



Everest Group Life Sciences Operations PEAK Matrix® Assessment 2023

Focus on Accenture
December 2023



Introduction

Over the past year, enterprises have had to serve a series of macroeconomic and geopolitical challenges. The potential uncertainties with the implementation of the Inflation Reduction Act (IRA), and the rise in federal interest rates to curb inflation, compounded by an ongoing war resulting in shifting clinical trials from Russia and Ukraine have forced enterprises to rethink their strategies. Further, the advent of generative AI such as ChatGPT will enable the biopharma and MedTech firms to repackage their offerings and provide cutting-edge technology and cost optimization.

To effectively serve the evolving enterprise needs, service providers have invested in increasing the breadth and depth of their functionalities/offerings across the life sciences operations value chain. They have invested in a host of avenues such as Decentralized Clinical Trials (DCT), with many Information Technology/Business Process Outsourcing (IT/BPOs) companies partnering with DCT providers. Further investments include analytics-driven tools for razor-sharp Healthcare Professional (HCP) profiling and targeting, and the use of automation tools in areas such as Adverse Events (AE) intakes to rapidly evolve with the market needs.

In the full report, we present an assessment and detailed profiles of 28 life sciences Business Process Services (BPS) providers featured on the [Life Sciences Operations PEAK Matrix® Assessment 2023](#). 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 the calendar year 2022, interactions with leading life sciences BPS services providers, client reference checks, and ongoing analysis of the life sciences BPS market.

Scope of this report



Geography
Global



Providers

Accenture, APCER Life Sciences, Axtria, Charles River Laboratories, Clario, Cognizant, Conduent, DXC Technology, Ergomed, Eviden, Fortrea, Freyr, Genpact, HCLTech, ICON, Indegene, IQVIA, Medpace, Navitas Life Sciences, Parexel, PPD, ProPharma Group, Syneos Health, TCS, Tech Mahindra, Wipro, WNS, and ZS



Services
Life sciences operations

Life Sciences Operations – Services PEAK Matrix® characteristics

Everest Group classified 28 life sciences BPS providers on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants.

Leaders

There are eight service providers in the Leaders category – Accenture, Cognizant, Genpact, HCLTech, ICON, IQVIA, TCS, and Wipro.

- Leaders have prioritized building a robust technology ecosystem with significant investments in proprietary platforms, point solutions, and partnerships
- They have extended their breadth of offerings through investments in new sub-functions within life sciences and have further enhanced their delivery footprint across the globe

Major Contenders

The Major Contenders category has 16 service providers – Atria, Charles River Laboratories, Clario, Conduent, DXC Technology, Ergomed, Eviden, Fortrea, Indegene, Parexel, PPD, ProPharma Group, Syneos Health, Tech Mahindra, WNS, and ZS.

- Major Contenders have enhanced their depth within their strong suite of sub-functions in the life sciences value chain
- They have also made small acquisitions to expand their capabilities across life sciences. To bridge the gap to the Leaders, Major Contenders are investing in cutting-edge technology and increased investments in AI/ML solutions

Aspirants

APCER Life Sciences, Freyr, Medpace, and Navitas Life Sciences are the Aspirants on the PEAK Matrix

- Aspirants in the life sciences operations arena are novel entrants among technology providers, and they seek to carve out their niche by strategically directing investments toward unique capabilities and specialized use cases, positioning themselves for future growth and innovation in the market
- They have relatively limited domain capabilities and technology capabilities as compared to the Leaders and Major Contenders. Aspirants have focused on less sophisticated solutions to deliver value to their clients and aim to consistently scale investments in technology solutions with increased emphasis on AI/ML technologies to further develop their capabilities

