

# Everest Group PEAK Matrix™ for Life Sciences Digital Service Providers 2019

Focus on Cognizant  
September 2019



# Introduction and scope

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Everest Group recently released its report titled “[Life Sciences Digital Services – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019.](#)” This report analyzes the changing dynamics of the life sciences digital services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 23 service providers on the Everest Group PEAK Matrix™ for Life Sciences Digital Services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of life sciences digital service providers based on their absolute market success and delivery capability. Everest Group also identified three service providers as the “2019 Life Sciences Digital Services Market Star Performers” based on the strongest forward movement demonstrated on the PEAK Matrix year-on-year.

Based on the analysis, **Cognizant emerged as a Leader**. This document focuses on **Cognizant’s** Life Sciences digital services experience and capabilities and includes:

- Cognizant’s position on the Life Sciences Digital Services PEAK Matrix
- Cognizant’s year-on-year movement on the Life Sciences Digital Services PEAK Matrix
- Detailed Life Sciences Digital Services profile of Cognizant

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Source: Everest Group (2019) unless cited otherwise

# Background and scope of the research

Enterprises have made digital adoption the bedrock of their growth strategy in recent years, to optimize processes, reduce costs, and deliver better customer experience, all in the pursuit of higher revenue growth. The life sciences industry is no exception. Digital technologies can make internal workflows more efficient, reduce drug development timelines, offer supply chain transparency & efficiency, and even combat counterfeits.

To support enterprises on their digital journeys, service providers are ramping up capabilities through life-sciences-specific partnerships and acquisitions. This, in turn, is driving the need for research and market intelligence on demand and supply trends in life sciences digital services. Everest Group's Life Sciences ITS research program addresses this market need by analyzing outsourcing trends and service provider capabilities in life sciences digital services.



In this report, we analyze the capabilities of 23 IT service providers specific to the life sciences sector globally. These service providers are mapped on the Everest Group PEAK Matrix™, which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on:

- IT digital services market trends for life sciences
- The landscape of service providers for life sciences digital services
- Assessment of the service providers on several capability- and market success-related dimensions

## Scope of this report:



**Geography**  
Global



**Industry**  
Life sciences (pharmaceuticals, medical devices, biotechnology, and other life sciences<sup>1</sup>)



**Services**  
Digital services

<sup>1</sup> Includes healthcare data & information services and medical products distribution

# Life sciences digital services PEAK Matrix™ characteristics

## Leaders:

### Accenture, Capgemini, Cognizant, HCL Technologies, TCS, and Wipro

- Leaders have established themselves as front runners to support large life sciences customers that prefer service providers to help them achieve transformation through digital initiatives
- These players have balanced portfolios, are able to come up with innovative digital use-cases for life sciences firms, and continue to keep pace with the market dynamics through continued investments in technology and services capability development (internal IP/tools, M&A, partnerships, etc.)
- Leaders have showcased high levels of proactiveness in taking their innovations and next-generation service offerings to clients
- They tend to be the providers of choice for large life sciences firms looking for partners with a similar global footprint
- That said, the current Leaders face a stiff challenge from progressive Major Contenders in terms of both digital services capabilities and commercials. Hence, they need to focus on building effective solutions that leverage next-generation technology trends and also address the cost-takeout mandate

## Major Contenders:

### Atos, Deloitte, DXC Technology, EPAM, Genpact, IBM, Indegene, Infosys, LTI, NNIT, NTT DATA, Tech Mahindra, and Virtusa

- The Major Contenders segment comprises a varied mix of global MNCs, large- & mid-sized firms, and life sciences specialists
- While some have built meaningful capabilities to deliver a wide range of digital services across the life sciences LoBs and value chain, others focus on differentiating by specializing in specific areas within the life sciences domain
- The service portfolios of Major Contenders are not as balanced as compared to Leaders, and also tend to be less comprehensive in value chain coverage
- However, these players are offering the Leaders stiff competition by making high-profile investments and meaningful partnerships around digital offerings. For instance, NTT DATA's partnership with Bloqcube, NNIT's acquisition of Halfmann Goetsch Partner AG, DXC Technology's acquisition of Luxoft, etc.
- For such players, an opportunity lies in engaging small and medium-sized buyers, especially since this market segment has not been addressed meaningfully by Leaders

