



Everest Group Life Sciences AI and Analytics Services for Commercial PEAK Matrix® Assessment 2025

Focus on IQVIA

July 2025



Introduction

Over the past few years, life sciences enterprises have significantly overhauled their R&D investments, driven by streamlined development pipelines and a strategic pivot toward novel and large-molecule therapies. This shift has heightened cost containment imperatives and sparked a growing need for an innovative, tech-enabled approach to commercialization. Concurrently, a rising emphasis on patient-centricity and elevated Customer Experience (CX) expectations has further fueled the outsourcing of commercial operations to specialized service providers.

In response, service providers have emerged as critical enablers of this transformation. By harnessing advanced technologies, such as agentic and generative AI, Machine Learning (ML), and advanced analytics, they are helping enterprises enhance workflow efficiency, reduce time-to-market, and drive strategic impact across the commercialization continuum. Their offerings have matured into comprehensive, end-to-end solutions designed to navigate the intricacies of both pre-launch planning and post-launch execution.

In the report, we present an assessment and the detailed profiles of 30 service providers featured on the report

[Life Sciences AI and Analytics Services for Commercial PEAK Matrix® Assessment 2025](#). Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading life sciences commercial providers, client reference checks, and an ongoing analysis of the life sciences digital services market.

The full report includes the profiles of the following 30 leading life sciences AI and analytics services for commercial providers featured on this assessment:

- **Leaders:** Accenture, Axtia, Cognizant, Eversana, Indegene, IQVIA, Real Chemistry, Trinity Life Sciences, WNS, and ZS
- **Major Contenders:** Agilisium, Beghou Consulting, Capgemini, Conexus Solutions, C5i, DataZymes, Fractal Analytics, Genpact, HCLTech, Infosys, MathCo, ProcDNA, Quantiphi, TCS, and Tiger Analytics
- **Aspirants:** Avira Digital, Customertimes, Everest Customer Solutions, Infocepts, and Quantzig

Scope of this report

Geography: global

Industry: life sciences
(biopharmaceutical, medical devices, and others including Contract Research Organizations (CROs))

Services: life sciences commercial

Life Sciences AI and Analytics Services for Commercial PEAK Matrix® characteristics

Leaders

Accenture, Axtria, Cognizant, Eversana, Indegene, IQVIA, Real Chemistry, Trinity Life Sciences, WNS, and ZS

- Leaders offer a full spectrum of solutions across launch strategy, pricing, access, omnichannel marketing, sales enablement, and patient engagement, supported by robust proprietary platforms
- Leaders have operationalized gen AI and agentic AI across commercial use cases, including next-best-action, marketing mix modelling, and autonomous insight extraction, delivered through copilots and semantic frameworks. This, coupled with deep integration with Salesforce, Veeva, AWS, Microsoft, and Databricks, enables seamless delivery
- Leaders have sustained visibility in the market through frequent publications, conference participation, and client case studies that reinforce domain leadership

Major Contenders

Agilisium, Beghou Consulting, C5i, Capgemini, Conexus Solutions, DataZymes, Fractal Analytics, Genpact, HCLTech, Infosys, MathCo, ProcDNA, Quantiphi, TCS, and Tiger Analytics

- Major Contenders emphasize selected areas, such as field enablement, marketing analytics, content management, or sales forecasting, with deep delivery experience, often supplemented by modular accelerators or proprietary IP
- Many are building gen AI-driven microservices, agent orchestration frameworks, and copilots, typically in pilot or early production stages
- While some have expanded through M&As or ecosystem partnerships, others are expanding into emerging markets such as MedTech or EU/APAC regions, and seeking to transition to a broad commercial solutions partner

Aspirants

Avira Digital, Customertimes, Everest Customer Solutions, Infocepts, and Quantzig