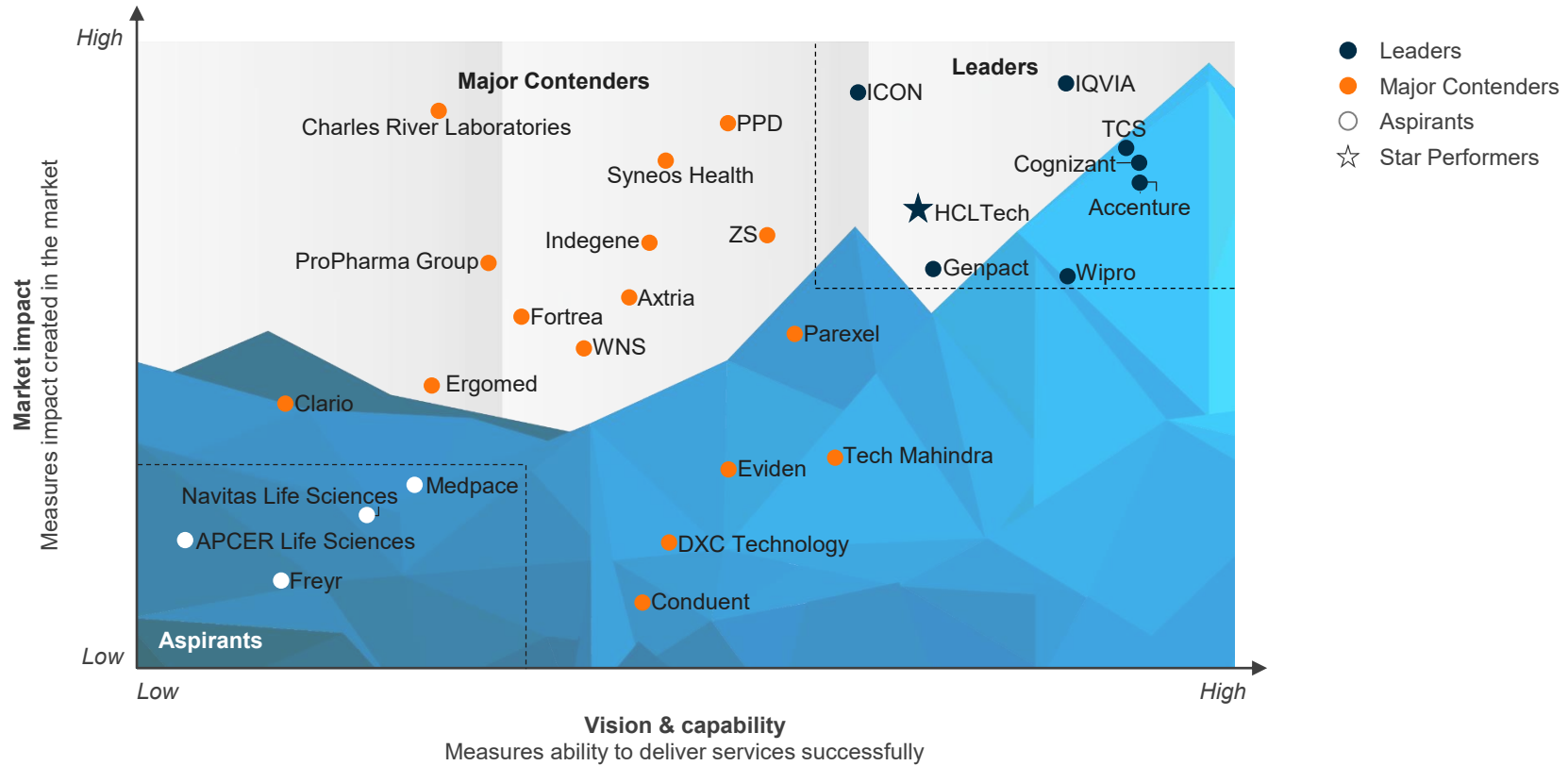
Everest Group conferred the Star Performers title on providers that demonstrated the strongest forward and upward movement on the PEAK Matrix. HCLTech was ranked as Star Performers on the LS operations Everest Group PEAK Matrix for 2023.

