can use **Veeva Network** for several purposes and scenarios.

Use OneKey as your reference data

- ▶ Companies that use IQVIA OneKey as their primary reference data source can use Network to ingest that data and link it to Veeva CRM or **Veeva Vault CRM** systems. Network also provides OneKey customer reference data to all downstream systems, such as data warehouses and territory management systems. Acting as a central hub, Network sends data change requests (DCRs) to IQVIA and processes updates back to your CRM, ensuring field teams always have the most current information.

Match sales data to your reference data

- ▶ Network allows you to match healthcare professional (HCP) and healthcare organization (HCO) data from IQVIA data products, like Xponent and DDD, against your reference data. The system creates a cross-reference of IDs, enabling your data warehouse to build a 360° view of your customers by combining sales data with CRM activity.

Attach bricks to addresses

- ▶ For companies not using OneKey, cluster management, an existing Network feature, helps organize your customer data geographically. It enriches your reference data by attaching brick codes to addresses using IQVIA's definitions.

Enrich supplemental data

- ▶ Network loads data attributes and records for other supplemental IQVIA data sets, like email addresses, so you can easily add them to your existing reference data.

Support co-promotions

- ▶ Two companies with different reference data providers (e.g., one using OneKey, the other using OpenData) can match their data sets in Network in co-promotion scenarios, providing a single, consolidated view of activity for both companies.



Leverage as product master

- ▶ A multi-domain MDM product, Network manages other data domains beyond just customers. Use it as a product master, leveraging IQVIA data as a source of product information, to build market baskets with your and competitor products.

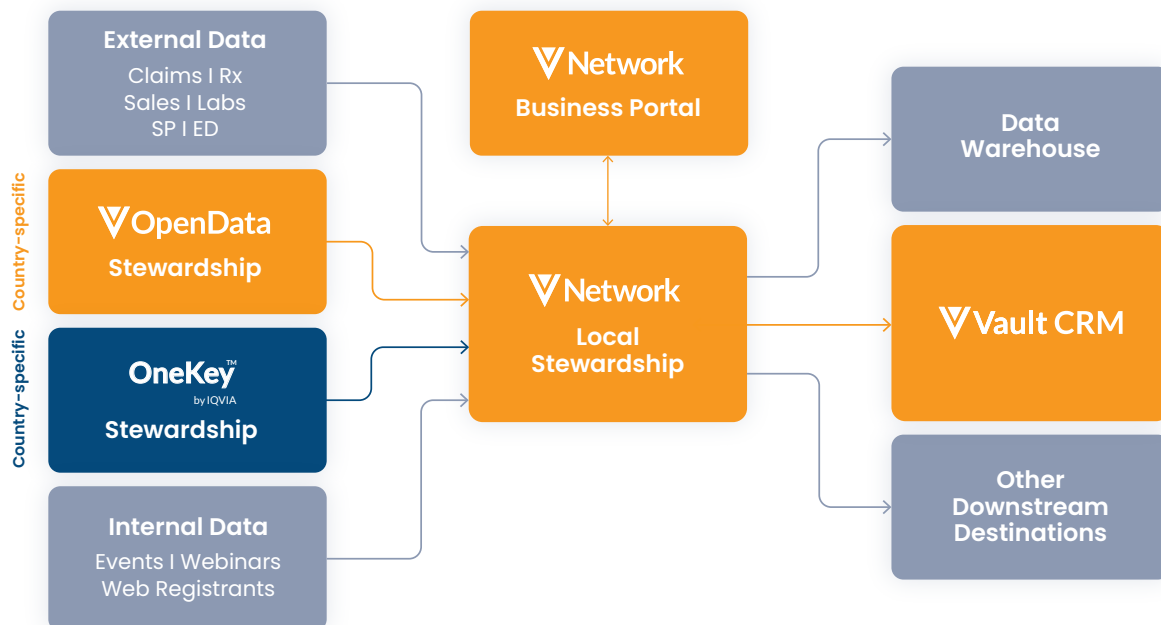
Third-party agreements (TPAs)

- ▶ A TPA must be in place before IQVIA data is provided to Veeva. Customers must request that an IQVIA TPA be issued to Veeva for the applicable permitted use and data. Customer TPA requests should be made through the IQVIA TPA portal and IQVIA has committed to issue TPAs to Veeva within 10 days of customer request. Instructions for requesting an IQVIA TPA can be provided by your Veeva account partner.

Interoperability for a Unified Global Data Strategy

In addition, the partnership provides interoperability that supports a more unified and flexible global data strategy where markets can use different reference data.

For example, within multinational companies, each country can adopt a different data management approach using a single global Network customer master instance. Some countries might use Veeva OpenData, others may opt for IQVIA OneKey, and smaller markets may choose to self-manage data. Network supports this hybrid model and is pre-integrated with both Veeva and Vault CRM, streamlining operations across different regions.



QUESTIONS?

For questions and more information, including an overview of Veeva Network, please contact your Veeva account partner.

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