



# Everest Group Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023

Focus on IQVIA  
November 2023



## Introduction

In the aftermath of the pandemic, industries across the globe have shifted their investment priorities toward delivering personalized Customer Experience (CX), and the life sciences commercial function is no exception. To stay resilient and keep pace with the evolving landscape, the life sciences industry has started to embrace technology to bring differentiation to the end users. However, enterprises face challenges with legacy data infrastructure and fundamental technology tools such as Customer Relationship Management (CRM), content management systems, and marketing tools that lack experience-focused functionality. Hence, enterprises are further enhancing CRM platforms by partnering with niche platform providers to develop CX-centric solutions that assist in enabling omnichannel engagement, delivering the right messaging, unlocking real-time customer analytics, etc., resulting in improved business performance and gaining a competitive edge

In this research, we present an assessment and detailed profiles of 23 platform providers featured on the Life Sciences CEP PEAK® Matrix. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading life sciences CEP providers, client reference checks, and an ongoing analysis of the life sciences CEP market.

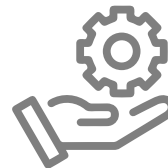
**The full report includes the profiles of the following 23 leading life sciences CEP providers featured on the [Life Sciences Next-generation Customer Engagement Platforms \(CEP\) PEAK Matrix® Assessment 2023](#):**

- **Leaders:** Exeevo, IQVIA, Pitcher, Veeva Systems
- **Major Contenders:** ACTO, Aktana, Allego, Bigtincan, ODAIA, Qstream, Salesforce, Seismic, Tact.ai, Tellus, Trueblue, Viseven, Vodori, WhizAI, ZS Associates
- **Aspirants:** Okra, P360, Quantified.ai, verbTEAMS Solofire

### Scope of this report



**Geography**  
Global



**Industry**  
Life sciences  
(biopharmaceuticals,  
medical devices)



**Products**  
Life sciences  
next-generation CEP

## Life sciences next-generation CEP PEAK Matrix® characteristics

### Leaders

Exeevo, IQVIA, Pitcher, and Veeva Systems

- Leaders have a strong vision to enhance traditional CRM capabilities with more experience-focused functionalities throughout the customer life cycle, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises in platform implementation, change management, on-demand customization, and addressing any concerns
- Leaders' CEP offers balanced coverage across the commercial engagement layer (end-to-end content management, engagement channel optimization, and commercial learning and training), the cognitive layer (Next-best action (NBA) and recommendations, low-/no-code workflows, conversational AI-based UI, real-time insights, and automated reporting), and the functional layer (sales, marketing, medical affairs, market access, and patient services)
- The majority of the Leaders have established a wide partnership network (System Integrators (SIs), Independent Software Vendors (ISVs), and Service Providers (SPs)), and they are open to innovative commercial models that enable them to broaden their offerings and increase enterprise mindshare
- While Leaders have a well-balanced portfolio across geographies and follow a domain-specific approach, they primarily target clients in the midsized and large segments and lack the experience to serve small clients

### Major Contenders

ACTO, Aktana, Allego, Bigtincan, ODAIA, Qstream, Salesforce, Seismic, Tact.ai, Tellius, Trueblue, Viseven, Vodori, WhizAI, and ZS Associates

- The majority of the platform solutions from Major Contenders lack a few modules across commercial engagement layer, the cognitive layer, and the functional layer. However, they have high confidence in the modules they are operating and have satisfied clientele within these areas
- Major Contenders are making continued investments in next-generation technologies such as Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), and are challenging some of the Leaders in selective areas
- Major Contenders serve major geographic markets, cater to various buyer segments including small to large enterprises, and offer a high level of flexibility in pricing and engagement models
- While some of the Major Contenders use their partner networks for implementation and customization services, a significant proportion of these players rely heavily on their internal team for these services

