

# Everest Group PEAK Matrix® for Life Sciences Operations Service Providers 2021

**Focus on Cognizant**  
July 2021



## Background of the research

The life sciences industry has been severely impacted by the COVID-19 pandemic, with hundreds of clinical trials halted and most ongoing trials disrupted in one way or the other. In the wake of this disruption, enterprises are increasingly investing in digital technologies to adapt to the evolving drug development model (such as increasing adoption of virtual or/and hybrid trials) and looking at various approaches to reduce costs, minimize operational disruptions, and enhance overall efficiencies.

Service providers are helping enterprises embrace the paradigm shift by delivering services and solutions across the life sciences operations value chain. From offering cost-effective pharmacovigilance services and technology-driven commercial operations, to supporting enterprises on domain-intensive clinical trial operations, service providers are partnering with biopharmas and medical device manufacturers to manage their evolving priorities and growing business needs.

In this research, we present an assessment and detailed profiles of 31 life sciences BPS service providers featured on the life sciences operations – services PEAK Matrix®. Each service provider profile provides a comprehensive picture of its service focus, core capabilities, key Intellectual Property (IP) / technology solutions, domain investments, and case studies. The assessment is based on Everest Group’s annual RFI process for calendar year 2020-2021, interactions with leading life sciences BPS services providers, client reference checks, and an ongoing analysis of the life sciences BPS market.

### Scope of this report:



**Geography**  
Global



**Service providers**  
Accenture, APCER Life Sciences, Ashfield, Atos, Axtria, Bioclinica, Cognizant, Conduent, Covance, DXC Technology, Ergomed plc, Freyr, Genpact, HCL Technologies, ICON plc, Indegene, IQVIA, Lash Group, Medpace, Navitas Life Sciences, Parexel, PharmaLex, PPD, PRA Health Sciences, ProPharma Group, Syneos Health, TCS, Tech Mahindra, Wipro, WNS, ZS



**Services**  
Life sciences operations

## Everest Group Life Sciences Operations – Services PEAK Matrix® characteristics

Everest Group classified 31 life sciences BPS providers on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants.

### Leaders:

There are nine service providers in the Leaders category – Accenture, Cognizant, Covance, Genpact, IQVIA, PRA Health Sciences, TCS, Wipro, and ZS

### Major Contenders:

The Major Contenders category has 16 service providers – Ashfield, Atos, Atria, Conduent, DXC Technology, Ergomed plc, HCL Technologies, ICON plc, Indegene, Medpace, Navitas Life Sciences, Parexel, PPD, Syneos Health, Tech Mahindra, and WNS

### Aspirants:

APCER Life Sciences, Bioclinica, Freyr, Lash Group, PharmaLex, and ProPharma Group are Aspirants on the PEAK Matrix®

