Everest Group®

Everest Group Clinical Data Management (CDM) Operations PEAK Matrix® Assessment 2025

Focus on Cognizant

September 2025

PEAK MATRIX®

Introduction

CDM is undergoing a fundamental transformation, emerging as a strategic priority for life sciences enterprises. This shift is driven by increasing trial complexity, growing data volumes, and the rise of decentralized and RWD sources. These trends are placing significant demands on the standardization, and delivery timelines of clinical data.

Traditional CDM approaches often rely on manual processes and fragmented data streams from EHRs, ePRO systems, wearable devices, and lab platforms, introducing significant challenges in harmonization, validation, and traceability. Regulatory bodies are also raising the bar on data integrity, mandating adherence to global standards such as CDISC, GCDMP, and HL7 FHIR.

In response, enterprises are increasingly partnering with specialized CDM providers that offer deep therapeutic expertise, global delivery models, and scalable technology solutions to support trial operations from start-up to closeout. They are also deploying AI, gen AI, and agentic AI-driven solutions that enable intelligent automation of data ingestion, real-time validation, medical coding, and query resolution. Gen AI further supports protocol design, metadata management, and data integration, while agentic AI facilitates dynamic, autonomous decision-making that adapts to evolving trial conditions.

In the report, we assess 22 CDM service providers featured on Clinical Data Management (CDM) Operations PEAK Matrix® Assessment 2025. Each provider profile provides a holistic picture of its service focus, solution offerings, and domain investments. The assessment is based on Everest Group's annual RFI process for calendar year 2025, interactions with leading CDM providers, client reference checks, and ongoing analysis of the CDM operations market.

The full report includes the profiles of the following 22 leading CDM operations providers featured on the CDM Operations PEAK Matrix:

- **Leaders:** Accenture, Cognizant, ICON plc, IQVIA, and Parexel
- **Major Contenders:** ClinChoice, Emmes Group, Everest Clinical Research, Fortrea, Medpace, Navitas Life Sciences, PPD, Precision for Medicine, Premier Research, Syneos Health, TCS, and Zifo
- **Aspirants:** Allucent, Caidya, Cytel, Indegene, and Novotech

Scope of this report

Geography: global

Industry: life sciences

Services: clinical data management operations

Scope of the evaluation

The CDM value chain is depicted below

Study start-up

- Protocol development
- Data management plan design
- Database design and setup, dictionary setup
- Monitoring plan (RBQM, CTMS, and EDC Report setup)
- Third-party transfer specification and setup
- User Authorized Testing (UAT)
- CRF/eCRF design (specifications, annotation, guidelines, and tracking)
- ePRO/eCOA validation and setup

Study conduct

- Data capture, entry, and cleaning (eSource and ePRO/eCOA)
- Data validation and standardization
- Medical coding
- Data integration and mapping
- Library management
- Medical data review
- Query resolution and management
- SAE reconciliation
- Data review and management
- Statistical analysis
- SAE reconciliation
- Data review and management
- Statistical analysis
- Data visualization and reporting (Trial and SAS programming)
- Quality assurance (eTMF Filing, CSR audits, and safety and efficacy)
- Risk-based monitoring support through clinical data review and visualization
- Data storage, retention, and migration

Study closeout

- Database lock
- Study archival / decommissioning
- Study data transfer
- Project closure documentation

Consulting

Clinical data business strategy	Business process transformation	Automation and optimization of process	Quality framework	Program change and communication management	Training services

Data governance, security, and privacy

User access control and permission	Data backup and disaster recovery mechanism	Version control and roll back capabilities	Data security and privacy compliance	Quality control and management (CAPA resolution and audits)

CDM Operations PEAK Matrix® characteristics

Leaders

Accenture, Cognizant, ICON plc, IQVIA, and Parexel

- Leaders demonstrate comprehensive, end-to-end capabilities across the CDM value chain, supported by deep therapeutic expertise and global service delivery across all buyer segments
- They are pioneers in the adoption of AI, gen AI, and agentic AI, leveraging these technologies to enable real-time data validation, automated query resolution, and optimized protocol design. Their platforms are further strengthened by advanced analytics and seamless integration with EHR and EDC systems
- They offer mature FSP delivery models that enable scalable, flexible support tailored to diverse client needs