## Aspirants:

### CGI, Fujitsu, Hexaware, and Unisys

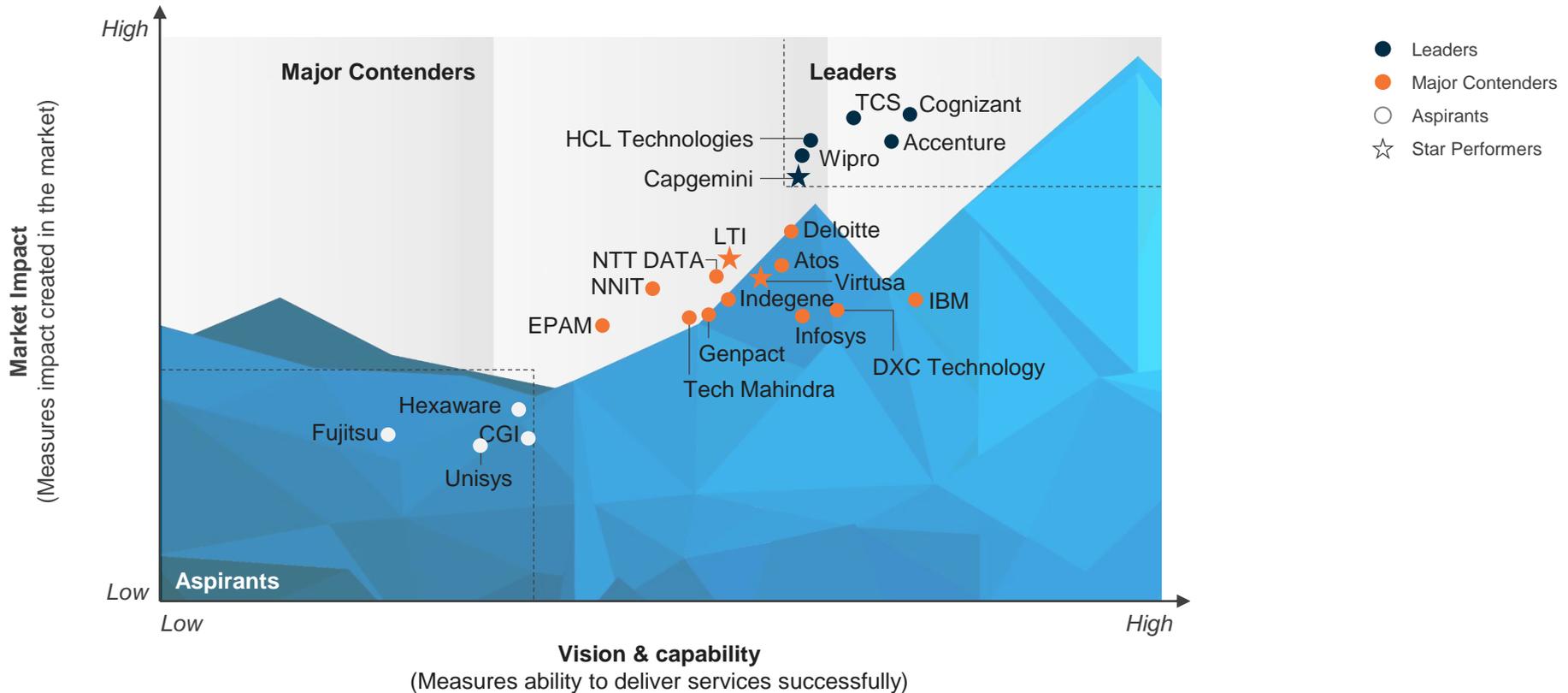
- Aspirants are majorly focused on mid-sized clients with low focus on large and very large clients
- Players such as Fujitsu are using their existing capabilities around infrastructure legacy as a foothold to drive digital transformation
- Some of the players are trying to grow their life sciences businesses through industry-specific offerings, such as Hexaware's Digital trial monitoring solution

Source: Everest Group (2019)