### Aspirants

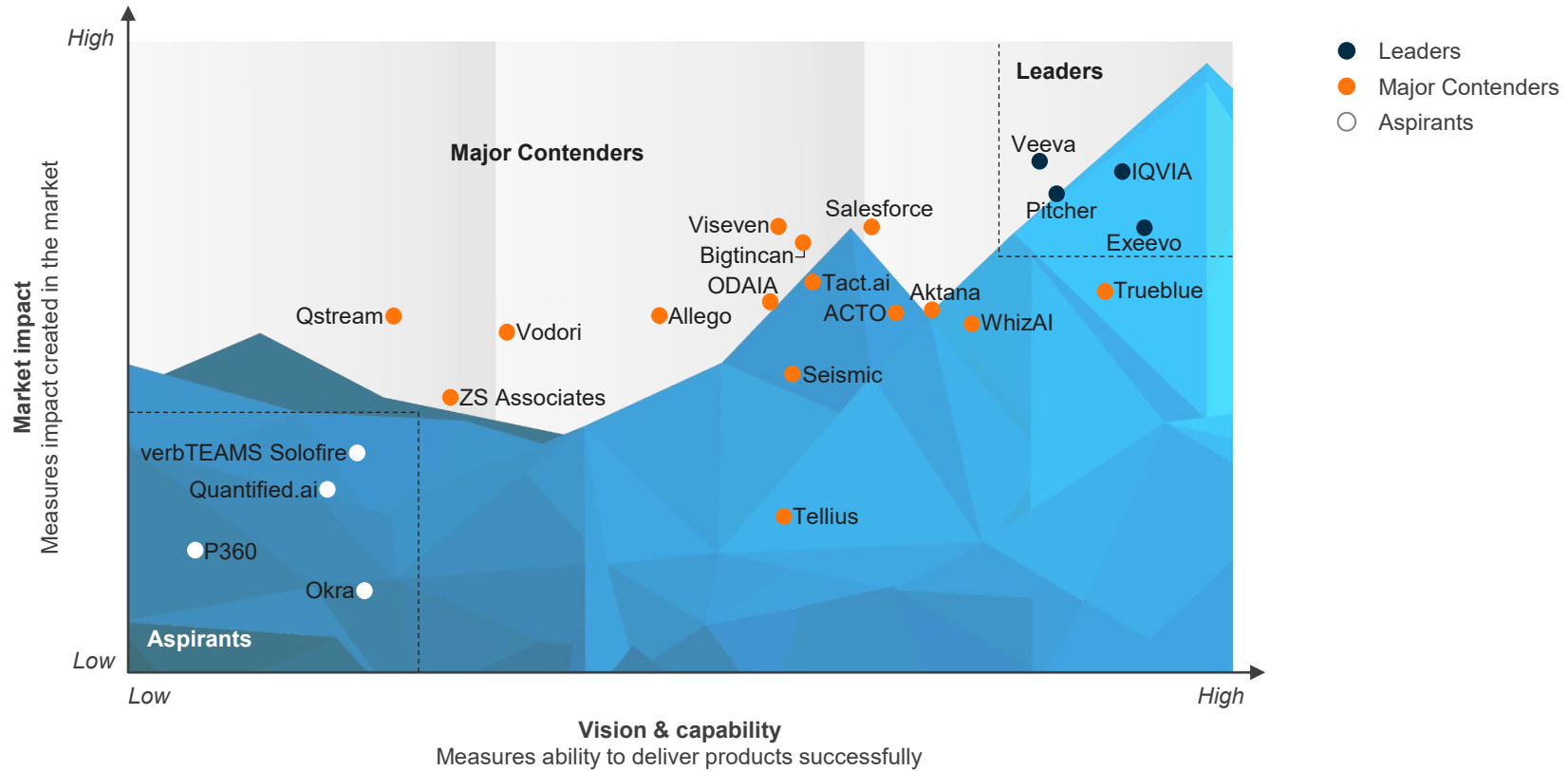
Okra, P360, Quantified.ai, and verbTEAMS Solofire

- The majority of the Aspirants have high focus on selective areas to offer CEP and services, be it in terms of customer engagement modules or target client segments or geographies
- Aspirants should look to enhance their brand recall and increase their presence across large life sciences accounts to complement their strong life sciences domain expertise

