



# Life Sciences Commercial Technology Specialists Trailblazers

August 2024: Complimentary Abstract / Table of Contents

Market Report

Life Sciences Information Technology, Life Sciences Commercial Technology



# Our research offerings

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

## Life Sciences Information Technology Services, Life Sciences Commercial Technologies

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance Operations
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

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>4</b>	<b>Introduction</b>	<b>24</b>	<b>Profiles</b>
5	Research methodology	25	Key definitions
6	Background of the research	26	Commercial technology specialist Trailblazers – profiles
<b>7</b>	<b>Commercial technology – market overview</b>	<b>49</b>	<b>Appendix</b>
8	Scope of the research	50	Glossary
10	Leading trends in the commercial domain	51	Research calendar
11	Emergence of high-potential use cases		
12	Drivers of commercial technology adoption		
13	Sourcing criteria		
<b>14</b>	<b>Assessment of specialists</b>		
15	Assessment methodology		
16	Key definitions		
17	High-potential specialists		
18	Commercial technology specialist Trailblazers – leaderboard		
19	Commercial technology specialist Trailblazers – dashboard		

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

**Manu Aggarwal**, Partner

**Abhishek Singh**, Partner

**Chunky Satija**, Vice President

**Durga Ambati**, Practice Director

**Rohit K**, Practice Director

**Animesh Solanki**, Senior Analyst

**Neha Sharma**, Manager

**Ritu Shree**, Assistant Manager

**Aryan Gupta**, Research Associate

## Background of the research

The life sciences industry is undergoing a significant transformation, driven by the need to adapt to rapid technological advances and evolving customer expectations. In this dynamic landscape, commercial technology specialists are emerging as key players, offering innovative solutions across omnichannel engagement, intelligence layer, and content and learning management layers. These specialists are pivotal in helping life sciences companies navigate the complexities of the modern market, ensuring they remain competitive and relevant.

Historically, the life sciences sector has relied on a variety of fundamental technological tools, such as CRM systems with limited analytical capability and basic marketing applications. While these tools have provided a solid foundation for commercial operations, they often fall short in delivering the deep insights and seamless experiences that today's stakeholders demand. Unstructured data, regulatory concerns, and outdated platforms further exacerbate these challenges, limiting the ability to maintain a competitive edge in providing superior customer experiences.

In response, life sciences enterprises are increasingly turning to commercial technology specialists who bring a sophisticated understanding of advanced technologies such as Artificial Intelligence (AI), Machine Learning (ML), and big data analytics, as well as expertise in a niche domain within the commercial technology value chain. These specialists are driving innovation by integrating these advanced capabilities into existing frameworks and developing new platforms that leverage a focused approach and also support cohesive commercial strategies.

In this research, we present an assessment of specialists that offer dedicated platforms and solutions focused mainly on the commercial technology market, primarily focusing on their core capabilities and market impact. We present an assessment and detailed profiles of trailblazers.

The assessment is based on secondary research and analysis. It is based on Everest Group's ongoing tracking of exponential technology companies including specialists.

### Scope of this report

**Geography:** Global

**Industry:** Life sciences (biopharmaceuticals and medical devices)

**Services:** Life sciences commercial technology

# Overview and abbreviated summary of key messages

This report examines the evolving life sciences landscape, focusing on key developments in commercial technology solutions. Rapid technological advancements and shifting customer expectations are driving demand for innovations in omnichannel engagement, intelligence, and content management. To stay competitive, life sciences companies are increasingly integrating AI, ML, and big data analytics. However, challenges persist in optimizing these technologies for cohesive commercial strategies. This report assesses the core capabilities and market impact of specialists offering proprietary life sciences technology solutions.

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

### Leading trends in commercial domain

- The industry is shifting toward personalized experiences, moving beyond traditional CRM approaches. This new era of customer engagement is characterized by various focused layers that enhance the foundational CRM system, incorporating advanced analytics, AI-driven insights, and omnichannel integration to deliver tailored interactions and predictive support
- Life sciences enterprises are looking to build competitive differentiation around their commercial operations by leveraging niche solutions across omnichannel, intelligence, learning, and content layers. Commercial technology specialists are placing selective bets in line with the market demand and are bringing unique propositions in the form of easy to implement and high impact solutions for life sciences enterprises seeking specialized expertise

### Drivers of commercial technology adoption

- The need for leveraging AI/ML in the commercial side of life sciences is growing rapidly due to their potential to boost productivity via automation of routine tasks
- With increasing emphasis on value-based care, personalized engagement ensures messages and communications are tailored to individual HCP needs

### Commercial technology sourcing criteria

Enterprises are majorly focusing on the technology maturity, operational efficiency, and the support services of the platform providers

# Everest Group analyzed 44 specialists on key dimensions to shortlist the top 23 trailblazers in the commercial technology market

## Approach for prioritizing specialists





A further assessment of the high-potential specialists led to the identification of trailblazers in the commercial technology specialist market. These specialists play a significant role in providing commercial technology software/services/solutions.