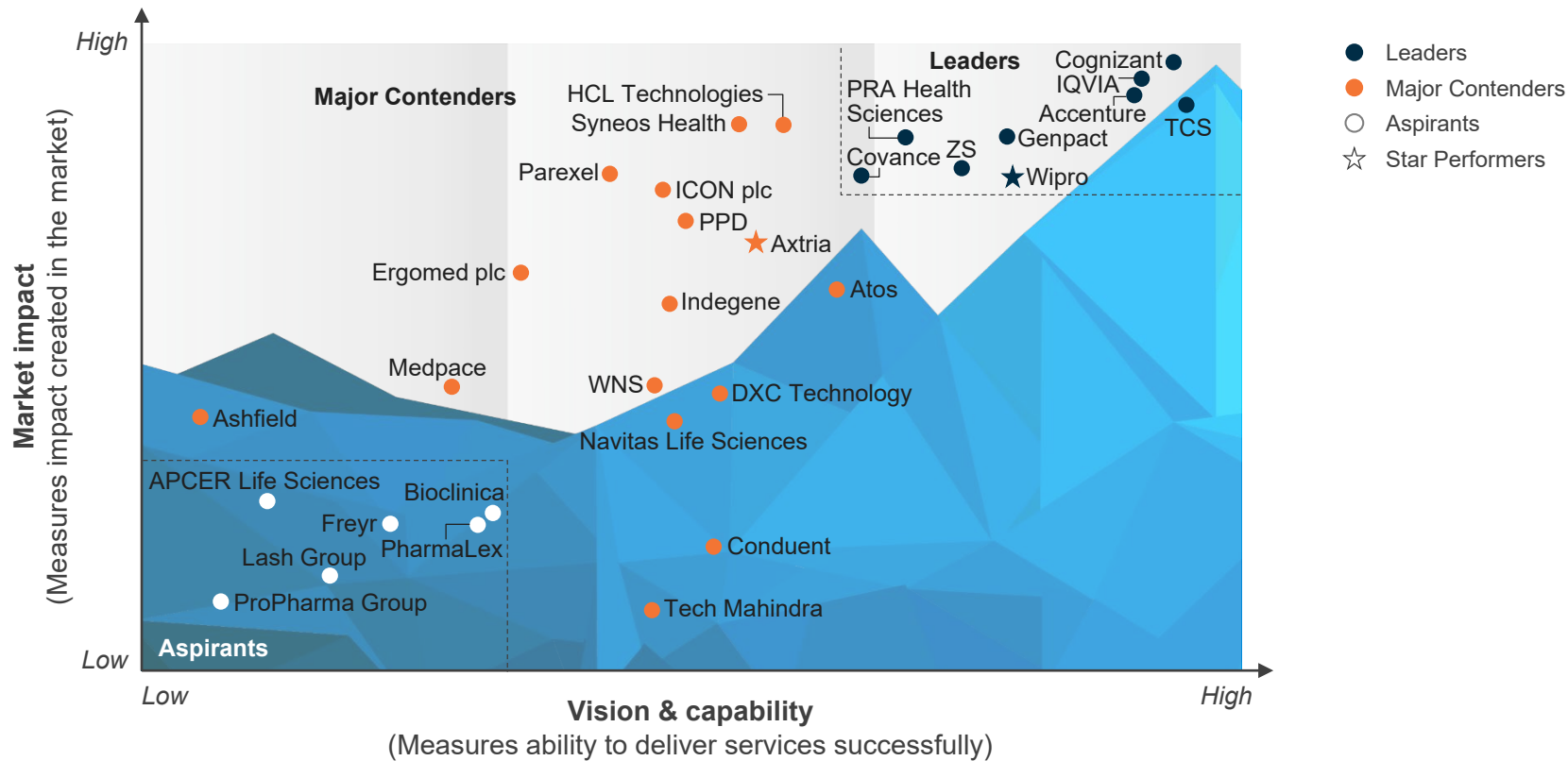
Everest Group conferred the Star Performers title on providers that demonstrated the strongest forward and upward movement on the PEAK Matrix®. Atria and Wipro are Star Performers on the LS operations Everest Group PEAK Matrix® for 2021

# Everest Group PEAK Matrix®

## Life Sciences Operations – Services PEAK Matrix® Assessment 2021 | Cognizant positioned as Leader



Everest Group Life Sciences Operations – Services PEAK Matrix® Assessment 2021<sup>1,2</sup>



1 Assessment for Accenture, APCER Life Sciences, Ashfield, Bioclinica, Covance, Ergomed plc, Freyr, ICON plc, IQVIA, Lash Group, Medpace, Navitas Life Sciences, Parexel, PharmaLex, PPD, ProPharma Group, and Syneos Health 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

2 Analysis for PRA Health Sciences and PPD is based on capabilities before its acquisition by ICON plc and Thermo Fisher Scientific respectively; Tech Mahindra's acquisition of Ireland-based Perigord Life Science Solutions is not included in the analysis

Source: Everest Group (2021)

# Cognizant | life sciences operations profile (page 1 of 6)

## Overview

### Company mission/vision statement

Cognizant (Nasdaq-100: CTSI) is a leading professional services company, transforming clients' business, operating, and technology models for the digital era. Its industry-based, consultative approach helps clients envision, build, and run more innovative and efficient businesses. Headquartered in the US, Cognizant is a Fortune 500 company and has a large client base that includes some of the world's reputable companies.