Everest Group PEAK Matrix®

Life Sciences Operations PEAK Matrix® Assessment 2023 | Accenture is positioned as a Leader



Everest Group Life Sciences Operations PEAK Matrix® Assessment 2023¹



¹ Assessment for APCER Life Sciences, Axtria, Clario, Charles River Laboratories, Ergomed, Fortrea, Freyr, ICON, Medpace, Navitas Life Sciences, Parexel, PPD, Syneos Health, Tech Mahindra, and ZS 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. For these companies, Everest Group’s data for assessment may be less complete. Source: Everest Group (2023)

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Overview

Company overview

Accenture is a leading global professional services company that helps the world’s leading businesses build their digital core, transform their operations, and accelerate revenue growth – creating tangible value across their enterprises at speed and scale. It is uniquely able to create these outcomes because of its broad range of services in strategy and consulting, interactive, technology and operations, with digital capabilities across all these services. It combines unmatched industry experience and specialized capabilities, together with its culture of innovation and shared success to serve clients in more than 120 countries.

Headquarters: Dublin, Ireland

Website: www.accenture.com

Key leaders

- **Julie Sweet**, Chief Executive Officer
- **Jo Deblaere**, Chief Operating Officer
- **KC McClure**, Chief Financial Officer

Suite of services

- Discovery and research – discovery and research services, digital lab, scientific informatics services, process development, and clinical supply
- R&D – clinical, pharmacovigilance and regulatory services, medical writing, patient services, quality assurance as a service, SOP authoring services and other emerging services (DCT), as well as captive setup
- Manufacturing and supply chain – integrated demand and supply planning, procurement and vendor management, product quality management, distribution and logistics support, design/engineering, and service management
- Marketing – next generation content services, digital marketing services, market analysis and competitive intelligence, patient access, and support programs
- Sales and customer support – inside sales, ecosystem and channel management, sales enablement, customer success, and adoption
- Enterprise functions – finance, procurement, talent and HR, information security, compliance, and captive setup
- Cross functional services –applied intelligence, Analytics-as-a-Service

Life sciences operations	2020 ¹	2021 ¹	2022 ¹
Revenue (US\$ million)	Not disclosed	Not disclosed	Not disclosed
Number of FTEs	Not disclosed	~4,000	~7,500
Number of clients	250-300	250-300	300-320

Recent acquisitions and partnerships

- **2023:** Acquired Bionest, a strategy and consulting firm dedicated to addressing complex strategic decisions for leading biopharma organizations across innovative areas of science including precision medicine and diagnostics, oncology, Cell and Gene Therapy (CGT), and rare diseases
- **2023:** Acquired Inspirage, an integrated Oracle Cloud specialist firm with an emphasis on supply chain management
- **2022:** Acquired The Beacon Group, a growth strategy consultancy firm serving Fortune 500 companies across technology, aerospace, industrial, and healthcare and life sciences industries
- **2022:** Acquired The Stable, a commerce agency focused on helping consumer brands build and operate their own digital commerce channels as well as manage their brand and sales performance
- **2022:** Partnered with Medable on DCT training and collaboration for broader DCT capabilities

Recent developments

- **Investment in SynOps:** invested more than US\$350 million over five years to develop SynOps an AI-powered automation platform that uses data and insights to transform how work gets done
- **2023:** invested in Stardog, a leading enterprise knowledge graph platform enabling organizations to do more with, and achieve greater value from, their data in this age of generative AI
- **2023:** collaborated with Salesforce to accelerate the deployment of generative AI for CRM
- **2023:** strategic expansion to support BlueYonder in the engineering and delivery of new solutions and capabilities
- **2023:** strategic investment in Virtonomy, a provider of data-driven simulations that use existing patient data and digital twin technology to bring life-saving medical devices to market more quickly
- **2023:** strategic investment in Ocean Genomics, a technology and AI company that has developed advanced computational platforms to assist biopharma companies to discover and develop more effective diagnostics and therapeutics.