Major Contenders

ClinChoice, Emmes Group, Everest Clinical Research, Fortrea, Medpace, Navitas Life Sciences, PPD, Precision for Medicine, Premier Research, Syneos Health, TCS, and Zifo

- Major Contenders demonstrate depth in focused CDM functions and targeted point solutions, including data standardization, risk-based monitoring, and data interoperability
- They specialize in therapeutic areas such as oncology, cell and gene therapy, and rare diseases, with a strong presence in midsize biopharma and emerging biotech segments
- These providers are actively integrating RWD sources and partnering with platform provider to broaden their service offerings and enhance technological capabilities

Aspirants

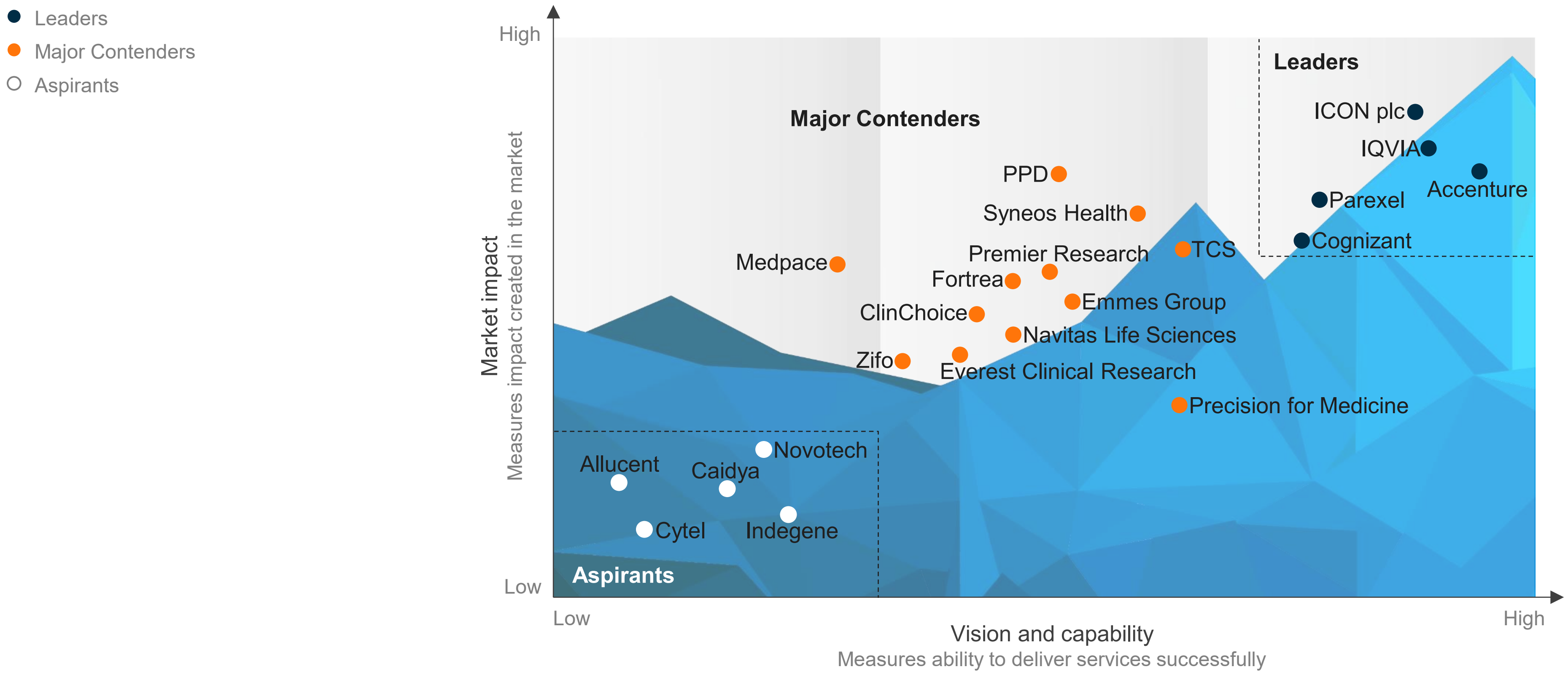
Allucent, Caidya, Cytel, Indegene, and Novotech

