

Life Sciences Sales and Marketing Operations – Services PEAK Matrix® Assessment 2023

March 2023: Complimentary Abstract / Table of Contents



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- ▶ Revenue Cycle Management
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- ▶ SAP Services
- ▶ Service Optimization Technologies
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Introduction

With the growing cost of drug and device manufacturing, impact of regulatory development such as the Inflation Reduction Act 2023 and impending patent cliffs, among other factors, robust sales and marketing operations is a must for any life sciences enterprise. Additionally, the increasing involvement of end-consumers/patients in their healthcare decisions and evolving Healthcare Practitioner (HCP) needs, is mandating life sciences enterprises to look for digital tools and technologies to realize incremental value from the market and ensure continual engagement in an increasingly competitive market.

To effectively cater to the evolving enterprise needs, service providers have been revamping their scope of sales and marketing operations offerings. Investments vary from point analytics solutions such as HCP segmentation to large-scale multi-tower platform solutions covering marketing, promotion, and sales along with investments in evolving technologies such as metaverse for sales rep training.

In this research, we present an assessment and detailed profiles of 17 service providers featured on life sciences sales and marketing operations PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for calendar year 2022, interactions with leading life sciences providers, client reference checks, and an ongoing analysis of the life sciences BPS market.

This report includes the profiles of the following 17 leading life sciences providers featured on the Life Sciences Sales and Marketing Operations – Services PEAK Matrix®:

- **Leaders:** Atria, Cognizant, Indegene, IQVIA, and ZS
- **Major Contenders:** Accenture, Conduent, Eversana, Genpact, ICON, Syneos Health, TCS, Tech Mahindra, and WNS
- **Aspirants:** Conexus Solutions, Lash Group, and Marlabs

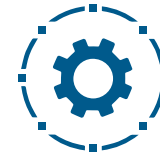
Scope of this report



Geography
Global



Industry
Accenture, Atria, Cognizant, Conduent, Conexus Solutions, Eversana, Genpact, ICON, Indegene, IQVIA, Lash Group, Marlabs, Syneos Health, TCS, Tech Mahindra, WNS, and ZS



Services
Life sciences sales and marketing operations

Overview and abbreviated summary of key messages

This report uses Everest Group’s proprietary PEAK Matrix® to assess and rate service providers on various dimensions of their capabilities. It also includes market share analysis of service providers and Everest Group’s remarks on service providers highlighting their key strengths and limitations.

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

Everest Group PEAK Matrix for Life Sciences Sales and Marketing Operations

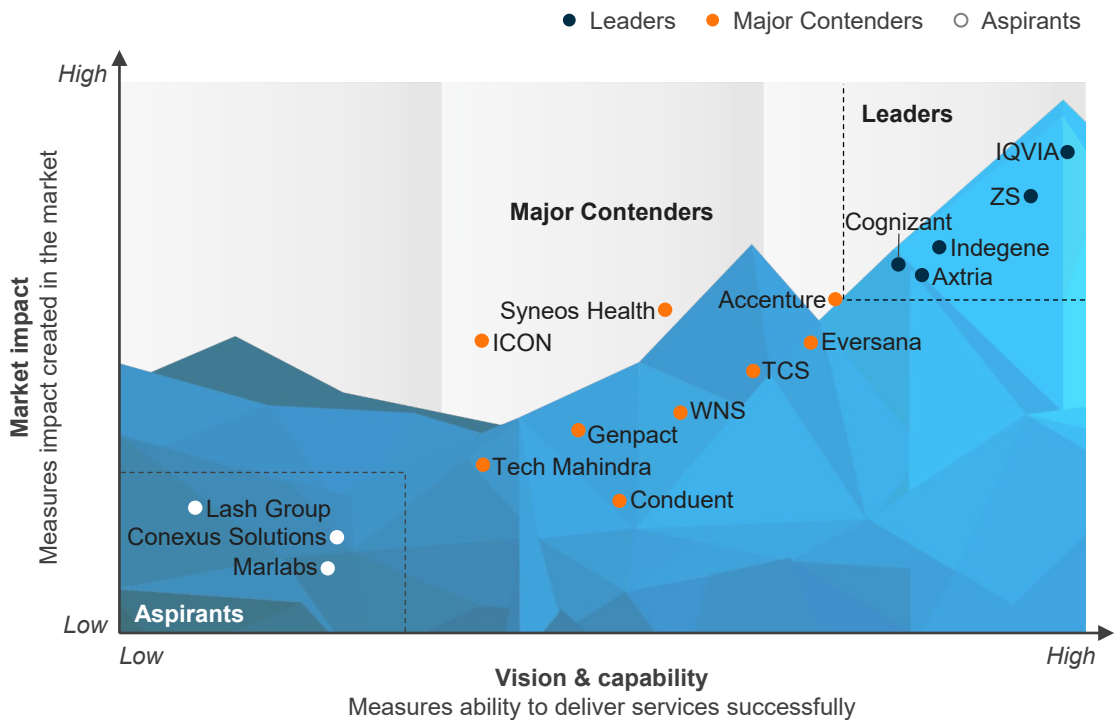
- Everest Group classified 17 life sciences sales and marketing BPS providers on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants. The PEAK Matrix® is a framework to assess the overall vision and capability and market impact of providers
 - **Leaders:** There are five providers in the Leaders category – Axtria, Cognizant, Indegene, IQVIA, and ZS
 - **Major Contenders:** This category has nine providers – Accenture, Conduent, Eversana, Genpact, ICON, Syneos Health, TCS, Tech Mahindra, and WNS
 - **Aspirants:** Conexus Solutions, Lash Group, and Marlabs are Aspirants on the PEAK Matrix® for life sciences sales and marketing operations

