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RESEARCH

Life Sciences Clinical Trials Products PEAK Matrix™ Assessment 2019: Integrated Platforms Rise to the Challenge

Life Sciences IT Services (ITS)
Market Report – May 2019: Complimentary Abstract / Table of Contents

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EGR-2019-46-CA-3178

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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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Background and methodology

Digital technologies have the potential to streamline and accelerate each stage of the clinical trials process – from matching eligible patients to studies, to data collection and monitoring adherence. However, the overall life sciences industry has been slow to digitize clinical trials, with even the most technologically advanced enterprises only piloting technologies in different areas of clinical development.

As the industry continues to struggle with its fundamental challenge of achieving faster time-to-market, organizations need to act immediately to devise a robust strategy to harness the full potential of digital in clinical development. In response, clinical trials product vendors have been making significant efforts around ramping up their proprietary solutions portfolio, with many now focusing on taking an end-to-end single vendor platform for clinical trials to the market. What remains to be seen is whether these investments and innovative offerings can now translate into positive business outcomes for enterprises.

In this report, we analyze the capabilities of 16 IT vendors specific to clinical trials products. These vendors are mapped on the Everest Group PEAK Matrix, which is a composite index of a range of distinct metrics related to a vendor's vision & capability and market impact. We focus on:

- Market trends for clinical trials and the associated products market
- The landscape of vendors for clinical trials products
- Assessment of the vendors on several vision & capability- and market impact-related dimensions

Scope of this report:

Geography
Global

Industry
Life sciences (pharmaceuticals, medical devices, biotechnology, and other life sciences[1])

Vendor offering
Clinical trials software products

1 Includes healthcare data & information services and medical products distribution

Overview and abbreviated summary of key messages (page 1 of 2)

This report examines the clinical trials software products vendor landscape and its impact on the life sciences market. It focuses on vendor position and growth in the life sciences market, changing market dynamics and emerging technology trends, assessment of vendor capabilities, and key clinical trials software vendor profiles.

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

Observations from the broader life sciences market

- A shift is taking place from the blockbuster drug model (one-size-fits-all) to personalized treatments and precision medicine
- Life sciences companies are redesigning their commercial models to include value-based parameters that directly correlate patient recovery with drug efficacy
- There is significant effort being placed in breaking silos in business functions, orchestrating operations seamlessly, and shifting toward digital communication channels for better business performance
- Pharma and biotech firms are entering into non-traditional partnerships with Contract Research Organizations (CROs), healthcare payers and providers, technology companies, academia, and government agencies

Key IT trends in the clinical trials market

- Clinical is embracing cloud for analytics-driven processes and data storage
- Patient-centricity is coming to the forefront, with telehealth being used to keep patients engaged and minimize drop-off during trials
- Sites are taking a smarter approach to safety, incorporating medical devices and analytics-based continuous monitoring to prevent adverse effects

Overview and abbreviated summary of key messages (page 2 of 2)

Emerging vendor trends

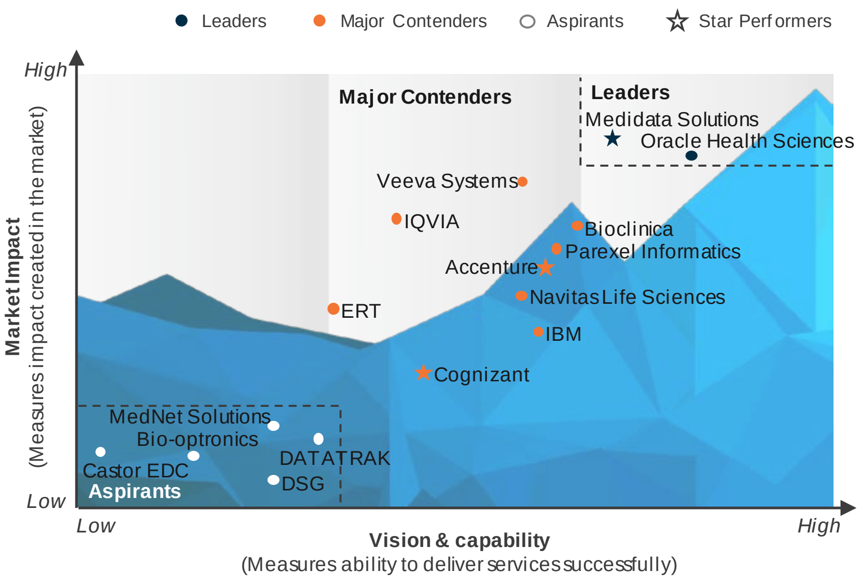
- Currently, four vendors account for over 60% of the market for IT products, solutions, and services for clinical trials
- A significant chunk of the market is driven by demand for solutions around Clinical Trials Management Systems (CTMS), Electronic Trials Master File (eTMF) creation and management, and Electronic Data Capture (EDC)
- Leading vendors are introducing platform-led solutions in an attempt to unify the clinical trials estate

