

Life Sciences Commercial Services Specialists PEAK Matrix[®] Assessment 2022

December 2021: Complimentary Abstract / Table of Contents



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Tracking: service providers, locations, risk, technologies

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Background of the research

The life sciences IT services space has historically been dominated by global service providers – including the likes of Accenture, Cognizant, and TCS. However, in the past few years, we have seen the life sciences IT services supply ecosystem evolving, with a lot of small-/mid-sized service providers coming into play and gaining mindshare with clients. These service providers are establishing themselves as specialists in the life sciences IT services domain and gaining a strong foothold in the market. A few of them have started challenging the front runners directly, while a few others are creating a niche for themselves and operating in specific pockets. In a nutshell, these players are leveraging their life sciences domain expertise, life sciences services specialization, or/and their high client intimacy to gain market share.

Everest Group’s Life Sciences Commercial Services Specialists PEAK Matrix® Assessment 2021 looks at the current IT services specialists operating in the commercial landscape, and the key offerings, differentiators, challenges, and outlook for these players. As a scope of this assessment, we are focusing on IT service providers who are focused on commercial services (such as data management, marketing effectiveness, sales force engagement, patient & provider engagement, and platform services) and are getting 40% or more of their revenue from life sciences commercial business. These service providers are mapped on the Everest Group PEAK Matrix®, a composite index of distinct metrics related to a provider’s capability and market impact. We focus on:

- The landscape of life sciences commercial services specialists
- Assessment of service providers on several capability and market success-related dimensions
- Enterprise sourcing considerations highlighting the strengths and limitations of each service provider

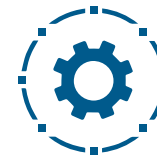
Scope of this report:



Geography
Global



Industry
Life sciences (biopharmaceuticals, medical devices, and Contract Research Organizations or CROs)



Services
Life sciences commercial services



Service providers
11 specialist service providers

Overview and abbreviated summary of key messages

This report examines the life sciences IT services space has historically been dominated by global service providers – including the likes of Accenture, Cognizant, and TCS. However, in the past few years, we have seen the life sciences IT services supply ecosystem evolving, with a lot of small-/mid-sized service providers coming into play and gaining mindshare with clients. It also identifies the key implications of the research findings for buyers and service providers.

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

Trends reshaping LS commercial operations

- Life sciences commercial operations are evolving with rise of new go-to-market (GTM) models, migration to virtual sales model and need for personalized HCP engagement
- As such, enterprises are moving to a new sourcing model where specialists have an important role to play in the ecosystem

Emerging specialists' characteristics

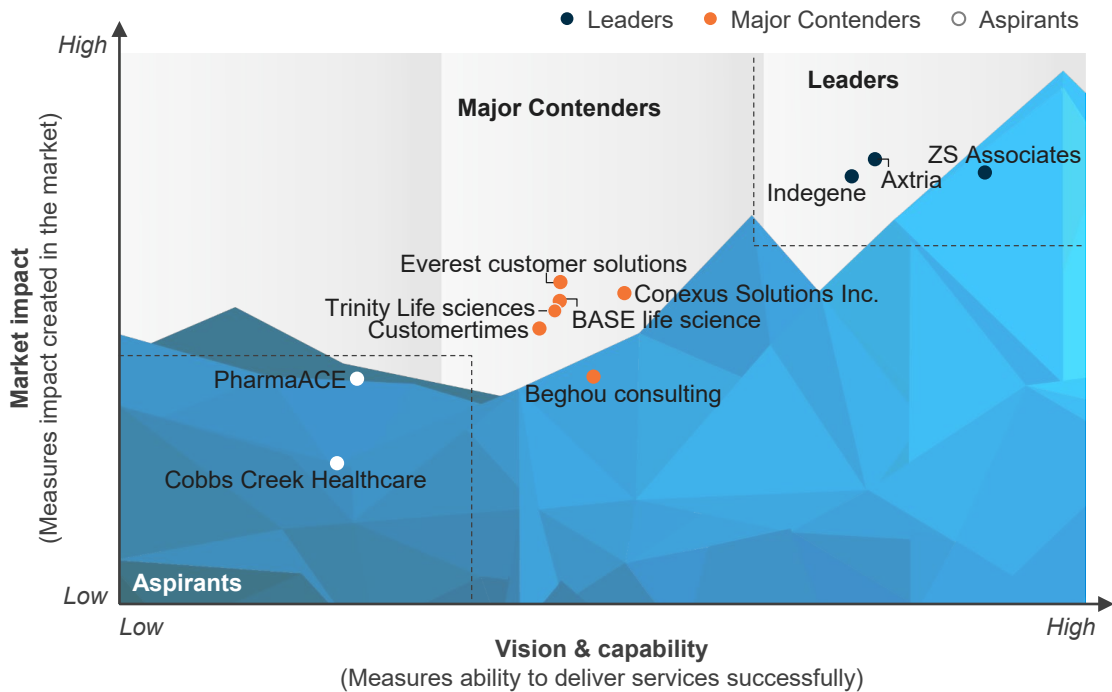
- LS commercial services specialists Leaders offer a well-balanced services portfolio across the LS commercial value chain while Major Contenders and Aspirants offer competitive services in select areas
- There are two segments of service providers emerging in Major Contender category – one which are LS platform services focused and the other which are LS consulting services focused