A comprehensive evaluation was done to identify the high-potential specialists that were providing specialized commercial technology. These specialists were evaluated based on the extent of their domain-focused offerings, market traction, core competencies, technology and innovation, talent, and leadership.

The initial data of 70 specialists was collected based on market interactions and existing research.

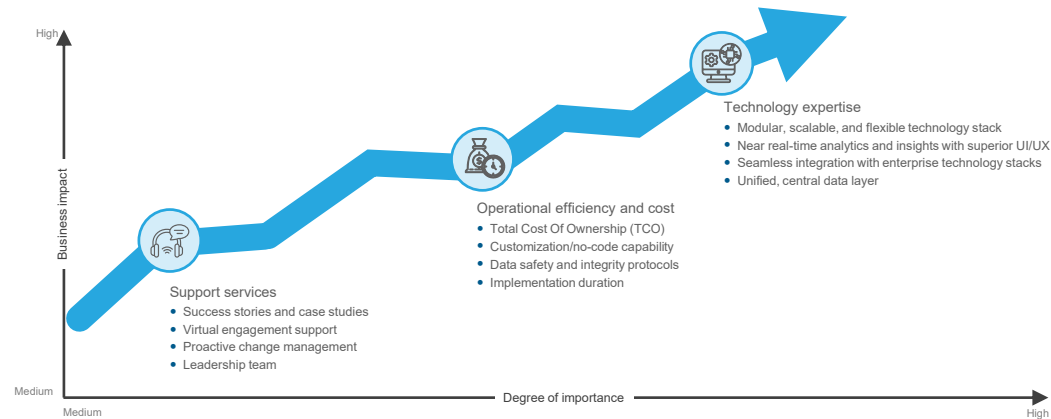


## Dimensions used for prioritizing specialists

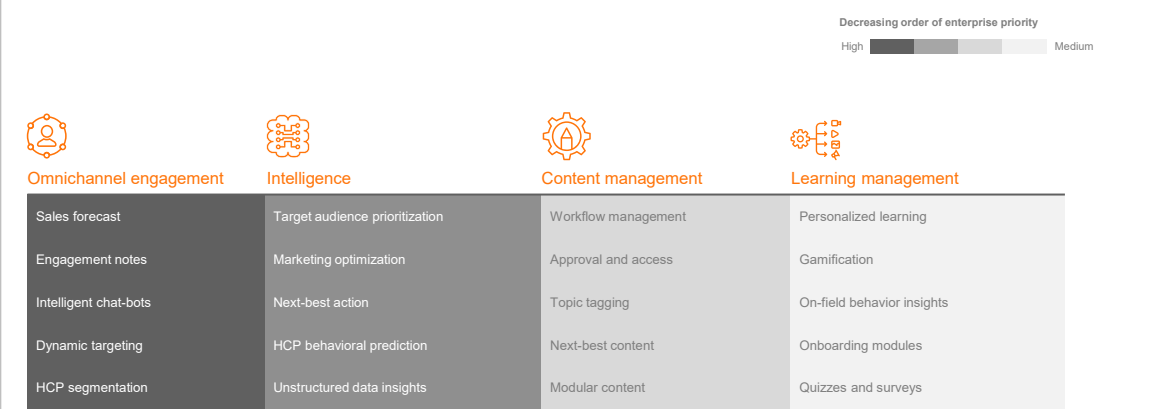
-  Product-domain fit
- +
-  Growth and recognition
- +
-  Innovation quotient
- +
-  Talent and leadership