¹ 12 months ending December 31 of any particular year, i.e., from January 1, YYYY to December 31, YYYY

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Key delivery locations



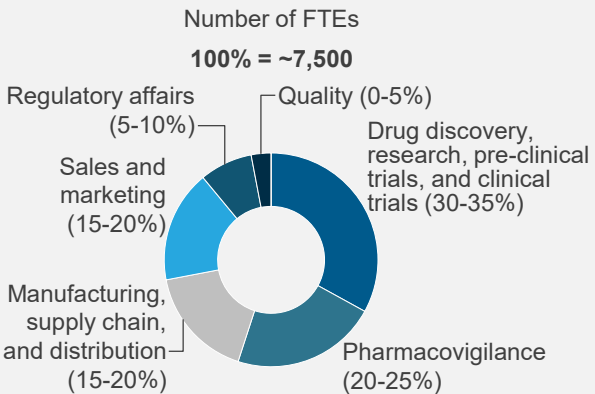
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Capabilities and key clients

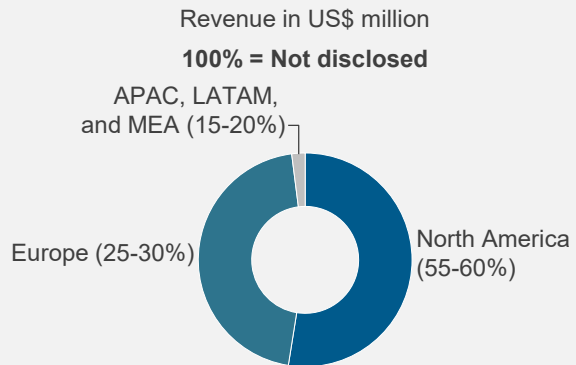
Key life sciences operations engagements

Client name	Processes served	Region	Client since
A global top 15 biopharma	Clinical trials, manufacturing, supply chain and distribution, and quality and compliance	North America, Continental Europe, and Asia Pacific	Confidential
A global top 15 biopharma	Clinical trials, sales and marketing, pharmacovigilance, and quality and compliance	North America and Continental Europe	Confidential
A global top 20 biopharma	Sales and marketing, pharmacovigilance, and quality and compliance	Continental Europe	Confidential
A global top 30 biopharma	Clinical trials, pharmacovigilance, and quality and compliance	North America, Continental Europe, and Asia Pacific	Confidential
A global top 50 biopharma	Manufacturing, sales and marketing, and quality and compliance	North America	Confidential
A midsized biopharma	Regulatory and quality and compliance	Continental Europe	Confidential
A top 20 MedTech company	Manufacturing and sales and marketing	North America and Continental Europe	Confidential
A large Asian biopharma	Sales and marketing, pharmacovigilance, and quality and compliance	Asia Pacific	Confidential
A global top 15 biopharma	Clinical trials, manufacturing, supply chain and distribution, and quality and compliance	North America, Continental Europe, and Asia Pacific	Confidential

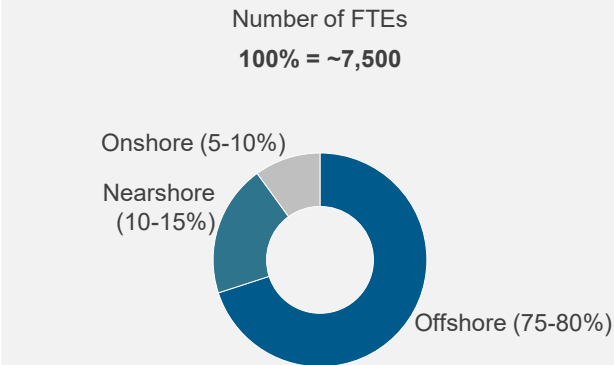
Life sciences operations FTE mix by segment



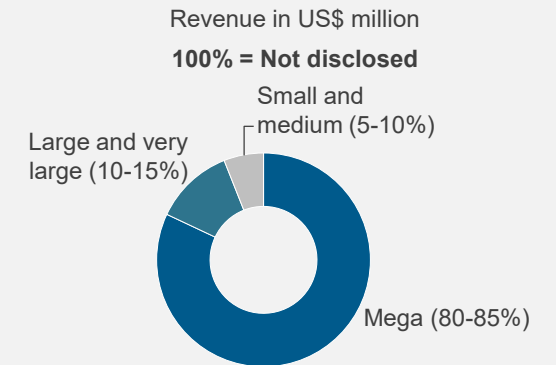
Life sciences operations revenue mix by geography



