Life Sciences Clinical Trials – PEAK Matrix™ Assessment for Products 2017

Healthcare & Life Sciences ITS
Market Report – September 2017: Complimentary Abstract / Table of Contents

EGR-2017-12-PD-2355

Our research offerings for global services

- **Market Vista™**
  Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

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- The full report is included in the following subscription(s)
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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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* Banking, financial services, and insurance

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Clinical trials products | Background of the research

Background of the research

The life sciences industry is undergoing a fundamental change in their business model. Shift from blockbuster drug model to precision medicine and specialty drugs has disrupted the life sciences ecosystem. Traditionally, drug discovery cycles took three to six years, whereas changed market dynamics demand enterprises to accelerate this cycle and bring it down to three to nine months. Therefore, life sciences enterprises are experimenting with innovative drug discovery models to tackle this situation.

Clinical trials form a key part of this overall transformation. Trial sponsors who earlier relied on Contract Research Organization (CRO) and technology service providers are moving to SaaS-based trial platforms. These platforms are not only agile and nimble, but also user-friendly and flexible. Everest Group's HLS IT research program realizes the change in the market situation and has come up with a research report that addresses this particular need.

In this report, we analyze the capabilities of 11 product vendors specific to the life sciences clinical trials products industry. These vendors are mapped on the Everest Group PEAK Matrix™, which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on:

- Market trends in clinical trials
- The landscape of technology vendors for life sciences clinical trials
- Assessment of the vendors on several capability- and market success-related dimensions

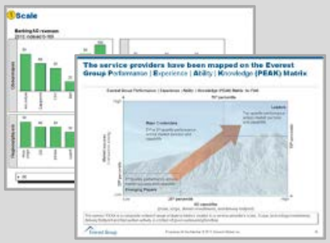
Scope of this report
- **Industry:** Life sciences (pharmaceuticals, medical devices, biotechnology, and other life sciences[1])
- **Focus of assessment**: Products for clinical trials
- **Geography:** Global

1 Includes healthcare data & information services and medical products distribution

This report is a part of Everest Group's series of reports focused on healthcare and life sciences technology market in 2017

Focus of report

Annual report

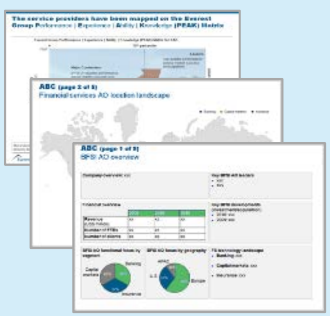


- Each report provides an overview of the ITS market for the specific healthcare subsegment
- Analysis includes the following content in the specific HLS subsegment:
  - Trends in ITS in the overall HLS industry
  - Market trends and activity for large IT services relationships
  - Emerging themes driving ITS
  - Future outlook for ITS

Healthcare
- Payer
- Provider

Life sciences

Service provider landscape and capability profiles



This set of reports is focused on key HLS subsegments and some crucial processes / value chain elements for the subsegments. Each report provides

- Mapping of service providers on **Everest Group's PEAK Matrix**
- Capability profiles of service providers capturing their IT services experience. This includes:
  - Service provider overview: Details of IT services capabilities, key investments, proprietary solutions, and technological expertise
  - Functional / Line of Business (LOB) focus
  - Transactions overview for IT services
  - Delivery footprint

Healthcare
- Payer global IT
- Provider global IT
- Healthcare consulting

Life sciences
- IT application services
- Clinical and R&D IT services
- *Clinical trials products*

Everest Group's healthcare and life sciences research is based on two key sources of proprietary information

1

- Everest Group's proprietary database of 1,000+ large, multi-year IT services contracts within healthcare (updated annually)
- The database tracks the following elements of each large ITS relationship:
  - Buyer details including industry, size, and signing region
  - Contract details including TCV, ACV, term, start date, service provider FTEs, and pricing structure
  - Activity broken down separately for healthcare payer, life sciences, and provider, and by business subsegment (for example, pharmaceuticals and medical devices)
  - Scope coverage of functional activities and buyer geography
  - Global sourcing leverage including delivery locations and level of offshoring