Key insights on Life Sciences Sales and Marketing Operations providers’ market shares

- The market Leaders – Axtria, Cognizant, Indegene, IQVIA, and ZS account for >50% of the life sciences sales and marketing operations market share in terms of revenue
- Commercial specialists dominated the growth shares for both revenues and clients
- Smaller players such as Conexus Solutions and Marlabs witnessed phenomenal Year-on-Year (YoY) revenue growth in excess of 30% and strengthened their market presence among their target clients. Among the large providers, Accenture, Indegene and TCS witnessed high growth rates

This study offers three distinct chapters providing a deep dive into key aspects of life sciences sales and marketing operations space; below are three charts to illustrate the depth of the report

Life Sciences Sales and Marketing Operations PEAK Matrix® Assessment 2023^{1,2}



1 Assessment for Accenture, Eversana, ICON, Lash Group, Syneos Health and TCS excludes service provider inputs and is based on Everest Group’s proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group’s interactions with buyers. For these companies, Everest Group’s data for assessment may be less complete

2 The assessment for IQVIA was assisted through a briefing call

Source: Everest Group (2023)

Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

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

Everest Group’s remarks on 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

- Provider 1 has developed capabilities for creative marketing and content management, which are appreciated by clients
- Provider 1 has been able to penetrate the entire value chain with robust proprietary solutions and relevant partnerships

Limitations

- Provider 1 has limited traction with MedTech companies, limiting its opportunity to grow in the commercial space vis-à-vis peers
- Referenced clients have mentioned innovation and next-generation solutions such as leverage of predictive analytics for Next Best Action (NBA) as one of the weaknesses of Provider 1

Research calendar

Life Sciences Business Processes

Published Planned Current release

Reports title	Release date
Pharmacovigilance and Complaint Management Operations – Services PEAK Matrix® Assessment 2021	March 2021
Pharmacovigilance and Complaint Management Operations Service Provider Profile Compendium 2021	April 2021
Life Sciences Operations – Services PEAK Matrix® Assessment 2021	June 2021
Life Sciences Operations – Service Provider Compendium 2021	September 2021
Life Sciences Operations – State of the Market Report 2021	September 2021
MedTech – The Next Colossal Wave in Life Sciences Outsourcing	April 2022
Life Sciences Operations – PEAK Matrix® Assessment 2022	June 2022
Life Sciences Operations – Provider Compendium 2022	September 2022
What's in a label? The Evolving Landscape of Labeling and Artwork in the Life Sciences Industry	February 2023
Navigating the Shift in the Pharma-CRO Engagement Model: Evolving Pharma Needs Signaling Change	February 2023
Life Sciences Sales and Marketing Operations – Services PEAK Matrix® Assessment 2023	March 2023
Life Sciences Sales & Marketing Operations – Provider Compendium 2023	Q2 2023
Life Sciences Sales & Marketing: State of the Market Report 2023	Q2 2023
Life Sciences Operations PEAK Matrix® Assessment 2023	Q3 2023
Evolution of Clinical Trial Operations	Q3 2023

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