Life sciences operations FTE split by delivery location



Life sciences operations revenue by buyer size¹



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

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Technology solutions/tools

NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
SynOps	Intelligent operations dashboard and governance	2020 – present	Constantly evolving platform that optimizes the synergy of data, applied intelligence, digital technologies and talent to transform business process services operations with human + machine talent, work orchestration, insights and intelligence, and diverse data	Confidential
Intelligent supply platform	Manufacturing and supply chain	2019 – present	Predicts supply disruptions and alerts planners and buyers who can take action towards improved quality and on-time delivery	Confidential
Optima	Operations workflow orchestration	2016 – present	A web-based configurable workflow application that helps in task allocation, rule-based allocation, execution of workflows with inbuilt quality framework, ensures timely completion and consists of visualizations for various key metrics and standardizes the business processes. Apart from workflow, Optima also consists of other modules such as JDCV, CAPA, L&D, ARC, inspection readiness, talent management, and analytics.	Confidential
INTIENT platform	Drug discovery and research and clinical	2014 – present	The INTIENT research platform connects researchers with software and service providers to share data and capabilities, and rapidly advance science	Confidential
Regulatory document authoring	Regulatory	2023	An AI-based platform for automatic content generation that automatically generates the output document in the required format for CTD, along with the flexibility for users to review and edit the generated content	Confidential
Brand strategy using market access	Sales and marketing	2023	Tailor-made solution that enables teams to design the launch strategy for upcoming drugs, with a focus on market access and payers who would be including these drugs in their plans	Confidential
Marketing analytics suite	Sales and marketing	2023	Used to assess the relative contribution of channels and generate best sequence and cadence that maximizes sales; by quantifying the effectiveness and interactions of paid marketing activities, marketing analytics suite enables marketers to better plan and execute marketing activities	Confidential
Clinical trials journey analysis	Clinical	2023	Provides an overview of ongoing drug trials conducted by leading sponsors, their current status, number of trials experiencing delays in conjunction with demographics of individuals searching for information	Confidential
LitMus	Pharmacovigilance	2023	LitMus is a modular Literature screening and content aggregator tool that can be customized as per the client needs	Confidential
Digital histopathology	Drug discovery and research	2023	A deep learning-based automated solution that helped in classification and identification of tumors in histopathology helping in early detection of cancer	Confidential
Velocity platform	Drug discovery and research	2022	A jointly funded and co-developed platform with AWS, that optimizes business outcomes up to 50% faster by removing the complexity associated with building and operating enterprise-scale applications and estates in the cloud	Confidential

Accenture profile (page 5 of 7)

Technology solutions/tools

NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
Autonomous supply chain	Manufacturing and supply chain	2021	A unique framework that identified opportunities and created scalable solution to automate and digitize supply chain. Contains all the Intelligent Automation assets to drive a client's end-to-end supply chain journey	Confidential
CRISP	Sales and marketing	2021	CRISP is a patented AI-based solution able to predict users' attention on any visual design: pictures, videos, web pages, emails, social posts, advertising, and printable assets	Confidential
AI translation tool	Pharmacovigilance	2021	AI-powered translation tool using existing Google technology to streamline translation in pharmacovigilance with high-quality custom ML translation model with minimal effort	Confidential
iCRAFT	Clinical and regulatory	2020	Intelligent coding, reporting, and analytics focused tool that enables coding of adverse events and medications. The coding algorithm optimizes the automated coding capability and maximizes the auto coding up to 80%	Confidential
iACTIVATE	Regulatory	2020	One-stop-shop for artwork comparisons; it compares 2 files, irrespective of the layout and format of the file and highlights the differences in a clear and elegant view; it uses AI to compare the files and display the results	Confidential
Connected care	Sales and marketing	2020	Connected care provides a comprehensive set of insights across the patient lifecycle. The platform collates information from electronic clinical records, device, and patient-provided information to help physicians serve their patients better	Confidential
Logistics control tower	Manufacturing and supply chain	2019	Cloud-based platform based on Infor Nexus or other ecosystem partners and provides shipment execution and visibility with ML delivery prediction	Confidential
Intelligent order management system	Sales and marketing	2018	Intercepts communications to sales ops or customer service teams to analyze customer sentiment and take intelligent automated action or route to a skilled human agent	Confidential
Digital plant	Manufacturing and supply chain	2018	A powerful and comprehensive tool that demonstrates digital manufacturing, predictive maintenance, connected worker, and quality use cases	Confidential
PV booking and case processing BOTS	Pharmacovigilance	2018	Performs case receipt, validation, seriousness, duplicate check, book-in, and processing of E2B and line listing cases	Confidential
Intelligent ETA	Manufacturing and supply chain	2016	Implements a statistical approach to manage all business and product hierarchies and automates the processes of spare parts forecasting, inventory optimization and allocation	Confidential
Single Platform for Operational Reporting (SPOR)	Clinical	2015	Proprietary learning management system for training, allocation, and tracking	Confidential