2

- Everest Group's proprietary database of **operational capability of major healthcare and life sciences IT service providers** (updated annually)
- The database tracks the following capability elements for each service provider:
  - Overall revenue, total employees, and healthcare employees
  - Major healthcare IT clients and recent wins
  - Recent HLS-related developments
  - HLS IT delivery locations
  - HLS IT service suite
  - Domain capabilities, proprietary solutions, and intellectual property investments

Product vendors covered in the analysis

accenture, BIOCLINICA, Cognizant, DATATRAK Enterprise Cloud, dsg, ERT, medidata, MedNet Solutions, ORACLE, PAREXEL, Veeva

Note: Assessment for BioClinica, DATATRAK, DSG, Medidata, PAREXEL Informatics, MedNet Solutions, and Veeva Systems excludes service provider inputs on this particular study and is based on Everest Group's estimates, which leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of BioClinica, DATATRAK, DSG, Medidata, PAREXEL Informatics, MedNet Solutions, and Veeva Systems service provider public disclosures, and interaction with buyers

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information that is contract-specific, will be presented back to the industry only in an aggregated fashion

Overview and abbreviated summary of key messages

This report provides a comprehensive assessment of the life sciences clinical trials market and maps the leading vendors on Everest Group's PEAK Matrix. It also includes detailed profiles of featured product vendors.

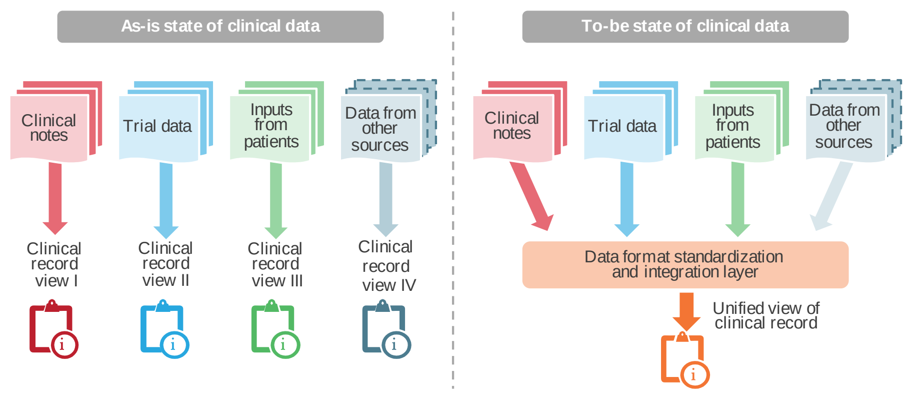
Some of the findings in this report, among others are:

PEAK Matrix for life sciences clinical trials products

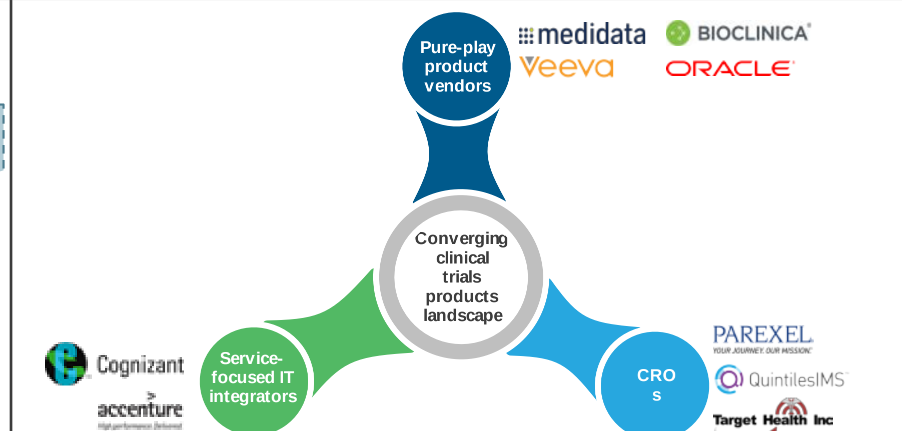
- Analysis of the vendor landscape for life sciences clinical trials products market through Everest Group's PEAK Matrix highlights the following categories:
  - **Leaders:** Oracle, Medidata, and Veeva Systems
  - **Major Contenders:** Accenture, BioClinica, ERT Systems, MedNet Solutions, and PAREXEL Informatics
  - **Aspirants:** Cognizant, DATATRAK, and DSG
- Leaders in the clinical trials products space are characterized by their differentiated value proposition, comprehensive coverage, and the high levels of market impact
- Oracle's market messaging around "plug-and-play" systems in combination with horizontal capabilities such as analytics and automation has generated credible market interest among trials sponsors and service providers
- Medidata's flexibility and usability of solutions (alerting, automated workflows, and in-built templates) acts as a key differentiator
- Veeva Systems' strong capability in offering an end-to-end SaaS-based solution across R&D, clinical, and sales & marketing functions is resonating well with their clients
- Leaders have consistently displayed the ability to flex their commercial solutioning, deployment options, and support services based on sponsor requirements
- Major Contenders have substantial capabilities to deliver stand-alone platforms or add wrapper solutions in the clinical trial technologies market
- Developing customized offerings , improving modular functionalities, and improving market messaging of capabilities are some of the key priorities for these players
- They are also investing in next-generation technology capabilities such as analytics, cloud, and automation to improve end outcomes of clinical trials
- Aspirants are offering point solutions or are in the early stage of developing a comprehensive clinical trial product suite
- They need to expand the range of functionalities and offerings so that they can take up large-scale and complex deployments
- Creating differentiated value proposition for varying customer needs is a key priority for Aspirants

This study provides a deep dive into the life sciences clinical trials products landscape; below are few charts to illustrate the depth of the report

Unified view of clinical trials

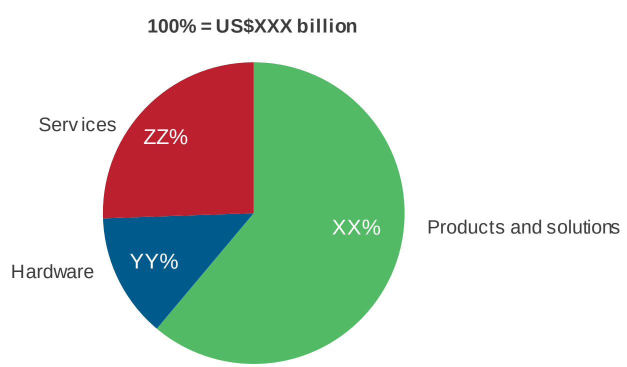


Converging clinical trials products landscape



Clinical trials technologies market, breakdown by segments

2016, US$ billion



Delivery capability and market success assessment of service providers

Measure of capability / market success: Best-in-class, Very high, High, Medium high, Medium, Medium low, Low, Not mature

Service provider	Vision and capability					Market impact		
	Vision and strategy	Functionality	Flexibility and ease of deployment	Support	Engagement and commercial model	Market adoption	Portfolio mix	Value delivered
Vendor 1	Low	Medium high	Medium	Low	Medium high	Medium	Low	Low
Vendor 2	Low	Medium high	Medium	Low	Medium high	Medium	Low	Low
Vendor 3	Low	Medium high	Medium	Low	Medium high	Medium	Low	Low

Source: Everest Group (2016)

Profile sample: Product vendor XXX | Life sciences clinical trials products profile

Strengths
- [illegible]

Areas of improvement
- [illegible]

Clinical trials value chain coverage ■□□ Low ■■□ Medium ■■■ High

Pre-clinical	■□□	Pharmacovigilance	■□□
Clinical trials	■■■	Regulatory affairs	■□□

Geography coverage ■□□ Low ■■□ Medium ■■■ High

Americas	■■■	50-55%	APAC	■□□	10-15%
EMEA	■■□	30-35%			

Client focus segments ■□□ Low ■■□ Medium ■■■ High

Small (annual revenue < US$1 billion)	■□□
Medium (annual revenue = US$1-10 billion)	■□□
Large (annual revenue > US$10 billion)	■■■

Overview of client base

xxxserves most of the leading pharmaceuticals, biotech, medical devices, and generics for custom application services. In clinical trials products portfolio, client base include Biogen, TransCelerate, mid-tier pharma firms, etc.