- Aspirants typically support niche markets or small to midsize pharma enterprises, often with a limited global presence and narrower CDM service portfolios
- Their strengths lie in specialized therapeutic areas, focused data capture services, and select CDM capabilities such as biometrics and statistical analysis
- They primarily rely on strategic partnerships for scalability and technology enablement

Everest Group PEAK Matrix®

Clinical Data Management (CDM) Operations PEAK Matrix® Assessment 2025 | Cognizant is positioned as a Leader

Everest Group Clinical Data Management (CDM) Operations PEAK Matrix® Assessment 2025[1]



1 Assessments of Allucent, Caidya, ClinChoice, Everest Clinical Research, Fortrea, ICON plc, IQVIA, Medpace, Novotech, Parexel, PPD, Precision for Medicine, Premier Research, and Syneos Health excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers

Source: Everest Group (2025)

Cognizant

Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Cognizant offers broad end-to-end CDM capabilities supported by 2,700+ studies, across pharma, MedTech, and biologics. Additionally, its FSP model enables scalable delivery through modular, pre-validated tech solutions, tailored to client-specific requirements
- It demonstrates an agentic AI-driven automation approach through specialized AI agents for EDC and Clinical Data Repository (CDR) live activities, Patient Profile Completion (PPC) effort reduction, and AI-driven automation for FEC comparison, and discrepancy detection
- It has further enhanced its CDM capabilities through various strategic partnerships, including Thoughtsphere for AI-enabled data management ecosystem (DMSphere, ClinSafe, and ClinStats), SAAMA for end-to-end study start-up, and eClinical for unified data ingestion
- Clients have recognized Cognizant's domain expertise, responsiveness, and long-standing partnerships as key strengths

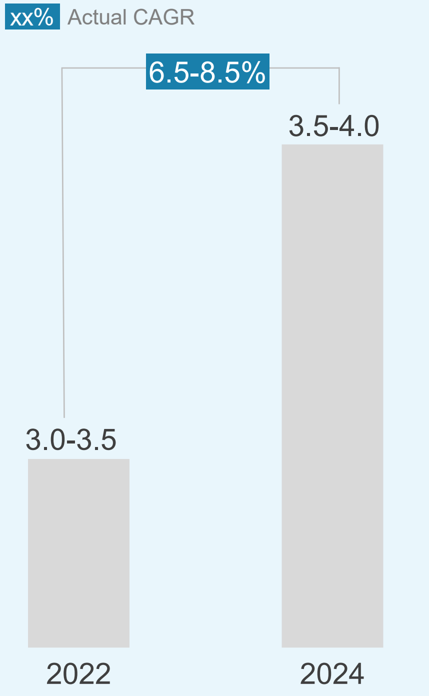
Limitations

- Cognizant has a predominantly offshore delivery model that may pose challenges for on-site client engagement, regulatory alignment, and risk diversification for certain enterprise needs
- It maintains a stronger focus on study conduct activities, with relatively limited spread across study start-up and closeout stages
- Client feedback highlights high attrition, limited strategic input during delivery, and cost-effectiveness as areas of improvement

Market trends

With the shift toward FSP models and focus on complex therapeutic areas, providers are accelerating CDM growth through AI-driven solutions and interoperable data platforms

Market size (US$ billion) and CAGR



Key drivers for CDM

Advances in AI and automation	Increasing focus on AI / gen AI and automation tools is pushing providers to optimize CDM processes for real-time data analysis and validation
Focus on data standardization and interoperability	Wider adoption of data standards (SDTM and ADaM) and digital protocols is driving the need for data harmonization and system integrations
Shift toward FSP model	Growing demand for FSP models, especially among larger enterprises, is driving the need for flexible and scalable CDM operations
Emergence of complex therapeutics	Adaptive trial designs and precision medicine are necessitating the need for advanced data analysis techniques
Increased regulatory complexity	Growing number of protocol deviations and increased oversight requirements from regulators are prompting tighter controls over data quality and risk monitoring