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Technology solutions/tools










NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
Automated Conversion Environment (ACE) tool	Clinical	2013	Delivers the fully compliant SDTM CRT packages, it is metadata driven with features such as metadata repository and auto spec generation	Confidential
Mock data loader	Clinical	2013	Creates scenarios based on the input provided and multiple number of subjects can be entered into the back-end system	Confidential

Accenture profile (page 7 of 7)

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

- Accenture has a strong market presence, offering end-to-end life sciences services including pharmacovigilance, clinical trial operations, supply chain, and commercial operations. This is complemented by its notable consulting and strategy capabilities, which bring value to its clients
- Through a series of partnerships and acquisitions, Accenture has diversified and strengthened its services in clinical trial operations such as eCTD V4 format submissions (through a partnership with Lorenz Docubridge), decentralized clinical trial capabilities (through a partnership with Medable), consumer insights and advisory business (by acquiring Fiftyfive5), and AI and big data analytics (by acquiring ALBERT)
- Referenced clients highlighted domain expertise, technological capabilities, relationship management, and flexibility as its strengths

Limitations

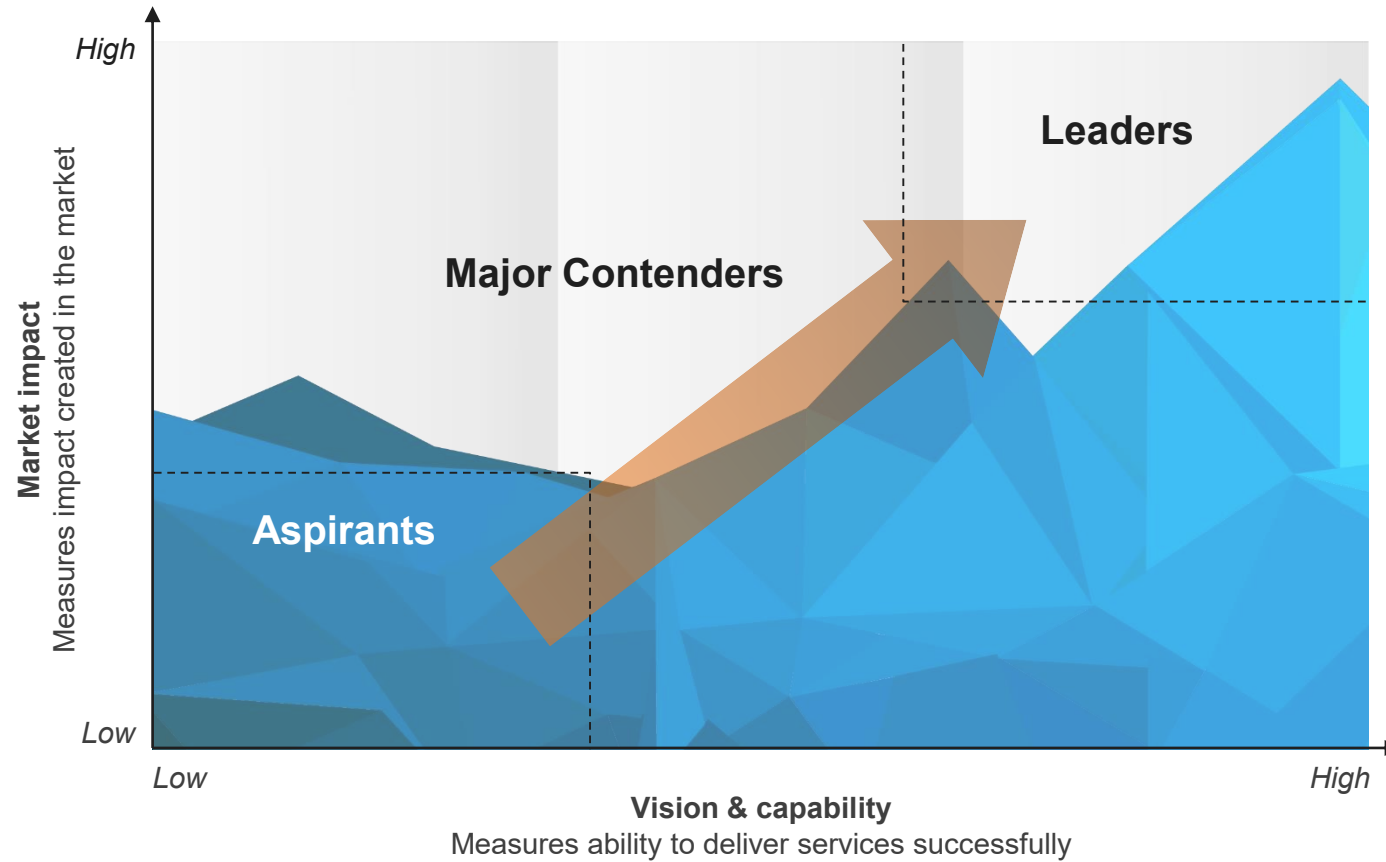
- Unlike its peers, Accenture is yet to establish a strong foothold in the medical devices segment with its revenue largely dominated by the biopharma segment
- Its services are less cost-effective than its peers, which may have an impact on engagement, particularly for small biotechs and other first-time outsourcing buyers

