# Life Sciences Commercial Services Specialists – Service Provider Compendium 2022

## February 2022: Complimentary Abstract / Table of Contents

# Our research offerings

This report is included in the following research program(s):
Life Sciences Information Technology

- Application Services
- Banking and Financial Services Business Process
- Banking and Financial Services Information Technology
- Catalyst™
- Clinical Development Technology
- Cloud and Infrastructure
- Contingent Staffing
- Contingent Workforce Management
- Conversational AI
- Cost Excellence
- Customer Experience Management Services
- Cybersecurity
- Data and Analytics
- Digital Adoption Platforms (DAP)
- Digital Engineering Services
- Digital Services
- Digital Workplace
- Engineering Services
- Enterprise Platform Services

- Finance and Accounting
- Financial Services Technology (FinTech)
- Global Business Services
- Healthcare Business Process
- Healthcare Information Technology
- Human Resources Outsourcing
- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
- Insurance Third-Party Administration (TPA) Services
- Intelligent Document Processing (IDP)
- Interactive Experience (IX) Services
- IT Services Executive Insights™
- Life Sciences Business Process
- Life Sciences Information Technology
- Locations Insider™
- Marketing Services
- Market Vista™
- Mortgage Operations

- Multi-country Payroll
- Network Services and 5G
- Outsourcing Excellence
- Pricing-as-a-Service
- Process Mining
- Procurement
- Recruitment
- Retirements Technologies
- Rewards and Recognition
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Talent Excellence GBS
- Talent Excellence ITS
- Technology Skills and Talent
- Trust and Safety
- Work at Home Agent (WAHA) Customer Experience Management (CXM)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at **info@everestgrp.com**

Learn more about our
**custom research capabilities**

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

# Contents

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# Contents

# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

## 01
### Robust definitions and frameworks
Total Value Equation (TVE), PEAK Matrix®, market maturity

## 02
### Primary sources of information
Annual contractual and operational RFIs, service provider briefings and buyer interviews, web-based surveys

## 03
### Diverse set of market touchpoints
Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

## 04
### Fact-based research
Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and service providers

Proprietary contractual database of IT Services (ITS) contracts (updated annually)

Year-round tracking of all major life sciences IT service providers

Dedicated team for life sciences outsourcing research, spread over three continents

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, service providers, technology providers, and industry associations

# This report is based on four key sources of proprietary information

- Proprietary database of IT services contracts of major IT service providers with life sciences commercial services in scope of work (updated annually)
- The database tracks the following elements of each contract:
  - Buyer details including size and signing region
  - Contract details including service provider, contract type, TCV & ACV, service provider FTEs, start & end dates, duration, and delivery locations
  - Scope details including share of individual buyer locations being served in each contract, Line of Business (LoB) served, and pricing model employed

- Proprietary database of IT service providers (updated annually)
- The database tracks the following for each service provider:
  - Revenue and number of FTEs
  - Number of clients
  - FTE split by different LoBs
  - Revenue split by region
  - Location and size of delivery centers
  - Technology solutions developed

- **Service provider briefings**
  - Vision and strategy
  - Annual performance and future outlook
  - Key strengths and improvement areas
  - Emerging areas of investment

- **Buyer reference interviews, ongoing buyer surveys, and interactions**
  - Drivers and challenges for adopting life sciences commercial services
  - Assessment of service provider performance
  - Emerging priorities
  - Lessons learned and best practices adopted

**Service providers assessed**

AXTRIA
INGENIOUS INSIGHTS

BASE
LIFE SCIENCE

BEGHOU
CONSULTING

COBBS CREEK

CONEXUS
solutions, inc.

CUSTOMERTIMES

everest
customer solutions

indegene

PharmaACE

TRINITY

ZS

Source:    The source of all content is Everest Group unless otherwise specified.
Confidentiality:    Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion.

# 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 | Industry | Services | Service providers |
|---|---|---|---|
| **Geography**<br>Global | **Industry**<br>Life sciences (biopharmaceuticals, medical devices, and Contract Research Organizations or CROs) | **Services**<br>Life sciences commercial services | **Service providers**<br>11 specialist service providers |

# Life sciences commercial services specialists | scope of the research
## In this report, Everest Group focuses on life sciences specialists who provide commercial services

## Services in scope

### Data management
Data collection, management, integration, and reporting – marketing content and customer 360.

### Marketing effectiveness
Marketing RoI optimization, brand management, and campaign planning & execution.

### Sales force engagement
Territory alignment, field reporting & analytics, incentive management, sales force optimization, and forecasting & planning.

### Provider and patient engagement
Omnichannel customer engagement, customer interaction analytics, content personalization, KOL segmentation, patient wellness program, and patient care coordination

### Platform services
CRM advisory, implementation, integration, maintenance and support, training for life sciences commercial platforms – Salesforce, Veeva.