### Key leaders

- Ganesh Ayyar, Executive Vice President, CDO
- Krishnan Iyer, Global Delivery Head, CDO
- Narsimhan PVL, Vice President & Head of Markets, Life Sciences & Insurance Digital Operations
- Sunita Lakhanpal, Global Head, Life Sciences Digital Operations Delivery

**Headquarters:** Teaneck, New Jersey, The United States

**Website:** [www.cognizant.com](http://www.cognizant.com)

### Suite of services

- Clinical data services – including clinical data management and biostatistics programming
- Scientific writing
- Pharmacovigilance – including case intake, ICSR case processing, aggregate reporting, and signal management
- Regulatory operations – including managing regulatory submissions across geographies
- Complaints management – including complaints capture, complaint processing and investigation, reporting and closure, and trend analysis
- Commercial operations – including customer experience management, patient engagement, and order management

| Life sciences operations | 2018 <sup>1</sup> | 2019 <sup>1</sup> | 2020 <sup>1</sup> |
|--------------------------|-------------------|-------------------|-------------------|
| Revenue (US\$ million)   | Not disclosed     | Not disclosed     | Not disclosed     |
| Number of FTEs           | 5,000-5,500       | 6,500-7,000       | 8,000-8,500       |
| Number of clients        | 53-57             | 67-72             | 78-83             |

### Recent acquisitions and partnerships

- **2020:** acquired 10th Magnitude – a cloud specialist focused exclusively on the Microsoft Azure cloud computing platform, highlighting Cognizant's continued acceleration and execution of cloud strategy
- **2020:** acquired Lev+ – a digital marketing consultancy that simplifies and modernizes marketing campaigns using Salesforce Marketing Cloud for data-driven insight and personalization
- **2020:** acquired EI Technologies - digital technology consulting firm and leading independent Salesforce specialist that expands Cognizant's client capabilities and resources in Europe
- **2019:** partnered with Medidata to develop new solutions for biopharma and MedTech
- **2019:** partnered with the US-based RxLogix for pharmacovigilance automation
- **2019:** partnered with Cabeus for ReALM (regulatory intelligence platform) and regulatory consulting services
- **2019:** acquired Ireland-based life sciences manufacturing technology services company, Zenith Technologies, to strengthen its IoT offerings and enhance life sciences domain capabilities

### Recent developments

- **2020:** developed and deployed Intelligent Process Automation (IPA) solutions in the fields of cognitive pharmacovigilance, life sciences R&D, regulatory labeling, data analytics, and consulting
- **2019:** developed Digital Operations Fabric (DOF) – configurable platform that digitizes operations management processes, optimizes workforce to achieve adherence to service levels
- **2019:** deployed RPA (Digital PV), an end-to-end safety management service, based on automation of business processes using tools such as Blue Prism, Automation Anywhere, UiPath, Pega robotics, and Work Fusion
- Developed a Clinical Data Management (CDM) FSP and BPaaS offering – CDM 2.0 – for pharma, biotech, and medical technology industry with expertise across 20+ therapeutic areas; further, it supports complex study design using Cognizant's platforms and tools such as SetupSmart, EDC Testing Automation, and SmartTrials

