

Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Background of the research

In the aftermath of the pandemic, industries across the globe have shifted their investment priorities toward delivering personalized Customer Experience (CX), and the life sciences commercial function is no exception. To stay resilient and keep pace with the evolving landscape, the life sciences industry has started to embrace technology to bring differentiation to the end users. However, enterprises face challenges with legacy data infrastructure and fundamental technology tools such as Customer Relationship Management (CRM), content management systems, and marketing tools that lack experience-focused functionality. Hence, enterprises are further enhancing CRM platforms by partnering with niche platform providers to develop CX-centric solutions that assist in enabling omnichannel engagement, delivering the right messaging, unlocking real-time customer analytics, etc., resulting in improved business performance and gaining a competitive edge

In this research, we present an assessment and detailed profiles of 23 platform providers featured on the Life Sciences CEP PEAK® Matrix. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading life sciences CEP providers, client reference checks, and an ongoing analysis of the life sciences CEP market.

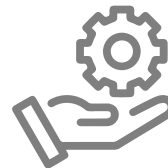
This report includes the profiles of the following 23 leading life sciences CEP providers featured on the [Life Sciences Next-generation Customer Engagement Platforms \(CEP\) PEAK Matrix® Assessment 2023](#):

- **Leaders:** Exeevo, IQVIA, Pitcher, Veeva Systems
- **Major Contenders:** ACTO, Aktana, Allego, Bigtincan, ODAIA, Qstream, Salesforce, Seismic, Tact.ai, Tellus, Trueblue, Viseven, Vodori, WhizAI, ZS Associates
- **Aspirants:** Okra, P360, Quantified.ai, verbTEAMS Solofire

Scope of this report



Geography
Global



Industry
Life sciences
(biopharmaceuticals,
medical devices)



Products
Life sciences
next-generation CEP

Life sciences next-generation CEP | scope of research

In this report, Everest Group focuses on platforms that enable next-generation customer engagement

 Focus of research

Customer Experience Platforms (CXP)

=

CRM

+

Experience-focused customer engagement

Engagement layer

End-to-end content management	Engagement channel optimization	Commercial learning and training
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Cognitive layer

Actionable NBA and recommendations	Low-/no-code processes/workflows	Conversational AI-based UI	Real-time insights	Automated reporting/dashboarding
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Functional layer

Sales	Marketing	Medical affairs	Market access	Patient services
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Illustrative use cases

<ul style="list-style-type: none"> • Dynamic content x channel recommendations • Automated content generation (modular, personalized, etc.) 	<ul style="list-style-type: none"> • Real-time performance management and reporting • Dynamic customer intelligence (personas, churn predictions, CLV analysis, etc.) 	<ul style="list-style-type: none"> • Marketing mix optimization • Social media insights • Stakeholder engagement portals 	<ul style="list-style-type: none"> • Third-party messaging integrations (WeChat, WhatsApp, etc.) • Learning management assistant
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Overview and abbreviated summary of key messages

This report examines the global next-generation Customer Engagement Platform (CEP) product landscape in life sciences industry. It focuses on platform position, assessment of the platform's capabilities, and key strengths and areas of improvement of the platform.

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

Platform capability

- Life sciences next-gen CEP providers can be categorized into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Exeevo, IQVIA, Pitcher, and Veeva Systems are the current Leaders in the life science next-generation CEP product market. However, several CEP providers are emerging as Major Contenders

Platform characteristics

- Leaders have a strong vision to enhance traditional CRM capabilities with more experience-focused functionalities throughout the customer life cycle, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises in platform implementation, change management, on-demand customization, and addressing any concerns
- Leaders' CEP offers balanced coverage across the commercial engagement layer (end-to-end content management, engagement channel optimization, and commercial learning and training), the cognitive layer (Next-best-action (NBA) and recommendations, low-/no-code workflows, conversational-AI-based UI, real-time insights, and automated reporting), and the functional layer (sales, marketing, medical affairs, market access, and patient services)
- The majority of the platform solutions from Major Contenders lack a few modules across commercial engagement layer, the cognitive layer, and the functional layer. However, they have high confidence in the modules they are operating and have satisfied clientele within these areas
- Major Contenders are making continued investments in next-generation technologies such as Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), and are challenging some of the Leaders in selective areas
- The majority of the Aspirants have high focus on selective areas to offer CEP and services, be it in terms of customer engagement modules or target client segments or geographies

The life sciences next-generation CEP provider compendium report has over 23 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

Provider 1 profile (page 1 of 6)

Overview

Company mission/vision statement for next-generation CEP. Provider 1 creates intelligent, future-state, and next-generation customer engagement platforms, addressing their need for connected, intelligence-driven customer engagement. Provider 1 is built on Microsoft Dynamics 365, the industry's leading CRM capabilities that address today's and tomorrow's needs. Provider 1 believes that customers benefit from complete data and insights, not having these dictated by a solutions provider. Provider 1 provides personalized 360-degree customer experiences and leverages AI/ML capabilities through application efficiency and productivity by leveraging a unified licensing model that is a cost of ownership.

Overview of the client base
Among its diverse customer base, Provider 1 engages enterprises. Its client base includes enterprises such as pharmaceuticals, biotechnology, and medical devices.