## Technology enablers

RPA   Analytics   Cognitive/AI   Cloud   IoT   Social   Mobility   Cybersecurity

## Function

Strategy & consulting   Design   Implementation   Maintenance/management

# The Life Sciences Commercial Services Specialists – service provider compendium covers detailed profiles of 11 service providers

**Vendor A | life sciences commercial services profile** (page 1 of 4)
Everest Group assessment – Leader

| Market impact | | | | |
|---|---|---|---|---|
| Market adoption | Portfolio mix | Value delivered | Overall | |

**Strengths**

- Vendor A showcases a well-rounded portfolio of services ranging from data management (M... migration, and warehousing) to sales & marketing effectiveness to platform services, which is augmented by Vendor A's horizontal analytics expertise and supported by a wide gamut of L... specific partnerships (with AWS, Azure, Salesforce, Snowflake, KNIME, DataIKU, and Veeva... experienced CoEs
- Has strong, in-house tools and accelerators that enable the rapid design, implementation, an... development of data-driven solutions (both customized and off-the-shelf); clients appreciate t... speed and UI/UX platform
- It is adept with the latest industry trends and challenges with its consistent focus on custome... experience and integrated platform approach; it, therefore, displays good domain understand...
- It demonstrates strong project execution capabilities, and clients also appreciate its ability t... in crunch timelines, flexibility throughout the duration of engagements, and transparent and ... communication (especially the two-way feedback practice)

**Vendor A | life sciences commercial services profile** (page 2 of 4)
Overview

**Company mission/vision statement**

Vendor A's vision is to be the most admired software product and data science company helpin... clients improve efficiency and agility. Its mission is enabling data-driven digital business transformation for life sciences organizations to positively impact patient outcomes.

**Overview of client base**

Vendor A engages with more than 100 global clients and caters to the majority of top 20 pharmaceutical companies. While it serves life sciences companies in all buyer segments, ranging from start-ups to larger, global players; the majority of the clients (more than 70%) are very large life sciences companies with annual revenue more than US$10 billion.

**Life sciences commercial services revenue**

| <US$20 million | US$20-50 million | US$50-100 million | >US$100 million |
|---|---|---|---|

Source: Everest Group (2022)

**Vendor A | life sciences commercial services profile** (page 3 of 4)
Case studies

NOT EXHAUSTIVE

| Case study 1 | Commercial transformation through serial innovation with US$45 million top line growth |
|---|---|

**Business challenge**

A leading pharma customer wanted to rapidly expand across global markets and move away f... old methodologies, siloed and manual processes, and archaic systems to grow revenues by leveraging data analytics, software, and AI/ML.

**Solution and impact**

- Vendor A supported Sales & Marketing, Forecasting, Market Access through Integrated Dat... Engineering and Data Science Solutions, and leveraged AI/ML and software to transform th... organization's commercial operations
- This resulted in $45M top line growth, 25% efficiency gains, and 32% reduction in FTEs
- Rapid expansion to 7 markets in 1 year and 15-40% reduction in project run time

**Vendor A | life sciences commercial services profile** (page 4 of 4)
Proprietary solutions and key events

NOT EXHAUSTIVE

**Proprietary solutions for life sciences commercial services** (representative list)

| Solution | Details |
|---|---|
| Solution A | Allows life sciences organizations to modernize their legacy data infrastructure to the cloud. Companies can focus on long-term cost saving, achieving speed and scale in their business functions, and product launches. |
| Solution B | Enables a broader set of business users to have the power of a data scientist. Decision-makers can collaboratively assemble analytics models, derive instantaneous insights, and create an operational strategy, in minutes. |
| Solution C | Is an advanced customer engagement enablement product leveraging omni-channel customer interactions driven by AI enabled Next Best Action (NBA) recommendations. CustomerIQ™ helps clients engage with the customer at the right time, with the right message. |
| Solution D | Is an end-to-end sales operations platform. Delivers for its target audience, sales reps and sales operations, helping them achieve their goals with transparency, accuracy, and speed.; includes implementing a Business Rules Management System (BRMS) for sales operations, incentive compensation rules and methods |
| Solution E | Proprietary model development, maintenance, and updates |

**Key events** (representative list)

| Event name | Type of event | Details |
|---|---|---|
| Event A | Growth investment | Vendor A secures US$150 million growth investment from Bain Capital Tech Opportunities |
| Event B | Recognition | Vendor A ranked # by NJBIZ among top 250 privately held companies, jumping # spots in rankings from 2020 |
| Event C | Thought leadership | Vendor A leads Reuters Events™ Pharma 2021 keynote on why going "GLOCAL" (Global Platforms Configured Locally) is key to life sciences digital transformation |

# Research calendar
## Life Sciences Information Technology

| 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 2021 | December 2021 |
| **Life Sciences Commercial Services Specialists – Service Provider Compendium 2022** | **February 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 of CRM to CXP – Customer Experience Transformation | November 2021 |
| Reaping Success From the End-to-end Clinical Development Platform Landscape | Q1 2022 |

Note:　For a list of all of our published Life Sciences Information Technology reports, please refer to our website page.

# Everest Group®

## With you on the journey

Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at **www.everestgrp.com**.

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