1 Calendar year for 20XX i.e., from January 20XX to December 20XX

# Cognizant | life sciences operations profile (page 2 of 6)

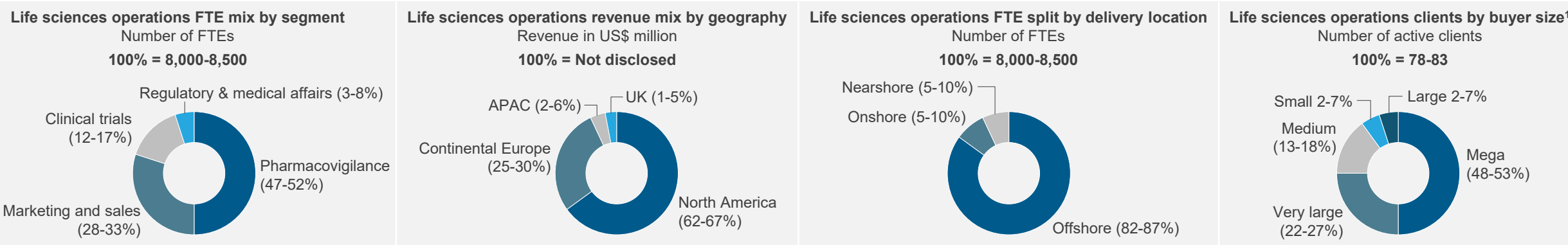
## Key delivery locations



# Cognizant | life sciences operations profile (page 3 of 6)

## Capabilities and key clients

| Key life sciences operations engagements                              |                                                                                               |                |              |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------|--------------|
| Client name                                                           | Processes served                                                                              | Region         | Client since |
| A privately held pharmaceutical company                               | Pharmacovigilance, regulatory operations, risk management, and aggregate reporting            | North America  | 2020         |
| A German multinational science and technology company                 | Aggregate writing support                                                                     | Europe         | 2020         |
| A global medical device company                                       | Pharmacovigilance and commercial operations                                                   | North America  | 2020         |
| An American medical technology-based company                          | Commercial operations                                                                         | North America  | 2019         |
| An American world leader in serving science                           | Commercial operations                                                                         | North America  | 2017         |
| The world's largest medical technology company                        | Clinical data management, pharmacovigilance, and commercial operations                        | North America  | 2016         |
| A Japanese multinational pharmaceutical and biopharmaceutical company | Clinical data management, pharmacovigilance, and regulatory operations                        | North America  | 2014         |
| An American publicly-traded biopharmaceutical company                 | Clinical data management, pharmacovigilance, and commercial operations                        | North America  | 2013         |
| An Ireland-headquartered global pharmaceutical company                | Clinical data management and commercial operations                                            | North America  | 2013         |
| A French multinational pharmaceutical company                         | Clinical data management, pharmacovigilance, regulatory operations, and commercial operations | Europe         | 2012         |
| A Germany-based, world's largest pharmaceutical company               | Clinical data management, pharmacovigilance, regulatory operations, and commercial operations | Europe         | 2011         |
| A British-Swedish multinational biopharmaceutical company             | Clinical data management and commercial operations                                            | United Kingdom | 2010         |
| A Swiss multinational pharmaceutical company                          | Clinical data management, pharmacovigilance, and regulatory operations,                       | Europe         | 2005         |



1 Buyer size is defined as mega (>US\$20 billion), very large (US\$10-US\$20 billion), large (US\$5-US\$10 billion in revenue), medium (US\$1-US\$5 billion in revenue), and small (<US\$1 billion in revenue)

## Cognizant | life sciences operations profile (page 4 of 6)

### Technology solutions/tools

| Application                                        | Processes served                                                                                                                   | Year launched | Description                                                                                                                                                                                                            | No. of BPS clients |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Cognitive Pharmacovigilance Case Processing Fabric | Pharmacovigilance                                                                                                                  | 2020          | Patient-centric application focusing on establishing causality: effective pre-cursor for aggregate analysis: reduce the average case handling time, cost, and resource efforts: removal of pharmacovigilance linearity | 1-5                |
| Interaction Analytics                              | Pharmacovigilance contact centre and patient experience                                                                            | 2020          | Transforms member and provider experience through automated analytics and audit of all interactions across various touchpoints                                                                                         | 1-5                |
| Cognilogix                                         | Manufacturing operations, marketing and sales, supply chain and distribution, pharmacovigilance, and regulatory compliance support | 2020          | Multi-faceted tool capable of performing a wide range of functions                                                                                                                                                     | 1-5                |
| Digital PV                                         | Pharmacovigilance                                                                                                                  | 2020          | Helps in end-to-end automation of pharmacovigilance Individual Case Safety Report (ICSR) case processing                                                                                                               | 1-5                |
| Unified Clinical Platform                          | Clinical trial, marketing and sales, supply chain and distribution, and pharmacovigilance                                          | 2020          | A platform for delivering end to end solutions from protocol to Clinical Study Report (CSR)                                                                                                                            | 1-5                |
| ONESPEAKER                                         | Marketing and sales                                                                                                                | 2019          | Cloud solution to improve the effectiveness and compliance of life sciences speaker bureau programs                                                                                                                    | 1-5                |
| BigDecisions                                       | Marketing and sales                                                                                                                | 2019          | An end-to-end system of intelligence platform to extract valuable insights that lead to better decisions for pharma companies                                                                                          | 1-5                |
| EAGLE Platform                                     | Marketing and sales                                                                                                                | 2019          | An AI and machine learning-enabled platform to enable better customer interactions                                                                                                                                     | 1-5                |
| Cognizant assetSERV                                | Marketing and sales                                                                                                                | 2019          | A configurable and flexible digital asset management platform that enables organizations to deliver engaging, channel optimized customer experiences                                                                   | 1-5                |