Opportunities and challenges

Unified data platforms	Driving real-time, end-to-end data integration from diverse sources (for example, eCOA and wearables) to enhance flexibility and interoperability in CDM operations
Intelligent workflow orchestration	Deploying AI-driven tools to enable intelligent query resolution, predictive issue detection, and automation of tasks such as medical coding and data cleaning
Support for complex trial designs	Delivering specialized CDM capabilities and niche domain expertise tailored to complex therapeutic areas to support effective data management
Real-time risk and quality monitoring	Leveraging advanced analytics and quality dashboards to enable performance tracking, faster issue resolution, and early detection of data anomalies

Provider landscape analysis

Market share analysis of the providers[1]
2024; percentage of overall market of 2024

Provider market share by YoY growth[1]
2023-24; increase in percentage of 2024

1 Providers are listed alphabetically within each range

Key buyer considerations

Key sourcing criteria

High

Priority

Scalability and flexibility
Ability to adapt quickly to evolving study needs, geographies, and data volumes

Cost reduction
Lowering operational and resource expenses

Process improvement and standardization
Enhancing efficiency through harmonized and compliant data workflows

Improving data accuracy and quality
Ensuring high-integrity and reliable data through proactive data validation and review

Domain expertise
Specialized knowledge of therapeutic areas and protocol complexities

Access to better technology and analytics
Leveraging advanced tools, automation, and technology platforms

Brand value/name
Market reputation of the provider

Low

Summary analysis

Scalability and flexibility are the top priorities for enterprises in CDM, reflecting the need for service providers who can quickly adapt to changing clinical trial demands.

Cost reduction is an important primary driver, suggesting a continued focus on operational efficiency.

Process efficiency, compliance, and data quality are critical outsourcing considerations, indicating that enterprises seek partners that can standardize operations, ensure regulatory alignment, and maintain high data integrity.

Domain expertise is a key capability, as enterprises prefer service providers with an understanding of therapeutic nuances and protocol complexities.

Access to technology is important but not a primary driver, suggesting a shift toward value-based, outcome-driven solutions where technology is viewed as an enabler rather than the core selection criterion.

Brand name holds the least importance, highlighting that outsourcing choices are made based on delivery performance and innovation, rather than market reputation alone.

Key takeaways for buyers

Buyers should prioritize CDM providers that offer deep therapeutic expertise, AI-driven capabilities, and flexible delivery models to enable real-time data validation, scalable operations, and continuous innovation.

Shifts in provider capabilities

Providers are increasingly leveraging AI / gen AI and automation to enable real-time data validation and seamless integration of data from diverse sources.

Differentiation across provider types

While IT/BPOs offer scalable, tech-driven CDM solutions, CROs provide deep therapeutic expertise and global reach. Additionally, specialist providers enable buyers to tailor services by study scope and complexity.

Key innovations

Providers are focusing on agentic AI-driven workflow orchestration, AI-led automation in areas including data cleaning, risk-based monitoring, and standardization to redefine data management workflows.

