



# Life Sciences Next-generation Customer Engagement Platforms (CEPs) PEAK Matrix<sup>®</sup> Assessment 2024

November 2024: Complimentary Abstract / Table of Contents

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# Introduction

As the life sciences industry continues to evolve, customer engagement is becoming increasingly vital in driving business success through differentiated experiences. In an era of Hybrid Commercial Model (HCM), the focus is sharper than ever on creating seamless, personalized interactions across all channels to meet the demands of healthcare providers and patients. With technology at the forefront of this transformation, enterprises are investing in advanced Customer Engagement Platforms (CEPs) that go beyond traditional CRM systems to deliver real-time insights, dynamic content management, and omnichannel engagement. However, organizations still grapple with challenges related to legacy systems, data silos, and ensuring a customer experience that integrates smoothly across digital and human touchpoints. To overcome these barriers, life sciences companies are forming strategic partnerships with specialized CEP providers to unlock differentiated solutions that elevate engagement, boost operational efficiency, and enhance decision-making through data-driven insights.

In this research, we present an assessment of 27 platform providers featured on the Life Sciences CEPs PEAK Matrix. The assessment is based on Everest Group's annual RFI process for calendar year 2024, 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 27 leading life sciences CEP providers featured on the Life Sciences Next-generation CEPs PEAK Matrix® :**

- **Leaders:** Aktana, Exeevo, IQVIA, Pitcher, Trueblue, WhizAI, and Veeva Systems
- **Major Contenders:** ACTO, Allego, Bigtincan, Hyntelo, Mediasoft, Mindtickle, ODAIA, Onomi, Platforce, Qstream, Salesforce, Seismic, Tellius, Viseven, Vodori, and ZS
- **Aspirants:** Okra, P360, Quantified.AI, and Solofire

## Scope of this report

**Geography:** global

**Industry:** life sciences (biopharmaceuticals, medical devices, etc.)

**Products:** life sciences next-generation CEPs

# Overview and abbreviated summary of key messages

## Overview

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
- Aktana, Exeevo, IQVIA, Pitcher, Trueblue, Veeva Systems, and WhizAI are the current Leaders in the life science next-generation CEP product market. However, several CEP providers are emerging as Major Contenders

### Platform characteristics

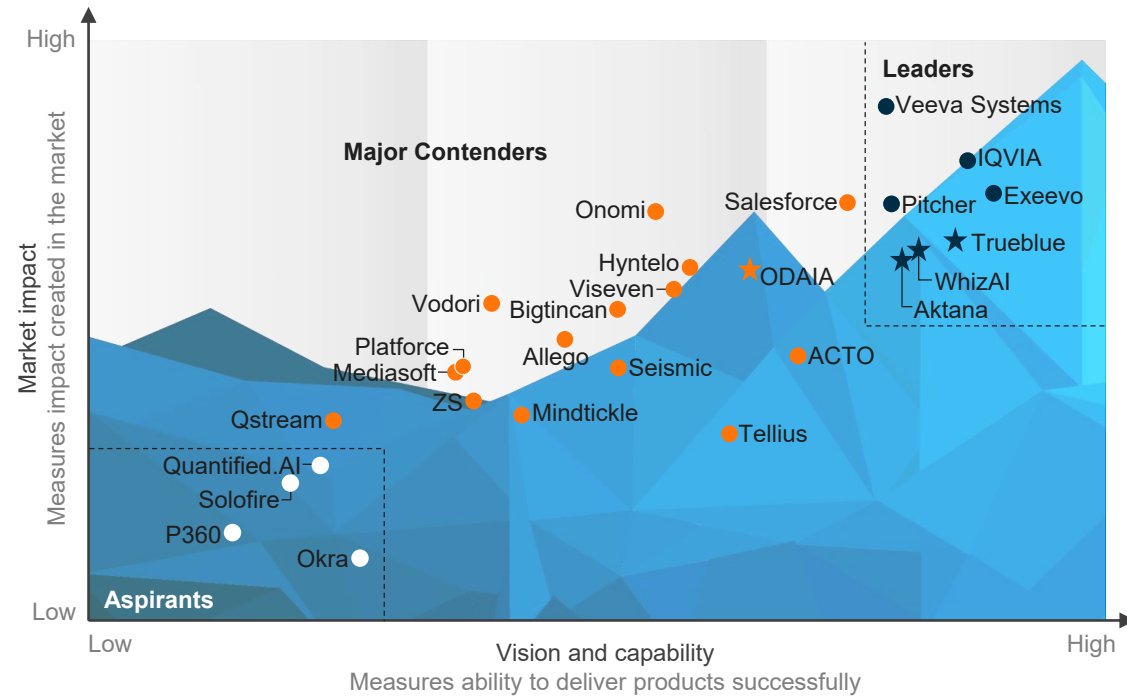
- Leaders have a strong vision to enhance traditional CRM capabilities with more experience-focused functionalities throughout the customer life cycle, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises in platform implementation, 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

# This study offers distinct chapters providing a deep dive into key aspects of life sciences next-generation CEP market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Life Sciences Next-generation CEP PEAK Matrix® Assessment 2024<sup>1,2</sup>

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



1 Assessments for P360, Allogo, Bigtincan, Mediasoft, Mindtickle, Okra.ai, Qstream, Quantified.AI, Seismic, Tellius, Veeva Systems, Solofire, and ZS exclude platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, platform providers' public disclosures, and Everest Group's interactions with next-generation CEP buyers  
 2 Assessments for IQVIA, Pitcher, and Salesforce are based on partial primary inputs  
 Source: Everest Group (2024)

## Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Providers	Market impact				Vision and capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
Provider 1	●	●	●	●	●	●	●	●	●	●
Provider 2	●	○	●	●	●	○	●	○	○	●
Provider 3	●	●	●	●	●	●	●	●	●	●
Provider 4	○	○	●	●	○	○	●	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●	●
Provider 6	○	○	●	○	●	○	○	●	○	○

## Everest Group's remarks on providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision and 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 offers a comprehensive software suite designed for the life sciences industry, providing end-to-end customer engagement solutions that include field planning, content management, etc., tailored for commercial functions
- It has established a solid partnership ecosystem in life sciences, collaborating with partners such as Indegene and IQVIA

### Limitations

- Provider 1 should focus on amplifying its marketing activities through case studies and strategic thought leadership
- To stay competitive and meet evolving customer expectations, it should augment its offering with next-generation capabilities such as next-best action, HCP social media tracking, and territory-level insights

# Research calendar

## Life Sciences Commercial Technology

	Published	Current release	Planned
Reports title	Release date		
Life Sciences Commercial Analytics and 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-generation 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
Life Sciences Commercial Technology Specialists Trailblazers			August 2024
<a href="#">Life Sciences Next-generation Customer Engagement Platforms (CEPs) PEAK Matrix® Assessment 2024</a>			November 2024
Life Sciences Next-generation Customer Engagement Platforms – Provider Profiles Compendium			Q4 2024
Life Sciences CRM Services – State of the Market			Q1 2025
Changing Paradigm of the Medical Affairs Function			Q3 2025
Life Sciences Commercial Analytics and AI – Vendor Spotlight			Q3 2025

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