

# Life Sciences Commercial Analytics & AI Trailblazers: Top Seven Start-ups Creating A Buzz in the Life Sciences Commercial Technology Landscape

September 2022: Complimentary Abstract / Table of Contents



# Our research offerings

This report is included in the following research program(s):

[Life Sciences Information Technology](#), [Life Sciences Commercial Technologies](#)

- ▶ 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
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms (DAP)
- ▶ Digital Engineering Services
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Services
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ 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 Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Outsourcing Excellence
- ▶ Pricing Analytics as a Service
- ▶ Process Mining
- ▶ Procurement
- ▶ Recruitment
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and 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](mailto: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

<b>1. Introduction and overview</b>	<b>04</b>
• Research methodology	05
• Background of the research	06
<b>2. Life sciences commercial analytics &amp; AI market overview</b>	<b>08</b>
• Market trends in the life sciences commercial segment	10
• Challenges faced by life sciences enterprises in adopting commercial analytics & AI solutions	11
• Benefits of adopting commercial analytics & AI in life sciences	12
• Why are commercial analytics & AI start-ups gaining importance in the life sciences industry?	13
<b>3. Assessment of key commercial analytics and AI start-ups in life sciences</b>	<b>15</b>
• Assessment methodology	16
• Life sciences commercial analytics & AI trailblazers	19
• Life sciences commercial analytics & AI trailblazers - profiles	21
<b>4. Appendix</b>	<b>28</b>
• Glossary	29
• Research calendar	30

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

**Chunky Satija**, Vice President

**Durga Ambati**, Senior Analyst

**Rohit K**, Senior Analyst

**Varun Mikkilineni**, Intern

## Introduction and overview

### Background of the research

- Life sciences commercial analytics & AI solutions can be described as those that help sales and marketing teams analyze large-scale unstructured data into datasets, and harness proprietary, cognitive capabilities to provide real-time insights around customer data management, customer engagement, and field sales effectiveness improvement among many others
- Life sciences enterprises are actively investing in transforming their commercial operations to meet their business demands. Industry agnostic technologies in the commercial space lack the real-time or data integration capabilities specific to the life sciences domain (that analytics & AI solutions offer), due to which enterprises find it difficult to achieve visibility over various stakeholders in the life sciences commercial landscape, and fail to attain the best value for their commercialization efforts
- Recognizing this opportunity, multiple analytics & AI start-ups with a focus on transforming life sciences commercial operations have emerged over the past decade. These start-ups are constantly innovating to provide agile, scalable, and easily integrable out-of-the-box solutions, which focus on delivering deep insights, prescriptive suggestions, and precision forecasting
- In this research, we present an assessment of start-ups that offer proprietary life sciences commercial analytics & AI solutions, primarily focusing on their core capabilities and market impact. We present an assessment and detailed profiles of leading life sciences commercial analytics & AI start-ups
- The assessment is based on secondary research and analysis. It is based on Everest Group's ongoing tracking of exponential technology companies including start-ups