Overview of capabilities (representative list)

Capability	Details
Solution A	Description and value proposition
Solution B	Description and value proposition

Overview of recent developments

Development	Details
Event A	Description
Event B	Description

HLS ITS research calendar

Published | Planned | Current release

Flagship HLS ITS reports	Release date
Healthcare Provider Annual Report: The Big Bang MACRA-Economic Theory of Provider IT Transformation	November 2016
EHR IT Services in Healthcare Provider Industry – Service Provider Landscape with PEAK Matrix TM Assessment 2016	November 2016
Healthcare Provider IT Services – Service Provider Landscape with PEAK Matrix™ Assessment 2016	November 2016
Healthcare Payer Annual Report: Acing Uncertainties in the Payer Market: The Trump Cards	April 2017
Life Sciences IT Application Services – Service Provider Landscape with PEAK Matrix™ Assessment 2017	May 2017
Life Sciences Clinical and R&D Services – Service Provider Landscape with PEAK MatrixTM Assessment 2017	**July 2017**
Life Sciences Clinical Trials – PEAK Matrix™ Assessment for Products 2017	**September 2017**
Healthcare Provider Annual Report	Q4 2017

Thematic HLS ITS reports	Release date
Medicare/Medicaid Version 2.0: Exploring the Next Growth Wave in the Market	November 2016
Exploring GICs in the Life Sciences Industry	February 2017
Hot Life Sciences Startups: Friends, Foes, and Frenemies in the Innovation Ecosystem	March 2017
Internet of Things (IoT) in Medical Devices	March 2017
Automation Playbook for Healthcare Payers: The Ultimate Guide to the Next Big Treasure Hunt	April 2017
Using Blockchain to Address Interoperability Concerns in Healthcare	June 2017
Healthcare Analytics: Hot Product Vendors 2017	Q4 2017

Note: For a list of all Banking and Financial Services (BFS) - Business Process Outsourcing (BPO) reports published by us, please refer to our website page

Additional HLS IT services research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details or complementary content that may be of interest

1. **Life Sciences Clinical and R&D IT Services – Service Provider Landscape with PEAK Matrix™ Assessment 2017** (EGR-2017-12-R-2284); July 2017. The report covers clinical and R&D IT services market trends , landscape of service providers for clinical and R&D IT services, assessment of the service providers on a number of capability-related dimensions, and implications for life sciences clinical and R&D IT buyers and service providers

2. **Internet of Things (IoT) in Medical Devices** (EGR-2017-12-V-2112); March 2017. Connected devices gather large amounts of medically-relevant data that has the potential to link vital patient statistics and manage multiple lifestyle diseases. This connectivity of medical devices makes them ripe for disruption by a suite of technologies popularly known as the Internet-of-Things (IoT). However, this disruption can reap financial benefits only when enterprises can make sense of the data generated, overcoming challenges such as regulatory hurdles, data security, and interoperability. Everest Group unravels the IoT space in medical devices by looking at critical aspects such as the business case, challenges, enablers, use-cases, and growth aspects

3. **Hot Life Sciences Startups: Friends, Foes, and Frenemies in the Innovation Ecosystem** (EGR-2017-12-R-2124); March 2017. Regulatory pressures, growth slowdown, cultural baggage, and growing consumerism have increased the need for innovation in the life sciences industry. Life sciences firms are responding by investing in next-generation digital technologies such as analytics, cloud-computing, automation, and Artificial Intelligence (AI). Industry stakeholders are also trying to transform their business model in line with these changing dynamics. Additionally, startups focused on this industry have a fertile ground to reap benefits through innovative solutions that address these needs.
   From a long list of over 150 startups, we selected startups in three primary areas of investments – drug discovery/ product development, clinical and pre-clinical trials, and sales and marketing. This report provides an overview of the challenges these startups are trying to address, how they are disrupting the status quo, and hyper-catalyzing the innovation mandate. It also covers the leading startups in each of the three areas with spotlight on business overview, leadership details, funding trail, and disruption across technology & business, as well as market buzz

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