# Everest Group PEAK Matrix®

## Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023 | IQVIA is positioned as a Leader

### Everest Group Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023<sup>1,2</sup>



1 Assessments for Aktana, Allego, Bigtincan, Okra, P360, Qstream, Quantified.ai, Seismic, Tellius, Veeva Systems, verbTEAMS Solofire, and ZS Associates excludes platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, platform providers' public disclosures, and Everest Group's interactions with next-generation CEP buyers  
 2 Assessment for IQVIA, Salesforce and WhizAI is based on partial primary inputs (briefing and demo)  
 Source: Everest Group (2023)

# IQVIA profile (page 1 of 6)

## Overview

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### Company mission/vision statement for next-generation customer engagement platforms

IQVIA Orchestrated Customer Engagement (OCE)'s mission is to address today's dynamic needs while innovating customer engagement in life sciences. It enables enterprises to build sustainable connections with Healthcare Professionals (HCPs) and patients worldwide. It aims to foster collaborative relationships between life science companies and HCPs, driving a patient-centric approach to healthcare delivery. It assists in enhancing communication channels, optimizing resource allocation, and tailoring interactions to individual preferences. This empowers clients to bring life-changing therapies to the market efficiently, improve patient outcomes, and contribute to advancing global health.

### Overview of the client base

IQVIA's major client base is with a revenue >US\$10 billion, followed by clients with revenue of US\$1-10 billion. One-fourth of its client base consists of clients with revenue of <US\$1 billion.

### Customer engagement platform revenue

<US\$20 million	US\$20-50 million	US\$50-100 million	US\$100-300 million	>US\$300 million
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### Coverage by Lines of Business (LoBs)

<span style="color: #ADD8E6;">■</span> Does not serve the segment <span style="color: #004A7C;">■</span> Serves the segment		
Biopharma	Medical devices	Others

### Revenue by geography

<span style="color: #ADD8E6;">■</span> Does not serve the segment <span style="color: #004A7C;">■</span> Serves the segment		
North America	United Kingdom	Europe
Asia Pacific	Middle East and Africa	South America

### Revenue by buyer size

<span style="color: #ADD8E6;">■</span> Low (<10%) <span style="color: #008080;">■</span> Medium (10-40%) <span style="color: #004A7C;">■</span> High (>40%)		
Small (<US\$1 billion)	Midsized (US\$1-10 billion)	Large (>US\$10 billion)

## IQVIA profile (page 2 of 6)

### Case studies

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#### Case study 1

**Implemented IQVIA OCE with role-specific configuration tailored to different personas for a global pharmaceutical enterprise**

##### Business challenge

The client faced issues with its current Customer Relationship Management (CRM) system, which was designed around a reach/frequency model. It had limited functionality and flexibility for many of the field roles, encompassing 12 different personas. Additionally, it needed to develop the ability to seamlessly integrate with other solutions such as BI tools.

##### Solution

IQVIA implemented and integrated OCE into the client's Oncology business unit ecosystem within three months, following an eight-week proof of concept. This implementation involved role-specific configuration for all screens and views tailored to all 12 personas. The solution integrated a deep-linking experience within OCE for insights and a seamless account planning process.

##### Impact

- Received positive feedback for intuitive user experience
- Supported **Field of the Future** digital transformation agenda and vision
- Integrated AI/ML to add value as demonstrated via Total Prescriptions (TRx) lift results (21.8% TRx lift)

#### Case study 2

**Implemented IQVIA OCE+ to improve field force execution for a global life science enterprise**

##### Business challenge

The client identified that its current digital ecosystem was restricting its capacity to enhance field force execution and effectively coordinate with non-personal engagement channels. It selected IQVIA OCE+, a solution that brings together the IQVIA OCE platform and the IQVIA Next Best Action (NBA) AI recommendation engine.

##### Solution

IQVIA leveraged its proven accelerated migration approach to facilitate the integration of OCE with reporting, sample management, and expense management tools. It resulted in the creation of new business efficiencies through the implementation of differentiating Search Before Create capabilities. OCE eliminated duplicative activities and streamlined time-consuming processes, resulting in immediate improvements to field force productivity and tool satisfaction. IQVIA was able to rapidly deploy the out-of-the-box, next-best algorithms and incorporate client changes to new prescriptions measurements and segmentation approaches to produce live representatives' suggestions in less than three weeks.