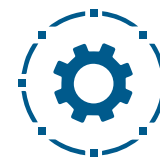
### Scope of this report



**Geography**  
Global



**Industry**  
Life sciences



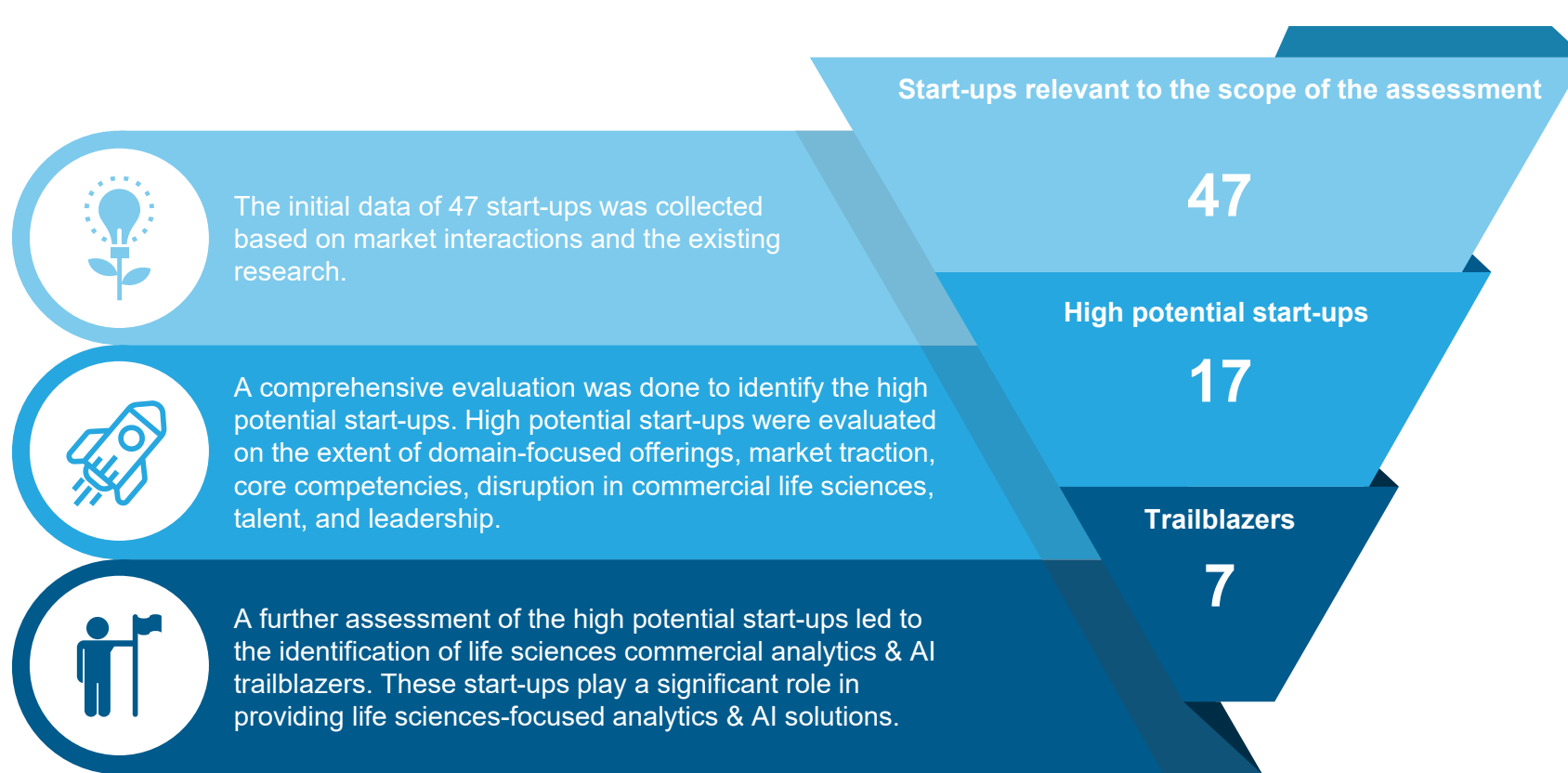
**Technology**  
Analytics & AI



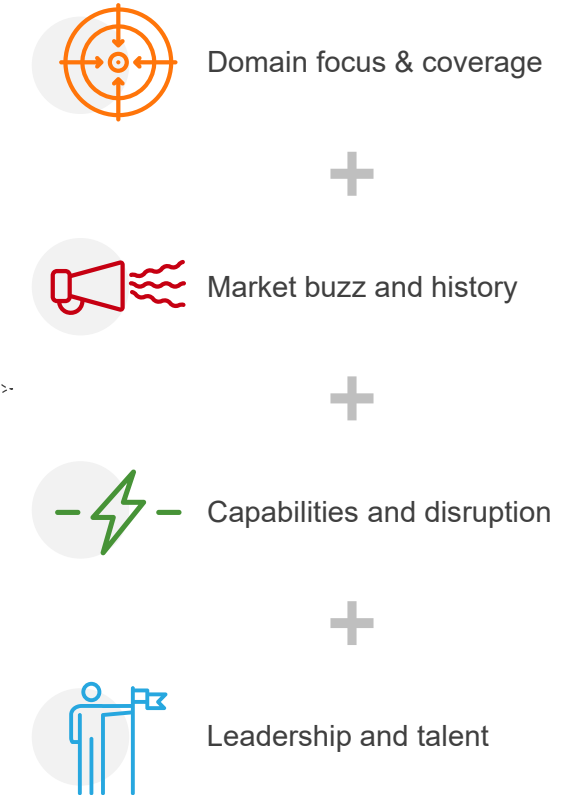
**Trailblazers**  
Seven leading life sciences commercial analytics & AI start-ups

# Everest Group analyzed 47 start-ups on key dimensions to shortlist the top seven life sciences commercial analytics & AI trailblazers

## Approach for prioritizing start-ups



## Dimensions used for prioritizing start-ups



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

### Overview of global life sciences commercial analytics & AI market

Estimated global life sciences commercial analytics & AI products market size 2021-25, US\$ billion