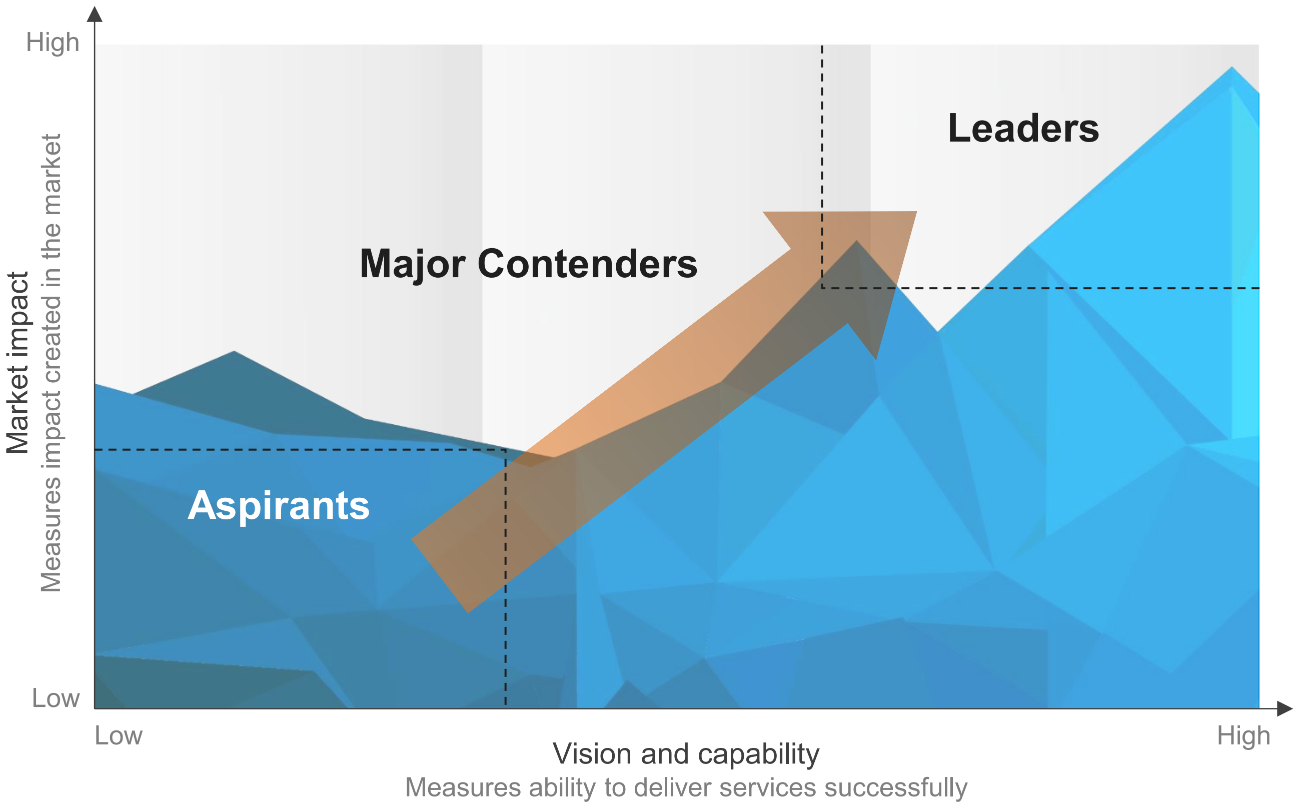
Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix



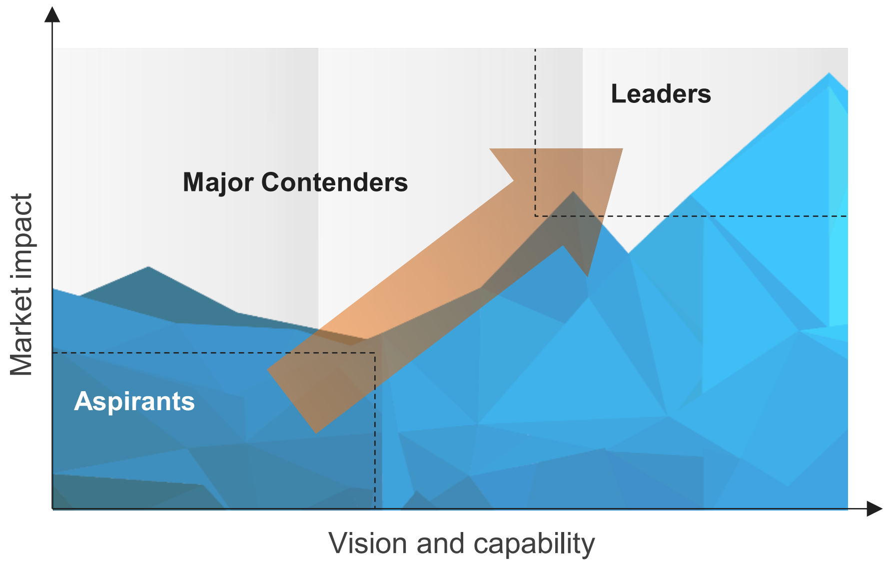
Services PEAK Matrix® evaluation dimensions

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

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

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

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for 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 Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. 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 and to serve enterprises' future expectations.

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