Vendor positioning and growth

- Prominent life sciences clinical trials product vendors can be categorized into leaders, major contenders, and aspirants on a vision & capability-market impact matrix
- Medidata Solutions and Oracle Health Sciences are the current leaders in the clinical trials products market. Based on their growth, Accenture, Cognizant, and Medidata Solutions have been identified as Star Performers. Several other vendors are emerging as major contenders

This study offers four distinct chapters providing a deep dive into key aspects of the life sciences clinical trials products market; the exhibits below illustrate the depth of the report

Assessment of Life Sciences Clinical Trials Products Vendors[1,2]



1 PEAK Matrix specific to clinical trials software products for life sciences firms

2 Assessment for Bioclinica, ERT, IBM, IQVIA, Navitas Life Sciences, Parexel Informatics, Veeva Systems, Bio-optronics, Castor EDC, DATATRAK, DSG, and MedNet Solutions excludes vendor inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, vendor public disclosures, and Everest Group's interactions with buyers

Capability assessment

Illustrative example

Measure of capability: High Low

Vendor	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision & strategy	Technological capability	Flexibility & ease of deployment	Engagement and commercial model	Support	Overall
Vendor 1										
Vendor 2										
Vendor 3										
Vendor 4										
Vendor 5										
Vendor 6										
Vendor 7										
Vendor 8										
Vendor 9										

Everest Group's remarks on vendors

Illustrative example

Measure of capability: High Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision & strategy	Technological capability	Flexibility & ease of deployment	Engagement and commercial model	Support	Overall

Strengths

- Vendor has a robust delivery presence in Asia Pacific with multiple delivery centers in India, Australia, the Philippines, and China, enabling it to service client requirements efficiently
- It has a good number of multi-country as well as single-country clients across the world

Areas of improvement

- Vendor 1 should increase offerings of value-added services such as employer branding, talent communities and workforce planning
- It should try to expand into larger multi-country deals and also scout for engagements in other Asia Pacific markets to strengthen its presence in the region

The report has 16 profiles covering prominent clinical trials technology vendors

XXX | Life sciences clinical trials products profile
Overview (page 1 of 2)

Company mission/vision statement for clinical trials IT
To offer integrated technologies that make it possible for organizations and their partners to work from a single digital source of truth through every stage of development.

Strengths
- Patient-centric approaches to improve patient experiences
- Strong brand perception among biopharma enterprises (>90% of FDA-approved drugs have used XXX platforms in clinical trials)

Areas of improvement
- Needs to position itself better in order to penetrate small and mid-market customers in order to grow faster
- Needs to improve flexibility in solution design, commercial constructs, and post-implementation support

Revenue contribution: High (>30%) Medium (10-30%) Low (<10%)

Focus by customer segment

Small (revenue <US$1billion)
Medium (revenue US$1-5 billion)
Large (revenue >US$5billion)

Focus by clinical trials coverage

Trial design
Electronic data Capture
Trials operations management
Clinical data management and analytics
Clinical pharmacovigilance
Regulatory Compliance

Focus by subvertical

Biopharma
Medical devices

Clinical trials products revenue 2018

<US$100 million | US$100-300 million | US$300-500 million

Overview of client base
XXX Informatics (Perceptive) derives most of its revenue from firms (annual revenue > US$10 billion). Their top five clients c 40% of their overall revenue. XXX is their largest client.