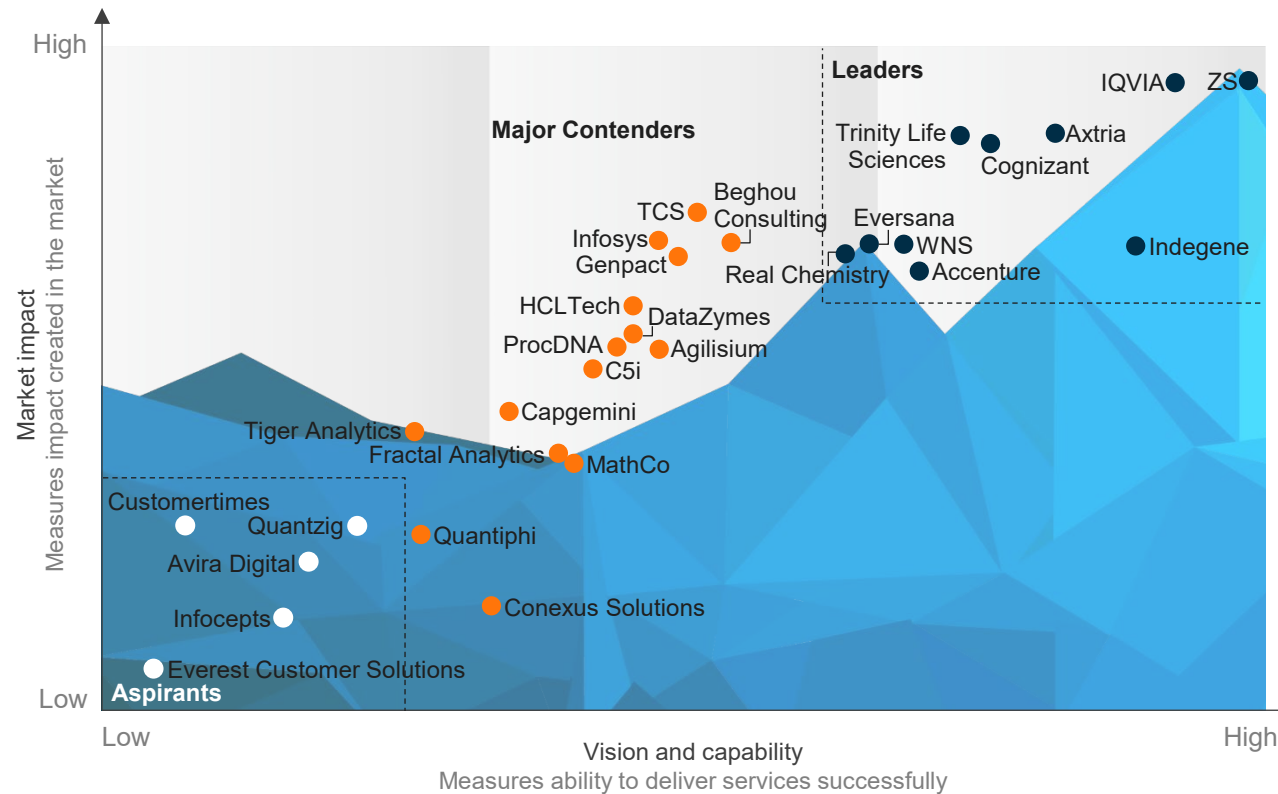
- Aspirants specialize in point solutions such as healthcare professional (HCP) engagement, evidence analytics, or sales operations. Their agile teams, flexible pricing, and personalized service models resonate with small and mid-sized pharma or biotech enterprises
- Gen AI capabilities are generally early-stage and focused on narrow use cases such as summarization, brand research, or sentiment tagging, with limited enterprise-scale deployments
- To scale, Aspirants must build commercial-native IP, expand collaborations with life sciences customer relationship management (CRM) providers, hyperscalers, and niche commercial technology providers, and enhance market visibility through case studies and innovation showcases

Everest Group PEAK Matrix®

Life Sciences AI and Analytics Services for Commercial PEAK Matrix® Assessment 2025 | IQVIA is positioned as a Leader

Everest Group Life Sciences AI and Analytics Services for Commercial PEAK Matrix® Assessment 2025¹

- Leaders
- Major Contenders
- Aspirants



¹ Assessments for Axtria, Capgemini, Customertimes, Everest Customer Solutions, Eversana, HCLTech, Infocepts, Quantiphi, TCS, and Tiger Analytics exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with enterprise buyers
Source: Everest Group (2025)

IQVIA profile (page 1 of 6)

Overview

Company overview

IQVIA is a global provider of clinical research services, commercial insights, and healthcare intelligence to the life sciences and healthcare industries. It connects various aspects of healthcare through its analytics, technology, and extensive expertise. Its IQVIA Connected Intelligence™ offers valuable insights quickly, helping clients speed up clinical development and commercialization of innovative medical treatments that enhance patient outcomes.

