



Industry Insights – Life Sciences

Market Vista™

Global Sourcing Adoption Trends – June 2020: Complimentary Abstract / Table of Contents

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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 of the research

Background of the research

Amidst the ongoing crisis, the life sciences industry has become a center of attraction. With the sudden change in the macroeconomic environment, we expect to witness patient-centric initiatives and global sourcing trends driven by the continuous change in market dynamics as life sciences firms continue with their journey of digital transformation. Service providers have been making significant efforts around ramping up their digital capabilities and proprietary solutions portfolio.

The scope and methodology of this report includes:

- Key trends for global sourcing in life sciences industry
- Leading offshore locations leveraged for service delivery
- Offshore penetration and sourcing mix across key functions - these include life sciences operations, IT-ADM & infrastructure, corporate functions (F&A, HR, and procurement), and digital services (analytics, automation, Artificial Intelligence (AI) / Machine Learning (ML) / cognitive, cloud, Internet of Things (IoT), and blockchain)
- Global sourcing maturity across key functions - life sciences operations, IT services (ADM and infrastructure), corporate functions, and digital functions
- Adoption of digital services (analytics, automation, Artificial Intelligence (AI) / Machine Learning (ML) / cognitive, cloud, Internet of Things (IoT), and blockchain) in life sciences
- Next Normal Opportunities, implications, and challenges

In this research study, we analyze the life sciences global market landscape and its changing dynamics. We focus on:

- The global sourcing adoption of both GBS centers and third-party service providers by leading life sciences firms
- Examples of key market participants:
 - Life sciences enterprises – AstraZeneca, Abbott Laboratories, Bristol-Myers Squibb, Eli Lilly & Co, GlaxoSmithKline, Johnson & Johnson, Pfizer, Merck & Co, Novartis, Novo Nordisk, Roche, etc.
 - Global service providers supporting life sciences activities – Accenture, Cognizant, Capgemini, Deloitte, Genpact, HCL Technologies, IBM, TCS, Wipro, etc.
 - Clinical Research Organizations (CROs) – Cytel, Chiltern, DCE, Parexel, Quintiles, etc.
 - Other specialist service providers supporting life sciences activities – Medidata Solutions, NGA Human Resources, ZS associates, etc.