Commercial services specialists' delivery capability

- LS commercial services specialists can be categorized into Leaders, Major Contenders, and Aspirants on a capability-market-impact matrix
- Axtria, Indegene, and ZS Associates are the current leaders in the life sciences commercial services specialists' market. However, several other specialists are emerging as major contenders

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

Life Sciences Commercial Services Specialists PEAK Matrix® Assessment 2022¹



¹ Assessments for Beghou Consulting, Cobbs Creek Healthcare, Customertimes, PharmaACE and Trinity Life Sciences excludes vendor inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service providers' public disclosures, and Everest Group's interactions with life sciences enterprises that are buyers of life sciences commercial services.

Source: Everest Group (2021).

Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery footprint	Overall
Service provider 1	●	○	●	●	○	○	●	○	○
Service provider 2	○	○	○	○	○	○	○	○	○
Service provider 3	○	○	●	●	○	○	○	○	○
Service provider 4	○	○	○	○	●	○	○	○	○
Service provider 5	○	○	○	○	○	○	○	○	○
Service provider 6	○	○	○	○	○	○	○	○	○
Service provider 7	○	○	○	○	○	○	○	○	○
Service provider 8	○	○	○	○	○	○	○	○	○
Service provider 9	○	○	○	○	○	○	○	○	○

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
○	○	●	○	○	○	○	○	○

Strengths

- Service provider 1 has a well-rounded future strategy to penetrate new markets and to strengthen the existing ones supported by strategic investments in technology (especially in AI, ML and advanced analytics) and planned industry partnerships
- Its strong technical expertise is supported by an in-house developed set of tools and frameworks and dedicated CoEs (for commercial analytics, patient analytics, content, campaign, etc.) that aid its strong and agile project delivery capabilities

Areas of improvement

- Clients expect service provider 1 to bring forward innovative commercial constructs and engage in more risk-sharing conversations
- While clients appreciate Service provider 1's foot in commercial, they desire for it to lead innovations across the entire life sciences value chain with more innovative analytics solutions

Research calendar

Life Sciences IT services

■ Published
 ■ Planned
 ■ Current release

Flagship reports

	Release date
Life Sciences Medical Devices Digital Services – State of the Market Report	July 2020
Life Sciences Medical Devices Digital Services – Service Provider Profiles Compendium	July 2020
Clinical Development Platforms – Vendor Landscape with Products PEAK Matrix® Assessment 2020	September 2020
Clinical Development Platforms – Vendor Provider Profiles Compendium	October 2020
Clinical Development Platforms Market Overview	November 2020
Life Sciences Digital Services – Service Provider Landscape with PEAK Matrix® Assessment 2021	December 2020
Life Sciences Digital Services – Service Provider Profiles Compendium	February 2021
Life Sciences Commercial Services Specialists PEAK Matrix® Assessment 2022	December 2021
Life Sciences Commercial Services Specialists – Service Provider Profiles Compendium	Q1 2022

Thematic reports

	Release date
Regulatory Overhaul of the EU Medical Device Market	April 2020
Future Readiness of Life Sciences Enterprise Supply Chains	June 2020
Connecting Life Sciences Manufacturing using Industrial IoT	March 2021
Digital Surgery - A Paradigm Shift in the Healthcare Industry	June 2021
Changing role CRM to CXP – Customer Experience Transformation	November 2021
Reaping Success From the End-to-end Clinical Development Platform Landscape	Q1 2022

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