##### Impact

- Achieved over 80% user adoption by week four
- All 100% of users found the suggestions user-friendly, with more than 90% recognizing OCE+ and identifying overlooked opportunities
- Increased TRx by 4.9% and New brand Prescription (NBRx) by 6.5%, as early as four weeks after the program began
- Higher sales growth was sustained even after three months of the program began and this growth was seen across high and low volume customers
- Projected Rol of 8:1 ratio

## IQVIA profile (page 3 of 6)

### Offerings

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#### Proprietary digital solutions (representative list)

Solution	Details
OCE Personal	It is a CRM for life sciences with capabilities to support different market segments and personas within commercial functions. The solution supports orchestration across personas to break down silos and to embed intelligence via IQVIA's NBA offering.
OCE Engage (HCP/O engagement management)	It is a business process solution with embedded compliance for engaging Key Opinion Leaders (KOLs). The capabilities include supporting the contract-to-pay life cycle, meetings management, and global/regional compliance functions. It provides support for advisory boards, speaker meetings, consulting arrangements, and other common engagement types.
OCE Digital	OCE Digital delivers marketing experts the tools they need to efficiently design, customize, and improve multi-channel customer campaigns. Commercial teams may promote more effective interactions and boost the performance of their marketing initiatives across all channels with continuously updated intelligent information about HCP preferences.
OCE Connect	It is an add-on built on the OCE platform through communities, providing a channel for internal personas within life science enterprises to engage with HCPs. It integrates with OCE customer and interaction data.
OCE Optimizer	The IQVIA OCE Optimizer was originally designed to handle the complexity of organizing and modifying interactions with several client stakeholders over a variety of channels. This technological innovation enables dynamically adjusting alignments, targets, and engagement strategies based on prior HCP interactions.
OCE Grants (grants and funding management system)	It is a business process solution with an external facing portal supporting the intake of grant requests and internal processes for review, approval, funding, and closeout. It serves the needs of the US market with an external facing portal for requests. O-US Engage meets the grants needs of the market. It provides support for medical education, commercial, sponsorship, and other grant types.

# IQVIA profile (page 4 of 6)

## Features of key offerings

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■ Functionality available   ■ Functionality not available

<b>Functional layer</b>	Sales	Marketing	Medical affairs	Market access	Patient services
<b>Engagement layer</b>	End-to-end content management		Engagement channel optimization	Learning and training	
<b>Cognitive layer</b>	Actionable NBA and recommendations	Low-/no-code processes/workflows	Conversational AI-based UI	Real-time insights	Automated reporting/dashboarding



## IQVIA profile (page 5 of 6)

### Recent developments

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#### Key events (representative list)

Event name	Type of event	Details
OCE Optimizer/Engage Launch (2020)	Investments (product launch)	It is the extension of the OCE platform with optimization tools for tasks such as territory alignment and segmentation. Additionally, it encompasses end-to-end contract-to-pay and Fee-for-Service (FFS) management.
OCE launch (OCE Personal / OCE Digital) (2017)	Investments (product launch)	It launched a core next-generation customer engagement platform (three major releases per year across the product suite since launch with monthly minor releases beginning in the past several years).
Acquisitions (numerous)	Acquisition	IQVIA has acquired various entities such as Pharmaspectra, Advanced Health Media, and Linguamatics, enabling extensions and/or maturation of global capabilities across end-to-end omnichannel engagements either embedded within or integrated directly with the next generation OCE platform.
Partnerships (numerous)	Partnership	It has continued partnerships with technology providers such as Looker, MuleSoft, Salesforce, Riva. Reltio, Snowflake, and Vodori, to enable core platform foundations and advanced capabilities across the suite.