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XXX | Life sciences clinical trials products profile
Offerings and recent developments (page 2 of 2)

Proprietary solutions for life sciences clinical trials products (representative list)

Solution	Details
XXX	Perceptive MyTrials platform connects users to the suite of cloud-based applications to access multiple programs, trials, and data with one set of credentials. The platform includes Electronic data Capture, Risk Based Monitoring, and My Trial Analytics
XXX	It is a hosted solution enabling deployment that is integrated within the Perceptive MyTrials eClinical suite. Product modules offer management of trial planning, country and site progress, monitoring activities, supplies, and finance, with investigator data mining and operational support
XXX	It includes trial oversight, trial tracking and management, site monitoring, investigator management and selection, as well as payment management

Key events (representative list)

Event name	Type of event	Details
Ranked #XXX for Leadership in Phase II/III Clinical Research in Annual ISR CRO Quality Benchmark Survey	Awards & Recognitions	April 2019: XXX Ranked #XXX Among Global CROs for Leadership in Phase II/III Clinical Research in Prominent Annual ISR CRO Quality Benchmark Survey
Collaboration with XXX	Collaboration	December 2018: XXX collaborated with XXX in an initiative to help develop China's Clinical Research Workforce, which will bring training opportunities to China's clinical trial sites and investigators
Industry recognitions	Awards & Recognitions	May 2018: XXX received multiple industry recognitions for its service to the life sciences industry including CRO Quality Award in the Association of Clinical Research Professionals (ACRP)-Avoca Group CRO Quality Awards, 2018 CRO Leadership Award by Life Science Leader, Silver Stevie Award in the Company of the Year – Pharmaceuticals – Large category in the 16th Annual American Business Awards
XXX and XXX partnership	Alliance	March 2018: XXX and XXX partnered to enhance early-phase clinical research in Korea

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Research calendar – Life Sciences ITS

Published | Planned | Current release

Flagship Life Sciences IT Services reports	Release date
Life Sciences Clinical and R&D IT Services – Service Provider Landscape with PEAK Matrix™ Assessment 2017	July 2017
Life Sciences Clinical Trials – PEAK Matrix™ Assessment for Products 2017	September 2017
Life Sciences Report Card 2017 – Enterprise Initiatives and Service Provider Performance	March 2018
Life Sciences Annual Report 2018: Pharma's DevOps Factor for Digital Transformation	March 2018
Life Sciences Digital in North America – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018	June 2018
Life Sciences Digital in Europe – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018	August 2018
Life Sciences Report Card 2018 – Enterprise Initiatives and Service Provider Performance	March 2019
Life Sciences Clinical Trials Products PEAK Matrix™ Assessment 2019: Integrated Platforms Rise to the Challenge	May 2019

Thematic Life Sciences IT Services reports	Release date
The Curious Case of Infosys and Vishal Sikka	August 2017
Regulatory Stress: Life Sciences Market Under the GDPR Regime	March 2018
Closing the Gap – The Future of IT Skills in the United States	April 2018
Atos Acquires Syntel: Can Atos Win in the North American Battleground?	July 2018
The Dissatisfaction Conundrum: What are Clients not Telling Service Providers?	January 2019
Assuring Trust in a Converging Life Sciences Ecosystem: The Emerging Role of Quality Assurance	February 2019
The Future of Clinical Trials	Q2 2019

Note: For a list of all of our published Life Sciences ITS reports, please refer to our w ebsite page

Additional Life Sciences ITS 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 Digital in Europe – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018** (EGR-2018-30-R-2760); August 2018. When it comes to the European life sciences LS market, a number of distinctive characteristics dictate that IT service providers formulate a dedicated strategy if they are to win digital deals in the region. To take optimal advantage of the market situation, vendors need to step up and act as strategic partners to LS enterprises in their digital transformation journeys. In this report, we analyze the digital services capabilities of 23 IT service providers specific to the life sciences sector in North America. These service providers 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

2. **Life Sciences Digital in North America – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018** (EGR-2018-30-R-2657); June 2018. The life sciences industry is now beginning to look at digital transformation more seriously. Digital approaches are creating innovative ways of self and remote care for patients. On the enterprise side, digital has the potential to make internal workflows more efficient, reduce drug development timelines, help gain supply chain transparency & efficiency, and even combat counterfeits. In this report, we analyze the digital services capabilities of 21 IT service providers specific to the life sciences sector in North America. These service providers 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

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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