Appendix

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



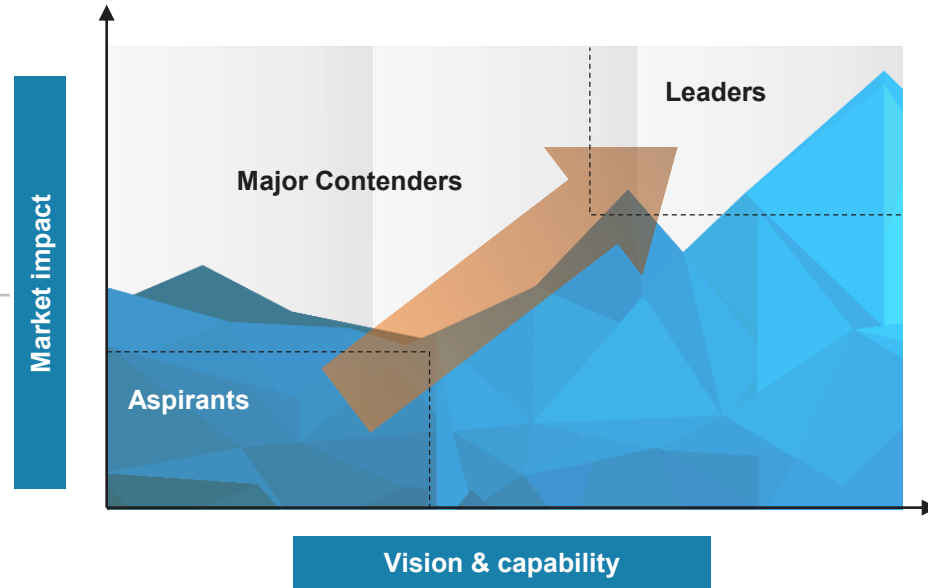
Everest Group PEAK Matrix



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



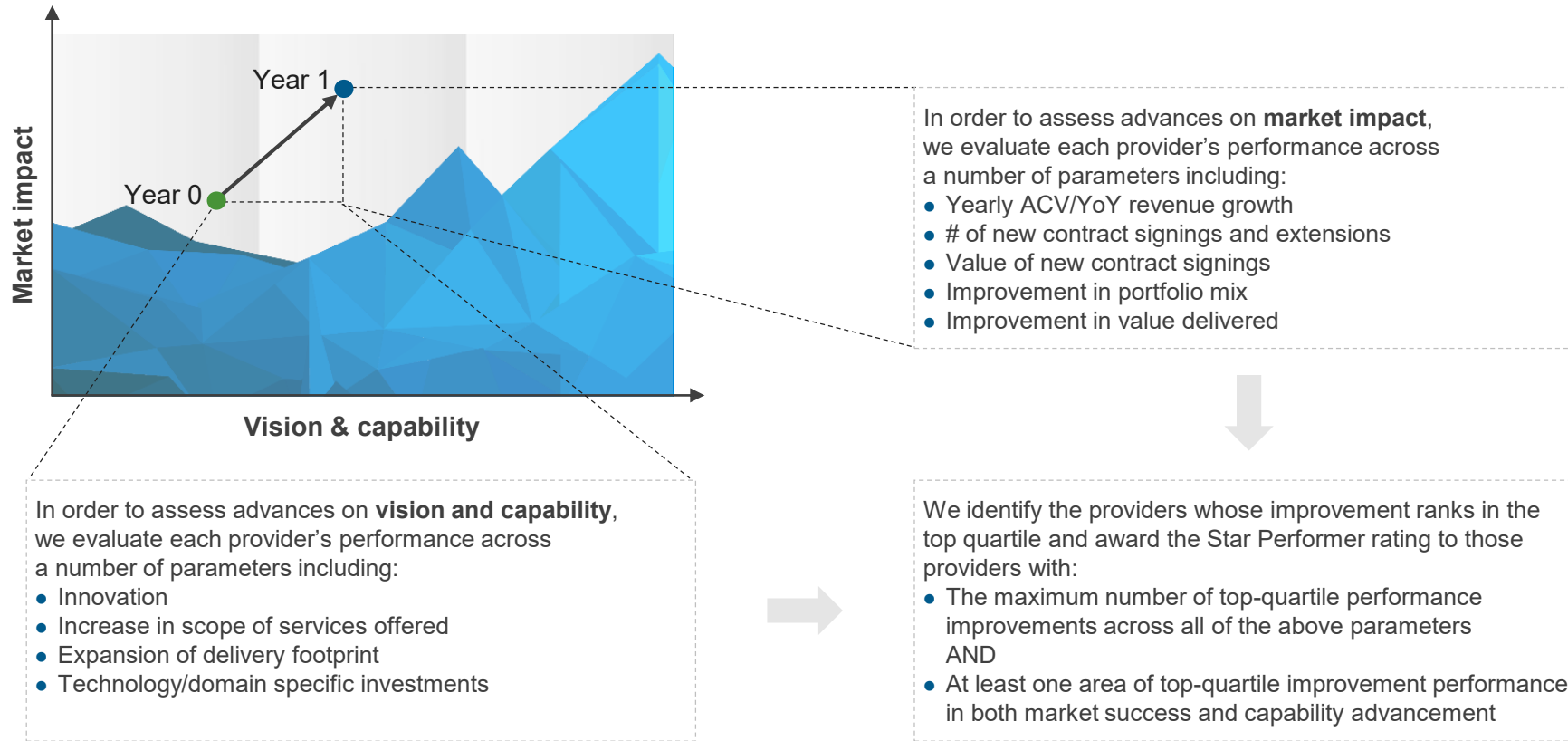
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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 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.

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 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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

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.

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

- 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 included in our research reports

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

- 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](#)

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

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.



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.

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