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

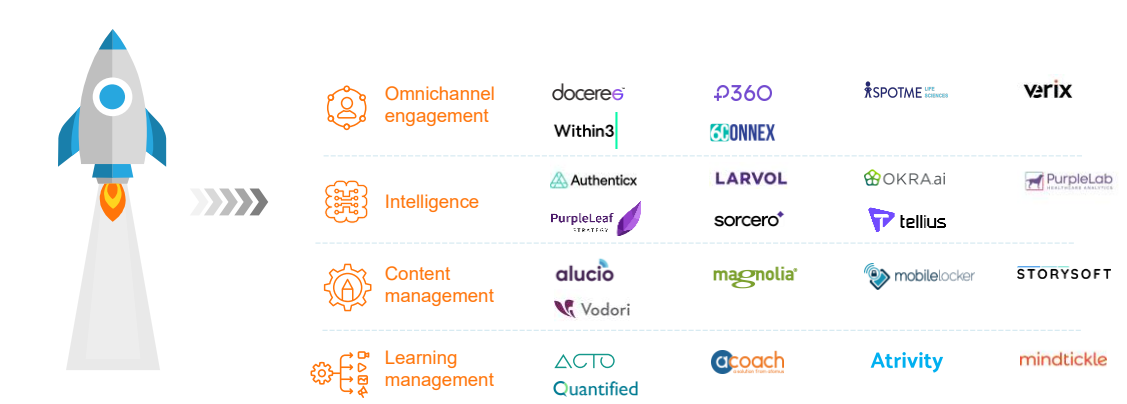
## Commercial technology sourcing criteria



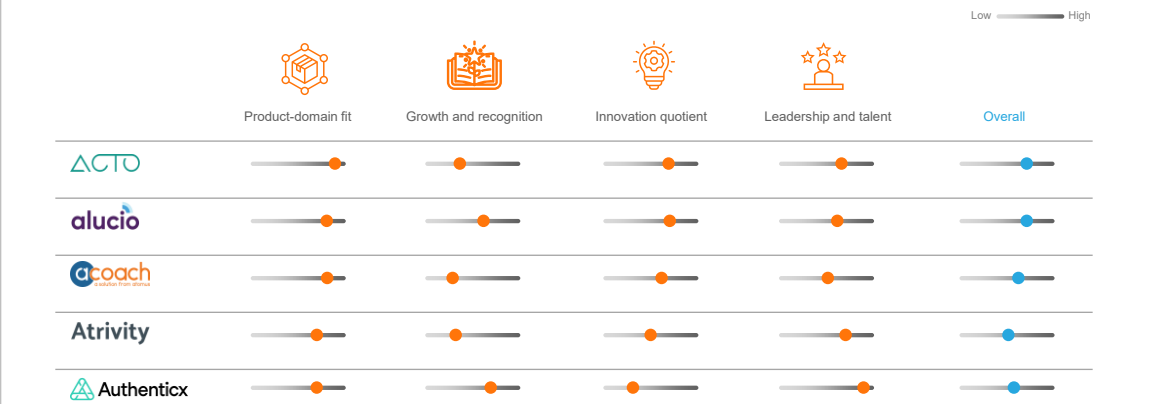
## Key use cases across commercial technology layers



## 23 specialists identified as trailblazers



## Evaluation of shortlisted specialists



# Research calendar

## Life Sciences Information Technology

	Published	Current release	Planned
Reports title	Release date		
Life Sciences Commercial Analytics & AI Trailblazers: Top Seven Start-ups Creating A Buzz In The Life Sciences Commercial Technology Landscape			September 2022
Life Sciences Customer Experience Platforms PEAK Matrix® Assessment 2022			December 2022
Life Sciences Customer Experience Platforms – Provider Profiles Compendium			March 2023
Life Sciences Commercial Technology – State Of The Market			October 2023
Adapting Commercial Models For Success In The Life Sciences Industry			October 2023
Life Sciences Next-gen Customer Engagement Platforms PEAK Matrix® Assessment 2023			October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023			December 2023
Revolutionizing Life Sciences Customer Engagement: Embracing Hybrid Commercial Models (HCMs)			April 2024
Life Sciences Customer Experience Platforms (CXP) Adoption Playbook			August 2024
<a href="#">Life Sciences Commercial Technology Specialists Trailblazers</a>			August 2024
Life Sciences Next-gen Customer Engagement Platforms PEAK Matrix® Assessment 2024			Q4 2024
Life Sciences Analytics And AI Services In Commercial PEAK Matrix® Assessment 2024			Q3 2024
Life Sciences Next-gen Customer Engagement Platforms – Provider Profiles Compendium			Q4 2024
Life Sciences Analytics And AI Services In Commercial – Provider Profiles Compendium			Q4 2024
Changing Paradigm Of Medical Affairs Function			Q4 2024

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



# Stay connected

Dallas (Headquarters)  
info@everestgrp.com  
+1-214-451-3000

Bangalore  
india@everestgrp.com  
+91-80-61463500

Delhi  
india@everestgrp.com  
+91-124-496-1000

London  
unitedkingdom@everestgrp.com  
+44-207-129-1318

Toronto  
canada@everestgrp.com  
+1-214-451-3000

Website  
everestgrp.com

Blog  
everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.