XX% CAGR 2021-25

Year	Market Size (US\$ billion)
2021	1.9
2025	3.2

### Adoption challenges – technological, talent, and data – faced by enterprises

### Life sciences commercial analytics & AI trailblazers | leader board

	Shortlisted start-ups	Domain focus & coverage	Market buzz and history	Disruption and capabilities	Talent and leadership	Overall
ACTO	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ □ □	■ ■ ■ □ □	■ ■ ■ ■ □
AKTANA	■ ■ ■ ■ ■	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ ■
DBAIA	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ □ □	■ ■ ■ □ □	■ ■ ■ ■ □
OKRA.ai	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
360	■ ■ ■ ■ ■	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ ■
tact.ai	■ ■ ■ ■ □	■ ■ ■ ■ ■	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
whiz.ai	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ ■	■ ■ ■ ■ □	■ ■ ■ ■ □

### Trailblazer profile

**Company overview**  
XYZ is a SaaS provider of an AI-driven customer data platform that is tailor-made for the life sciences industry enabling commercial teams to execute personalized and targeted HCP engagements via an optimized omnichannel approach.

**Fact sheet**

Year of incorporation	20xx
Key executives	<ul style="list-style-type: none"> <li>XYZ, Chief Executive Officer &amp; Co-founder</li> <li>XYZ, Chief Tech Evangelist &amp; Co-founder</li> <li>XYZ, Chief Technology Officer</li> </ul>
Headquarters	XYZ, Canada
Number of employees	11-50

**Investor confidence – estimated total funding of US\$18.4 million**  
Key investors: XYZ

Category	Rating
Domain focus & coverage	★ ★ ★ ★ ★
Market buzz and history	★ ★ ★ ★ ★
Disruption and capabilities	★ ★ ★ ★ ★
Talent and leadership	★ ★ ★ ★ ★
<b>Overall</b>	★ ★ ★ ★ ★

**Life sciences commercial offerings**  
XYZ – an AI-based consumer data platform that provides dynamic customer segmentation, and hence, accurately predicts customer journeys. The platform provides a real-time feedback loop from marketing and sales activities, thereby generating actionable insights and recommendations. It can measure the value of each customer engagement and refine campaign delivery and resource utilization, hence enabling intelligent omnichannel optimization.

**Recognition and awards**

- Recognized as an **XYZ of the Year** for XYZ by Channel Innovation Awards
- Recognized as one of the top 20 most innovative companies in XYZ by the XYZ

# Research calendar

## Life Sciences Information Technology

Published Planned Current release

Reports title	Release date
Medical Devices Digital Services PEAK Matrix® Assessment 2020	June 2020
Veeva Services PEAK Matrix® Assessment 2021	March 2021
Digital Surgery – A Paradigm Shift for the Healthcare Industry	June 2021
Decentralized Clinical Trial Products PEAK Matrix® Assessment 2021	July 2021
Changing Role of Customer Relationship Management (CRM) to Customer Experience Platform (CXP) – Customer Experience Transformation	November 2021
Life Sciences Commercial Services Specialists PEAK Matrix® Assessment 2022	December 2021
Social Sustainability in Life Sciences	March 2022
Accelerating the Value of Data in Life Sciences	March 2022
Clinical Development Platforms Products PEAK Matrix® Assessment 2022	July 2022
Connected Medical Device Services PEAK Matrix® Assessment 2022	August 2022
<b>Life Sciences Commercial Analytics &amp; AI Trailblazers: Top Seven Start-ups Creating A Buzz in the Life Sciences Commercial Technology Landscape</b>	<b>September 2022</b>
Life Sciences Digital Services PEAK Matrix® Assessment 2022	Q3 2022
Reaping Success from End-to-End Clinical Development Platforms	Q3 2022
Decentralized Clinical Trial Products PEAK Matrix® Assessment 2022	Q4 2022
Life Sciences Customer Experience Platforms PEAK Matrix® Assessment 2022	Q4 2022

Note: [Click](#) to see a list of all of our published Life Sciences Information Technology reports





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](http://www.everestgrp.com).

## Stay connected

### Website

[everestgrp.com](http://everestgrp.com)

### Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

### Blog

[everestgrp.com/blog](http://everestgrp.com/blog)

### Dallas (Headquarters)

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-214-451-3000

### Bangalore

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-80-61463500

### Delhi

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-124-496-1000

### London

[unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com)  
+44-207-129-1318

### Toronto

[canada@everestgrp.com](mailto:canada@everestgrp.com)  
+1-647-557-3475

*This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.*