Customer engagement platform revenue

<US\$20 million	US\$20-50 million	US\$50 million+
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Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

Provider 1 profile (page 2 of 6)

Case studies

Case study 1 Deployed a compliant CRM support cross-functions

Business challenge
Due to new XYZ data and privacy regulations, the enterprise cloud solution for its field sales and customer technology to a unified SaaS ecosystem operations across the organization. This upgrade head office teams to deliver integrated in-field and customer experiences.

Solution
The client selected XYZ. Provider 1's next-generation customer engagement across its operations. As existing Microsoft 365 environment, XYZ enabled to HCPs, business partners, and other stakeholder touchpoints. By replacing multiple legacy system stack, XYZ delivers the enterprise data fabric and across commercial, marketing, and medical affairs environments.

Impact

- Ensured that the XYZ next-generation CRM operations to support its future growth and expansion.
- Replaced multiple legacy solutions for customer business with a modern, unified solution.
- Enabled a unified HCP experience that can be roadmap tailored to XYZ's needs and requirements.

Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

Provider 1 profile (page 3 of 6)

Offerings

Proprietary digital solutions (representative list)

Solution	Details
XYZ	XYZ is a unified and intelligent biopharmaceuticals, MedTech business tools and the customer engagement platform.

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Provider 1 profile (page 4 of 6)

Features of key offerings

Functional layer	Engagement layer	Cognitive layer
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Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

Provider 1 profile (page 5 of 6)

Recent developments

Key events (representative list)

Event name	Type of event	Details
XYZ (2023)	New platform feature	Copilot
XYZ (2022)	New platform feature	XYZ pricing
XYZ (2020)	New platform feature	It launched
XYZ (2019)	New platform feature	It entered the market
XYZ (2019)	Partnership	In collaboration with

Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

Provider 1 profile (page 6 of 6)

Everest Group assessment – Leader

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

Strengths

- Provider 1 has good engagement channel optimization capabilities – with XYZ and XYZ platforms – designed for life sciences commercial function; thus, enabling sales, marketing, medical affairs, and patient services teams to deliver personalized engagements across the entire customer journey.
- It leverages the Microsoft technology stack along with generative AI capabilities (OpenAI, Copilot) and in-built AI/ML capabilities (such as drag-and-drop enabled workflows and AI-chatbot) to provide mature customer engagement functionalities.
- Provider 1's platform supports multiple devices and can be scaled across form factors keeping a consistent UI/UX; it has key next-generation functionalities such as next-best actions, low-code/no-code-based customizations, and third-party engagement channel integrations (such as WeChat).
- Clients feel that the platform is price competitive, especially its single-license model, compared to other leading life sciences-focused platforms.
- Provider 1 has shown good progress in augmenting its partnership ecosystem with focused SI/technology partners and improving domain expertise with several domain / life sciences commercial-focused executive hiring.
- Clients cite platform's seamless integration with Microsoft technology ecosystem and ability to provide customizations as key strengths.

Limitations

- While Provider 1 has worked on improving the domain capabilities, clients feel it still needs to make progress in this direction, especially the understanding of pharma operations and regional nuances, particularly for XYZ.
- While clients appreciate Provider 1's technical expertise, they have highlighted a few improvement areas around Microsoft automation tool with XYZ platform and a few missing XYZ features in XYZ.
- Provider 1 needs to improve/add a few next-generation capabilities such as mature conversational assistant/UI, embedded real-time insights, user-friendly/cleaner UI/UX, and social media integration. It also needs to focus on making more strategic bets (essentially move away from trial-and-error method) to establish itself as a go-to CEP choice for enterprises.
- Provider 1 can start leveraging its evolving partnership ecosystem to improve its support and change management services. Clients highlight multiple issues in these areas such as subpar implementation support (especially for XYZ-related modules/functionality), missing biopharma context with offshore teams, and minimal/missing change management initiatives.
- Provider 1 needs to improve its market presence and positioning with more robust proof points and dedicated thought leadership to ensure better enterprises mindshare.
- Clients highlight excessive and frequent talent flux (including executive leaders) and lack of strategic support (such as long-term planning or roadmap creation) as factors straining effective client management and restricting Provider 1 from being a strategic partner.

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Research calendar

Life Sciences Information Technology

■ Published ■ Planned ■ Current release

Reports title	Release date
Medical Devices Digital Services PEAK Matrix® Assessment 2023	May 2023
Medical Devices Digital Service – Provider Profiles Compendium	May 2023
Life Sciences Decentralized Clinical Trial Platforms State of the Market 2023	June 2023
Life Sciences Decentralized Clinical Trial Products State of the Market 2023	June 2023
Artificial Intelligence (AI) in the Pharmaceutical Industry	May 2023
Life Sciences IT Services (ITS) State of the Market 2023	June 2023
Life Sciences Smart Manufacturing Services PEAK Matrix® Assessment 2023	August 2023
Life Sciences Commercial Technology State of the Market 2023	September 2023
Life Sciences Smart Manufacturing Services – Provider Compendium 2023	October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023	October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023	December 2023
Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2023	Q1 2024
Life Sciences Customer Experience Platform (CXP) Adoption Playbook	Q1 2024
Assessing Enterprise Readiness to Conduct Decentralized Clinical Trials	Q1 2024
Preparing the Landscape for the Next-generation Decentralized Clinical Trials (DCT)	Q1 2024

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