# IQVIA 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	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
									

### Strengths

- IQVIA’s OCE suite of solutions presents a comprehensive customer engagement channel optimization functionalities, tailor-made for life sciences commercial function, and the same is well acknowledged by the enterprises
- It has a strong, revamped vision for the life sciences commercial function including CEP and the same is complemented by a robust product roadmap and evolving partnership ecosystem
- OCE platform is amongst the rare platforms that caters to each of the commercial stakeholder needs such as sales, marketing, medical affairs, patient services, and market access, and provides role-specific functionalities (wherever applicable)
- OCE platform is evolving to include more CX-based functionalities, some of which are already available such as multilingual application support across range of geographies, journey view for campaigns, suggestions pane, in-application chatbot support, and social media tracking
- Users appreciate the competitive pricing offered by IQVIA and consider OCE to be one of the better value-for-money offerings amongst the large platforms serving the life sciences domain
- IQVIA’s track record of collaborating with prominent biopharma firms and its capacity to disseminate industry-leading practices are regarded as valuable additions by users

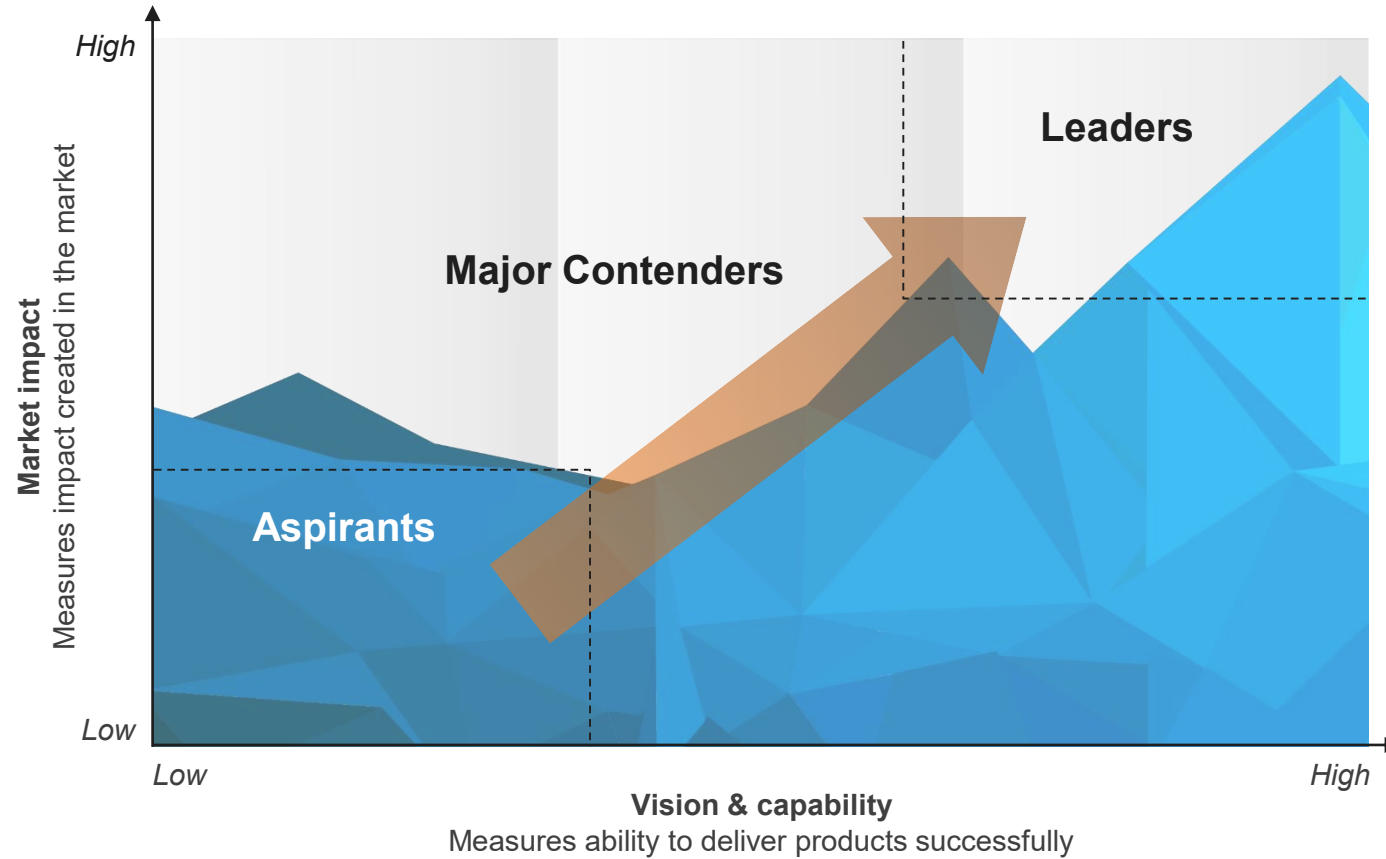
### Limitations

- While IQVIA’s OCE platform has a good breadth and depth of customer engagement functionalities, it needs to revamp its value proposition and market perception – especially post the Veeva-Salesforce divorce – away from being a data and analytics provider to an end-to-end customer engagement solutions provider