# Everest Group PEAK Matrix™

## Life Sciences Digital Services PEAK Matrix™ Assessment 2019 | Cognizant positioned as Leader

### Everest Group Life Sciences Digital Services PEAK Matrix™ Assessment 2019



Note 1: PEAK Matrix specific to life sciences digital services

Note 2: Assessments for Accenture, Atos, CGI, Deloitte, EPAM, Fujitsu, IBM, Infosys, and Unisys excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

## Overview

### Strengths

- Well-defined vision around life sciences digital services and offerings
- Has a deeper relationship due to sustained engagement in accounts, which enables it to work on forward looking strategies
- Stitch together large end-to-end deals to optimize run-the-business spend

### LS digital services revenue



### Scope of digital services for LS

Analytics, AR/VR, blockchain, cloud, digital marketing, IoT, machine learning / AI, mobility, process automation, and social

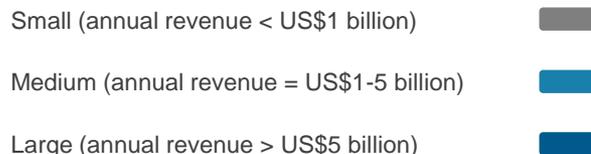
### LS line of business coverage<sup>2</sup>

High (>20%) Medium (10-20%) Low (<10%)



### Adoption by buyer groups<sup>2</sup>

High (>20%) Medium (10-20%) Low (<10%)



### Areas of improvement

- Creating market buzz by investing in thought leadership
- Becoming true “innovation-orchestrators” for clients looking to scale digital programs
- Serving the life sciences mid-market

### LS value chain coverage<sup>2</sup>

High (>20%) Medium (10-20%) Low (<10%)



### LS digital services delivery map

>1,000 FTEs 500-1,000 FTEs  
100-500 FTEs <100 FTEs



<sup>1</sup> Includes healthcare data & information services and medical products distribution

<sup>2</sup> Classified as high/medium/low, based on contribution to revenue

## Offerings

### Vision statement

Cognizant's vision for life sciences is to enable clients advance science; improve patient lives; and transform enterprise workings through strategic consulting, digital solutions, process expertise, and operations. The goal is realized by focusing on four key areas – pivoting to digital, delivering experiences, enabling operational resilience, and strengthening the core. It also aims to support a 360° continuum of collaboration across global payer, provider, pharma, and patient ecosystems to deliver transformation.

### Proprietary solutions (representative list)

Solution	Details
1Serve	The platform integrates field services and resource management to help clients predict failure and outage for medical devices
Digital Clinical Platforms	A tool designed to create documents in a tailored collaborative environment. SmartTrials provides clinical data repository and an analytics framework to provide visible performance dashboards using key performance indicators, key risk indicators, and risk-based assessment scores. Shared Investigator Platform helps create a collaborative platform to work on clinical trial operations for sponsors and sites
Lab insights	A digital laboratory management platform that empowers labs to reduce cost by enabling data-driven decision-making through centralized oversight of various connected and IoT-enabled devices, instruments, and lab systems
MedDIA	An ML technique to help medical equipment manufacturers shift from condition-based maintenance to predictive maintenance
PatientFirst	This platform provides a 360° view of the patient built on top of Salesforce Health Cloud utilizing core features such as timeline (LPD) and EHR data model
EAGLE	EAGLE leverages AI and machine learning to provide meaningful suggestions to enable better Representative – Customer interaction. EAGLE's Next Best Action (NBA) engine provides actionable recommendations to ensure that the right messages reach the right customer through the preferred channels