Introduction



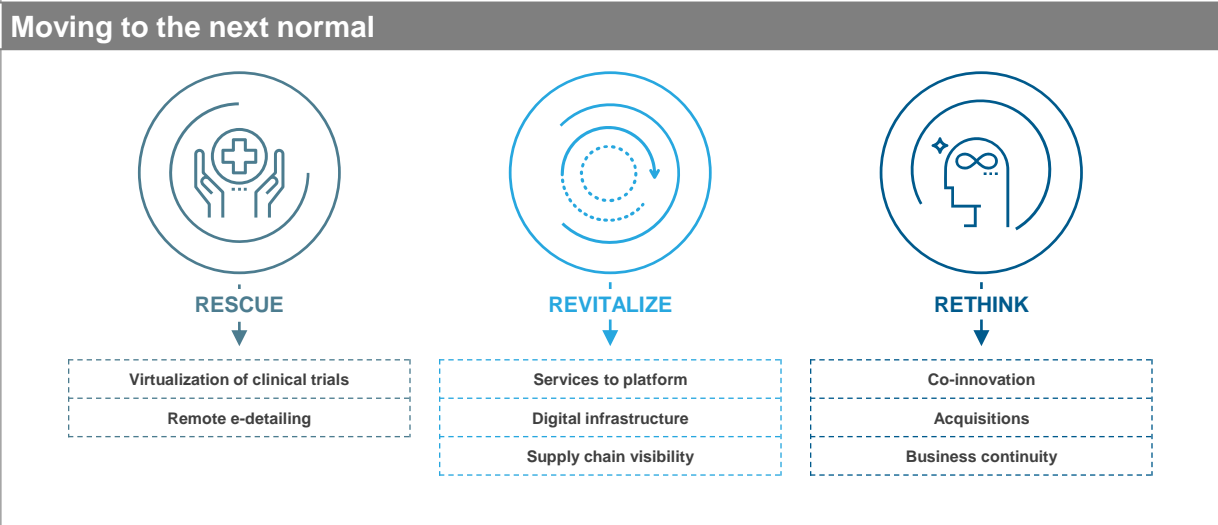
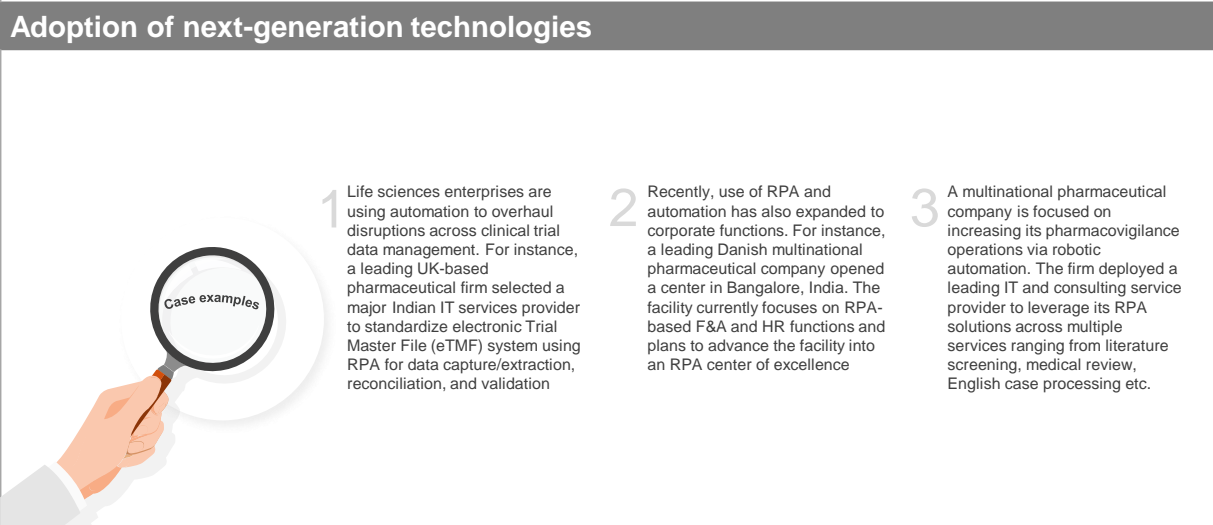
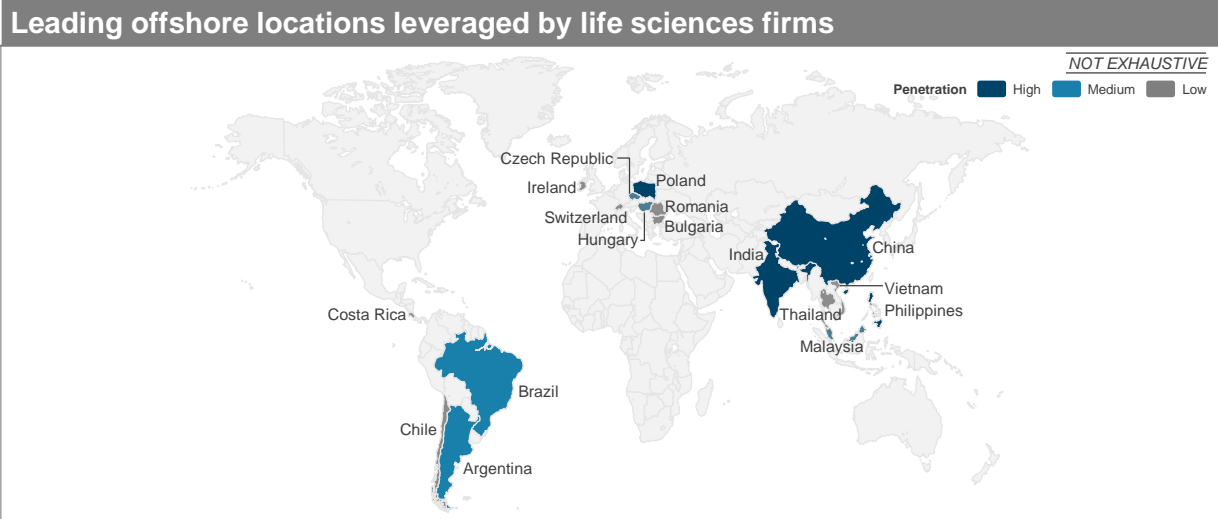
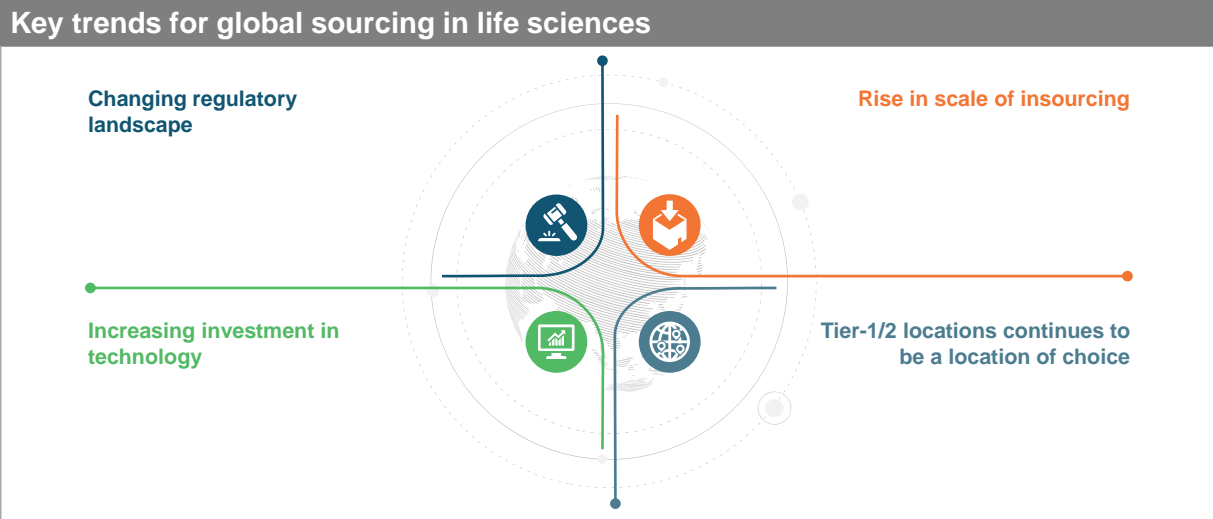
The life sciences industry is at the epicenter of the COVID-19 crisis as it holds a large share of responsibility among other industries to get the world back on track.