- While IQVIA has strengthened its partner ecosystem and service network, the same needs to be translated into on-ground, substantial improvements. Users have previously highlighted issues with platform deployment and delays/roadblocks in the initial setup
- While IQVIA offers a range of functionalities across several modules, the overall UI/UX needs improvement and should be more consistent and easier to use and understand
- Clients expect IQVIA to offer end-to-end customer engagement solutions; as such, IQVIA can look at expanding into adjacent areas with organic or inorganic growth strategies
- As IQVIA is evolving its platform, it needs to add more next-generation functionalities such as a mature conversational UI/assistant across workflows, real-time insights, and third-party messenger integrations to position itself as the platform of choice and to curb the competition from emerging, niche platform providers

# Appendix

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

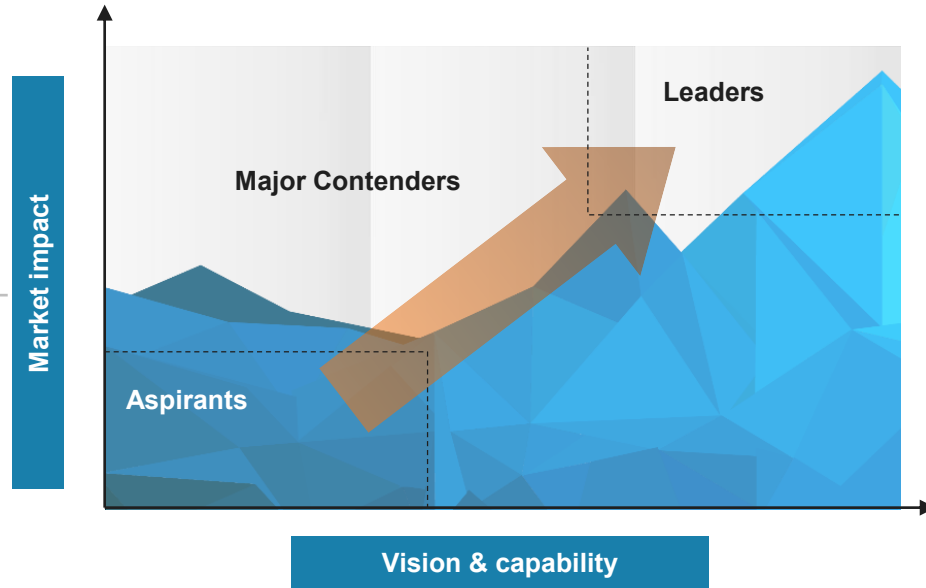
Everest Group PEAK Matrix



# Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, and YoY growth
- Portfolio mix**  
Diversity of client base across industries, geographies, environments, enterprise size class
- Value delivered**  
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Technology capability**  
Technical sophistication and breadth/depth across the technology suite
- Flexibility and ease of deployment**  
Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance
- Engagement and commercial model**  
Progressiveness, effectiveness, and flexibility of engagement and commercial models
- Support**  
Training, consulting, maintenance, and other support services

# 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.



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