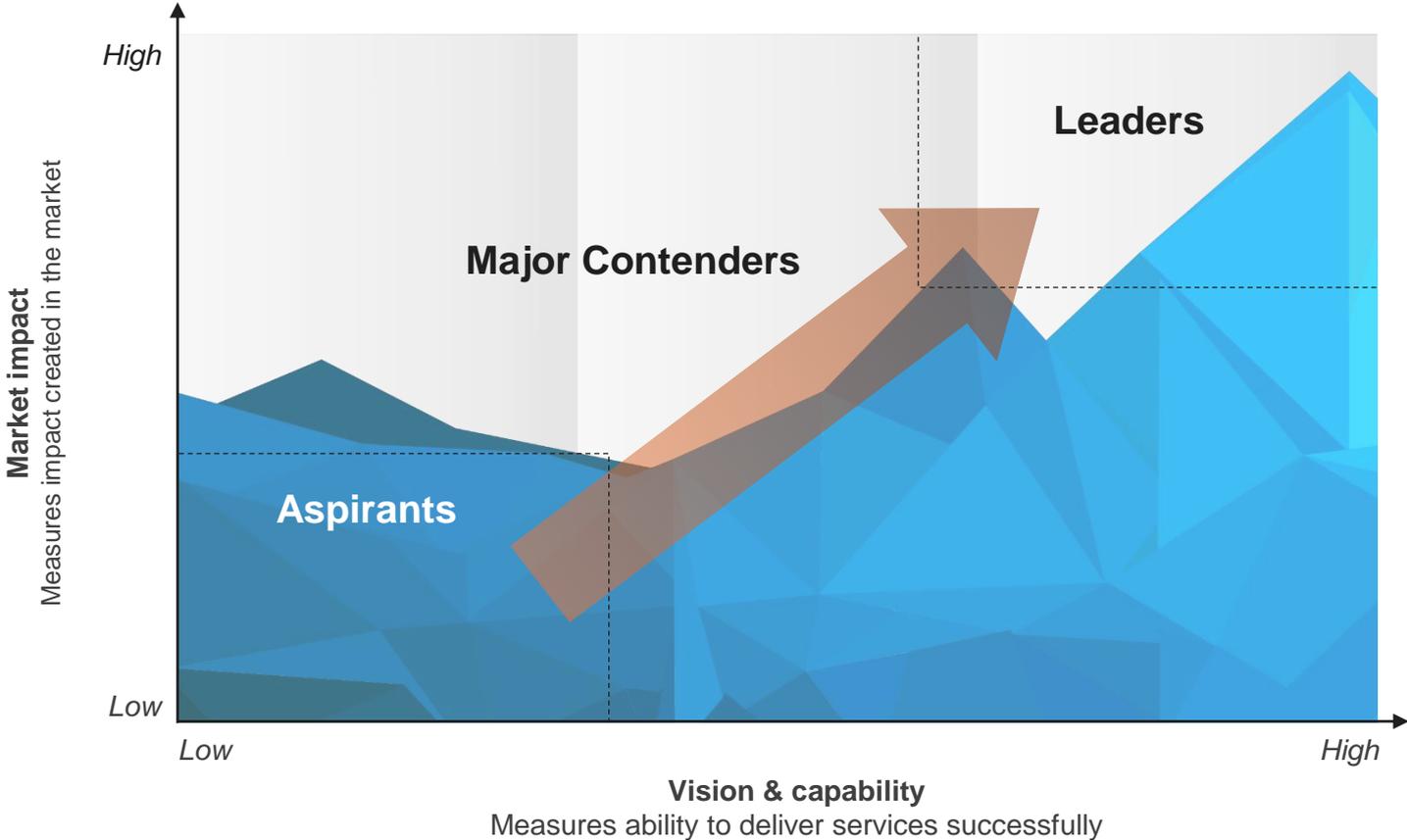
### Recent activities (representative list)

Development	Type	Details
Zenith Technologies (2019)	Acquisition	To extend its capabilities for designing, implementing, and managing end-to-end operational and information technology systems for connected biopharma and medical devices manufacturers
Sentient (2018)	Acquisition	To offer patented artificial intelligence technologies to create unique solutions across areas such as medical diagnosis and ecommerce, etc. to help customers make decisions faster. Sentient LEAF (Learning Evolutionary Algorithm Framework) models complex business problems, simulate trillions of possible solutions and determine best outcomes for clients to affect prediction rates by 20-30%
Medidata (2018)	Partnership	To provide end to end clinical capabilities and offer IRT as-a-service, ePRO, payments, randomization and trial supply management. In addition, provide services in RWE and Commercial analytics through Medidata 's SHYFT Analytics capabilities, to complement Cognizant's capabilities and service offerings across AI & analytics, and Industry platforms in the clinical space
Veeva (ongoing)	Partnership	To provide access to Veeva 's solutions and services, including Veeva Vault, Veeva CRM, and Veeva Advisory Services