Over the years, rapidly changing market trends for life sciences enterprises are majorly driven by uptick in value-based contracting, increased usage of Real-World Data (RWD) and Real-World Evidence (RWE), and rise of patient-centric business models due to evolving patient expectations. Life sciences companies are responding to growing consumerism and increased interest in self-care by developing smart medical devices and digital therapeutic solutions of their own.

These ongoing trends are increasingly pushing enterprises to enhance investment in digital technologies such as AI-assisted drug discovery, leveraging RWD and RWE, to make clinical trials more accurate; and industry 4.0 to automate manufacturing with the aim to optimize processes across the value chain in order to improve speed to market. Hence, in the coming years, growth in the life sciences IT services market will be driven by a strong spend on application and digital services.

Further, the demand profile is expected to evolve into more business-oriented tenets such as R&D and emerging technologies.

This study offers six distinct chapters providing a deep dive into key aspects of life sciences market; below are four charts to illustrate the depth of the report



Research calendar – Market Vista™

Published
 Planned
 Current release

Flagship Market Vista reports Release date

Market Vista™ : Q4 2019	November 2019
Market Vista™ : Q1 2020	February 2020
Market Vista™ : 2019 Year in Review and Outlook for 2020	March 2020
Market Vista™ : Q2 2020	Q2 2020
Market Vista™ : Q3 2020	Q3 2020
Market Vista™ : Q4 2020	Q4 2020
Market Vista™ : Q1 2021	Q1 2021
Market Vista™ : 2020 Year in Review and Outlook for 2021	Q1 2021

Thematic Market Vista reports

Market Vista™: Industry Insights – Healthcare	January 2020
Global Services Market Pressing Issues: Enterprises’ Perspective	January 2020
Global Services Market Pressing Issues: Service Providers’ Perspective	March 2020
Market Vista™: Industry Insights – Life Sciences	June 2020
Market Vista™: Industry Insights – Oil & Gas	Q3 2020

Note: For a list of all of our published Market Vista reports, please refer to our [website page](#)

Additional research recommendations

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. **Market Vista™ Q2 2020** ([EGR-2020-35-R-3719](#)); 2020. This report summarizes the key trends and developments for Q1 2020 in the global offshoring and outsourcing market
2. **Market Vista™: Industry Insights – Healthcare** ([EGR-2020-35-R-3547](#)); 2020. The Global Sourcing Adoption Trends reports are new additions to our flagship Market Vista™ offering. These are unique reports that cover enterprise-specific views of global sourcing adoption and maturity, specific to key sectors. The report reflects benchmarks and trends specific to all the leading North America- and Europe-based healthcare providers and payers as well as leading service providers in this sector. This report will be useful for healthcare firms, their GBSs, as well as service providers as part of their ongoing initiatives to assess sector-specific benchmarks and insights
3. **Market Vista™: Industry Insights – Retail and CPG** ([EGR-2019-35-R-3198](#)); 2019. The Global Sourcing Adoption Trends reports are new additions to our flagship Market Vista™ offering. These are unique reports that cover enterprise-specific views of global sourcing adoption and maturity, specific to key sectors. The report reflects benchmarks and trends specific to all the leading North America- and Europe-based retail and CPG majors as well as leading service providers in this sector. This report will be useful for retail and CPG firms, their GBSs, as well as service providers as part of their ongoing initiatives to assess sector-specific benchmarks and insights
4. **Catalyst™: Healthcare and Life Sciences – GICs in India Fast-tracking Enterprises' Digital Agenda** ([EGR-2019-34-R-3256](#)); 2019. This report focuses on the global delivery of Healthcare and Life Sciences services, across the various segments, from GBSs in India. It covers the market landscape of HLS GBSs with a focus on the current state of service delivery and adoption of next-generation technologies. The report also provides a detailed assessment of the various HLS segments/services being delivered from India – namely, delivery maturity, key growth drivers, challenges, and market trends – within each segment

For more information on this and other research published by Everest Group, please contact us:

Anish Agarwal , Senior Analyst – Global Sourcing:	anish.agarwal@everestgrp.com
Disha Khandelwal , Information Specialist – IS:	disha.khandelwal@everestgrp.com
Nisarg Shah , Senior Analyst – ITS:	nisarg.shah@everestgrp.com
Nirwan Upmanyu , Senior Analyst – BPS:	nirwan.upmanyu@everestgrp.com

Website: www.everestgrp.com | Phone: +1-214-451-3000 | Email: info@everestgrp.com



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Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

New York

info@everestgrp.com
+1-646-805-4000

Toronto

canada@everestgrp.com
+1-416-388-6765

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