# Cognizant | life sciences operations profile (page 5 of 6)










## Technology solutions/tools

| Application                | Processes served                                         | Year launched | Description                                                                                                                                                                                                                  | No. of BPS clients |
|----------------------------|----------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Patient Prime              | Marketing and sales                                      | 2019          | An integrated hub solution for patient engagement using the Salesforce platform                                                                                                                                              | 1-5                |
| Document Accelerator       | Clinical trials                                          | 2019          | A platform that helps in driving efficiency in the design, authoring and approval of a protocol, and maximizing content reuse                                                                                                | 1-5                |
| Lab of the future          | Drug discovery, research, and preclinical trials         | 2019          | Digital platforms with integrated analytics for transitioning from robotics to intelligent automation and enabling AR/VR/VPA to accelerate lab experience                                                                    | 1-5                |
| Lab Insights               | Drug discovery, research, and preclinical trials         | 2018          | A decision-support platform to help in diagnostic, predictive, and exploratory analytics                                                                                                                                     | 1-5                |
| Setup Smart                | Clinical trials                                          | 2014          | Helps to accelerate the study setup design phase automatically by using the Meta Data Repository (MDR)                                                                                                                       | 1-5                |
| Shared Investigator Portal | Clinical trials                                          | 2014          | A cross-industry platform designed to streamline investigator and site access through harmonized delivery of content and services                                                                                            | 5-10               |
| MedVantage                 | Marketing and sales, supply chain, and pharmacovigilance | 2014          | Integrated field service and complaint handling business cloud solution that drives enhanced customer reach, improves customer satisfaction, and ensures regulatory compliance specifically for the medical devices industry | 5-10               |
| Smart Trials               | Clinical trials                                          | 2013          | A risk-based monitoring platform and a suite of clinical solutions including Clinical Data Repository (CDR) and Optical Data Repository (ODR)                                                                                | 5-10               |

# Cognizant | life sciences operations profile (page 6 of 6)

## Everest Group assessment – Leader

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

- With strong capabilities across the LS operations value chain, Cognizant continues to gain market share and strengthen its position as one of the largest IT/BPO companies in terms of revenue and scale of operations
- The service provider’s revenue has grown at a double-digit CAGR during 2018-20, mainly driven by growing pharmacovigilance / complaint management and commercial services
- Enterprises leveraging CRO’s Functional Service Provider (FSP) model will find its delivery model very compelling due to integration of cost-effective services with nimble next-generation technology (a key limitation for CROs)
- It continues to make platform- and solutions-related investments (such as Digital PV and Unified Clinical Platform), expand and establish new delivery centers, and enter into strategic partnerships/M&As (such as RxLogix, Medidata, and Zenith Technology)
- Referenced clients have highlighted Cognizant’s resource scalability, cost-effective services, flexibility, and the ability to deliver services despite volume fluctuations as key strengths. Further, they were highly satisfied by its management of COVID-19-induced disruptions and highlighted its effective communication, high responsiveness, and proactive approach in dealing with the crisis