# Appendix

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

Everest Group PEAK Matrix



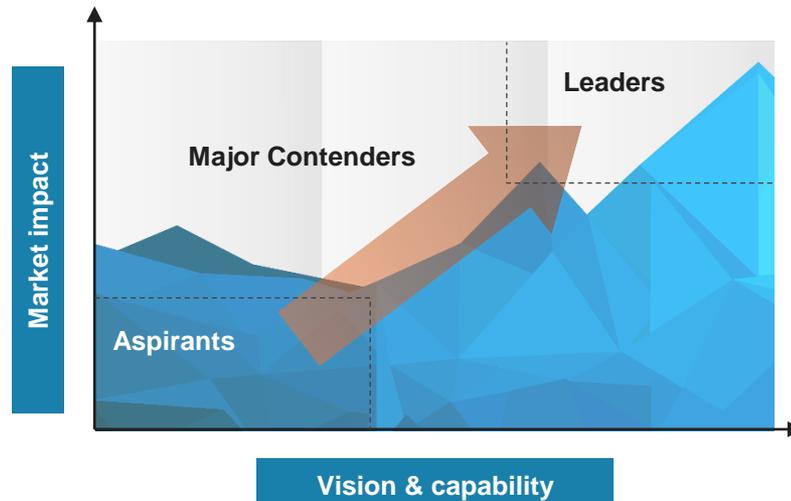
# Services PEAK Matrix™ evaluation dimensions

Measures impact created in the market – captured through three subdimensions

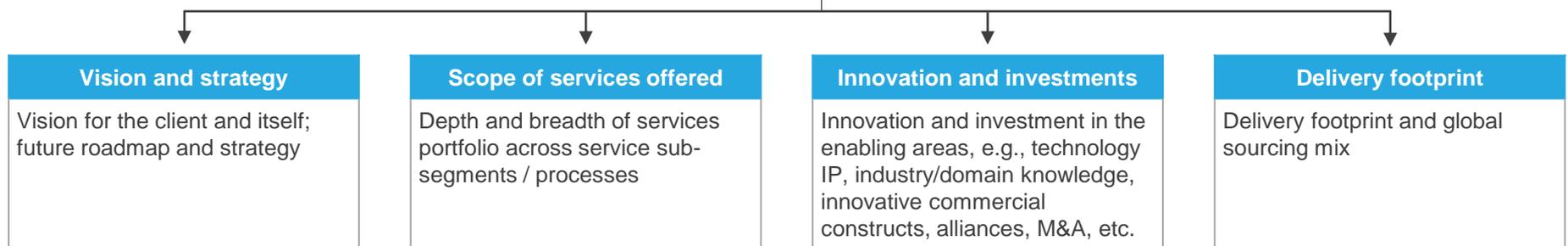
**Market adoption**  
No. of clients, revenue base, and YOY growth, deal value/volume

**Portfolio mix**  
Diversity of client/revenue base across geos and type of engagements

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



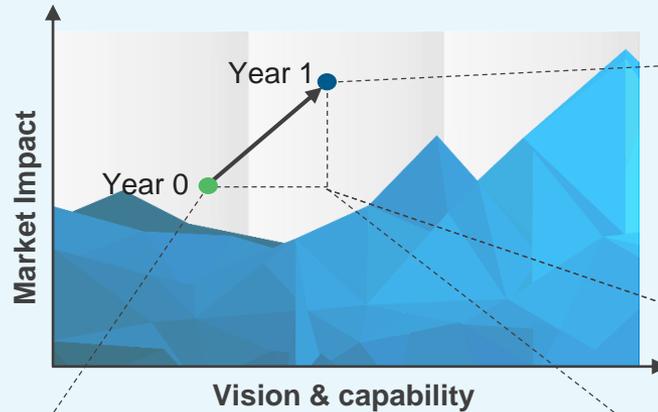
Measures ability to deliver services successfully. This is captured through four subdimensions



# 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



In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:

- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

*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.*

## **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



## About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

### 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

### New York

info@everestgrp.com  
+1-646-805-4000

### Toronto

canada@everestgrp.com  
+1-416-388-6765

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