### Limitations

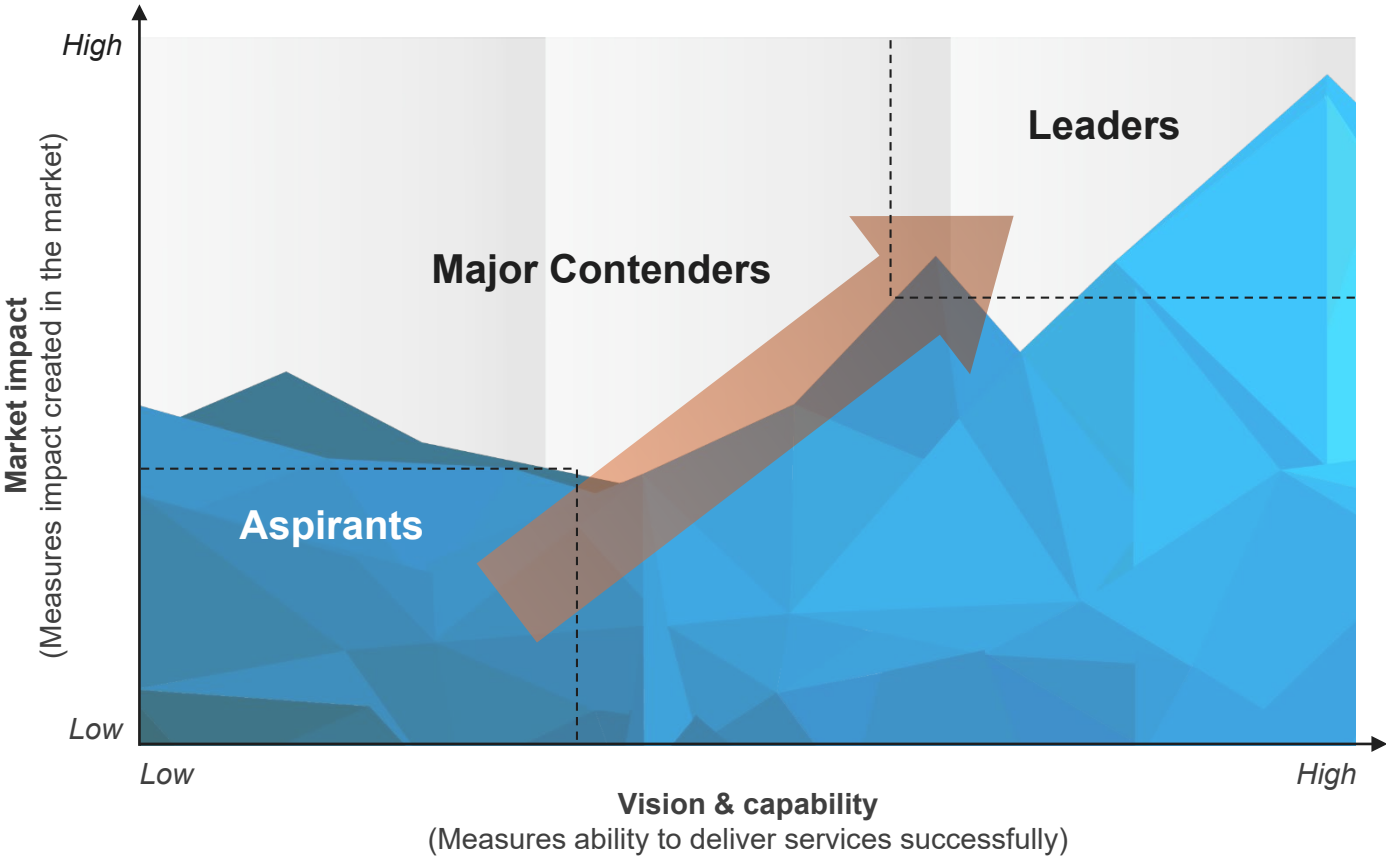
- Its client portfolio is still skewed more toward large enterprises (revenue >US\$1 billion). Its capabilities to cater to small biopharma and MedTech companies is somewhat untested
- Despite having the required patient hub services capabilities, its ability to address the growing demand for patient engagement, therapy adherence, personalized care management, and patient assistance programs is yet to be noted
- Buyers expect Cognizant to further amplify its efforts on digital initiatives and identify opportunities to increase operational efficiencies

# Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions



Measures impact created in the market – captured through three subdimensions

Market adoption

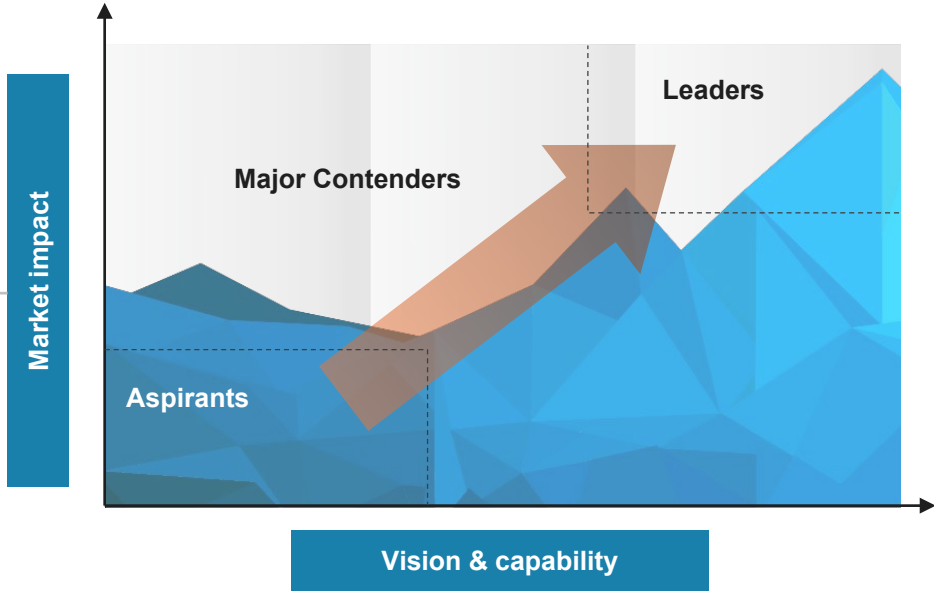
Number of clients, revenue base, YOY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across geographies and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

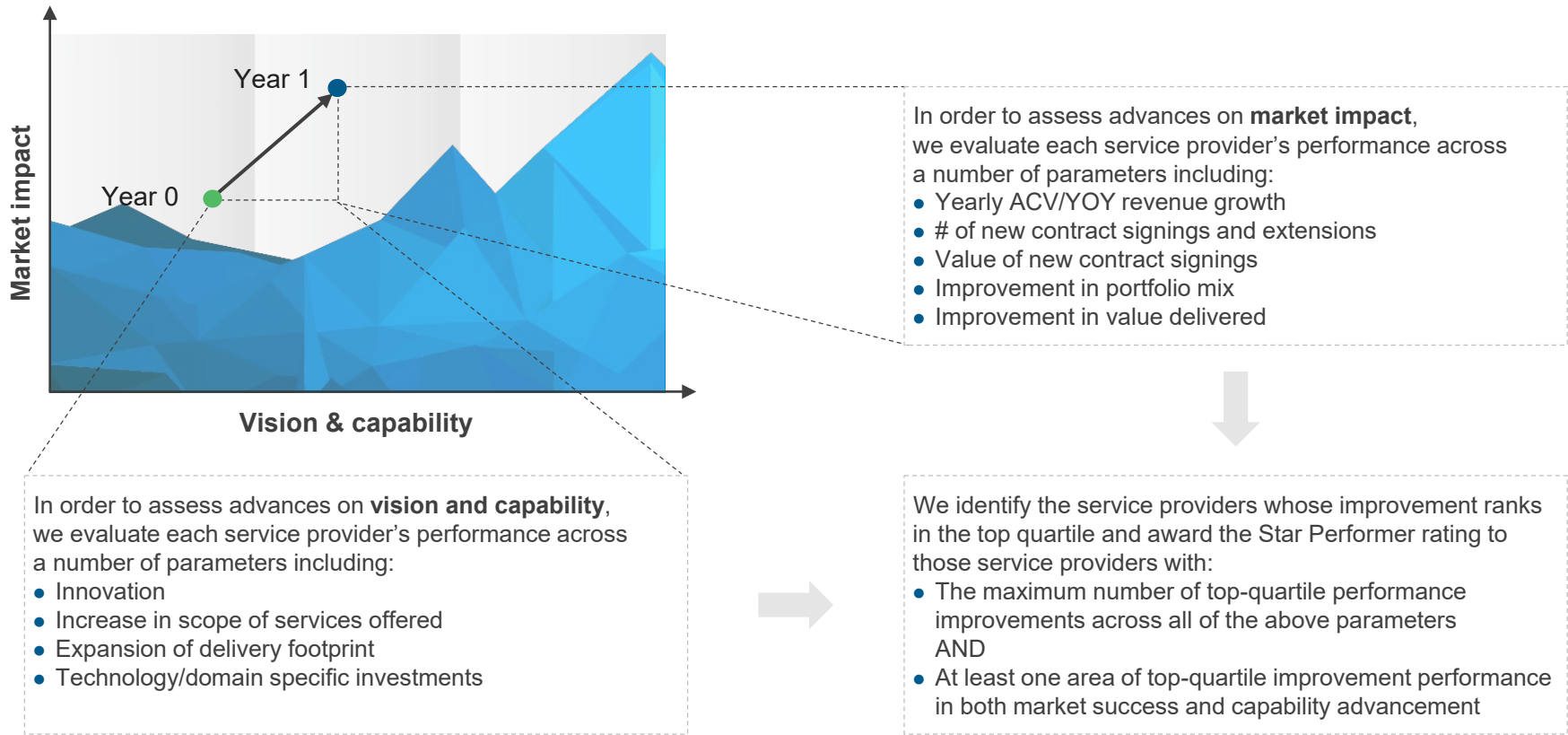
Delivery footprint

Delivery footprint and global sourcing mix

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

## **Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?**

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

## **What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

## **What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

## **What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?**

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
  - Issue a press release declaring their positioning. See [citation policies](#)
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises





Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global companies, service providers, and investors. Clients use our services to guide their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

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+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

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