Headquarters: Durham, North Carolina **Website:** www.iqvia.com

Key leaders

- Ari Bousbib, Chairman and CEO
- Ron Bruehlman, EVP and CFO
- Bhavik Patel, President, Commercial Solutions
- Bernd Haas, SVP, Digital Product and Solutions

Suite of commercial services

- Global market insights
- KOL/DOL identification
- Patient analytics
- Information management
- Launch strategy and management
- Brand strategy and management
- Established brands optimization
- Commercial forecasting
- Omnichannel engagement and insights
- Marketing services
- Field effectiveness
- Primary intelligence
- Commercial analytics managed services
- Oncology intelligence
- Pricing and market access
- Contract sales and field medical
- Meeting services
- Patient engagement and support
- Patient experience platform

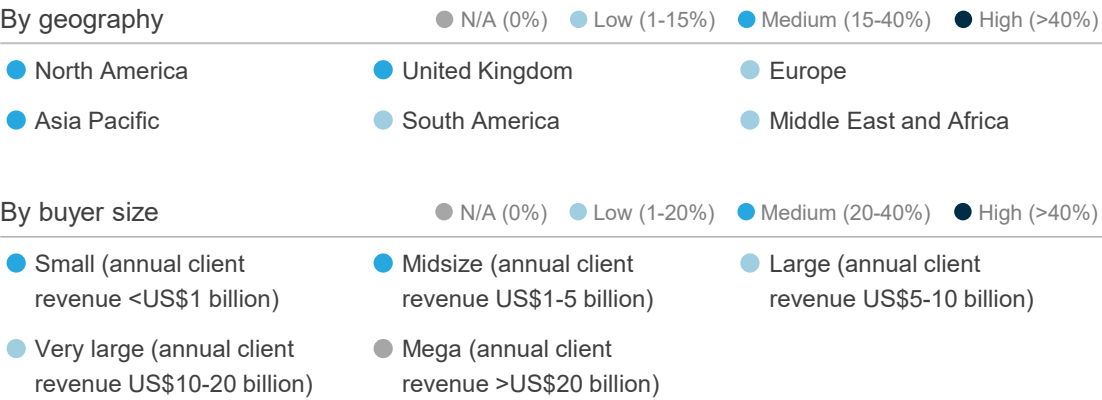
Life sciences AI and analytics services for commercial revenue (2024)

Not disclosed

Recent developments

- **2025:** [launched new, custom-built AI agents](#) with NVIDIA across a broad range of clinical through commercial use cases, including market assessment and healthcare professional engagement
- **2025:** [announced collaboration](#) with NVIDIA to develop and optimize AI agents to support precision insights and operational efficiency across numerous key life sciences workflows
- **2024:** introduced IQVIA AI Assistant, a generative AI-based technology that significantly enhanced how life sciences customers received timely and powerful insights. The IQVIA AI Assistant featured a user-friendly, conversational text interface that provided immediate and intuitive analytic insights
- **2024:** introduced IQVIA Patient Experience Solutions with Apple Devices, the next stage of innovation in patient engagement built on IQVIA Patient Experience Platform
- **2024:** partnered with Salesforce to accelerate development of Salesforce's life sciences cloud, a next-gen customer engagement platform built on IQVIA Orchestrated Customer Engagement

Life sciences AI and analytics services for commercial revenue mix (2024)



IQVIA profile (page 2 of 6)

Technology solutions/tools

[NOT EXHAUSTIVE]

Proprietary solutions (representative list)

Solution	Details	Year
IQVIA Global Market Insights	These syndicated datasets provide a comprehensive view of the pharmaceutical market, encompassing sales, patient volumes, channel spend, message recall, market forecasts, pipeline, and protection insights. IQVIA now offers an agentic AI solution that summarizes, analyzes, and seamlessly connects insights across individual offerings to rapidly deliver centralized, multi-country views that address the needs of many different commercial functions: • IQVIA MIDAS: This data provides global (93 countries) pharmaceutical sale value and volumes and, with >60 years in-market, it is widely recognized as the gold standard in market information. It enables users to measure, segment, and understand market trends to inform business decisions • IQVIA ChannelDynamics: It provides key measures, metrics, and benchmark insights on sales and marketing channel activities of the pharma industry. It combines measured HCP message recall and perception of channel impact and quality to deliver insights on marketing strengths, weaknesses, trends, and performance • IQVIA ChannelDynamics Verbatim: It delivers global and local insights into HCP brand message recall. It offers commercial message profile analysis, competitive comparison, multi-country comparison, channel comparison, and automated translation • IQVIA Market Prognosis: It is a market forecasting publication that provides unparalleled insights into the key issues affecting the local pharmaceutical and healthcare industries to inform strategic planning. Detailed reports are available for 49 countries. The global edition covers 220 countries across 11 regions • IQVIA Analytics Link: It is a business intelligence platform that seamlessly links historical MIDAS data with information from patient, pipeline, trial, launch, protection, and deals, providing customers with an integrated view of their market for 10,000 drugs, 600 diseases, and 76 countries	1979-2014
IQVIA OneKey Live Access and Accelerated Insights	It is a web-based platform that provides insights from IQVIA OneKey healthcare professional reference data, including medical, clinical, and digital attributes, preferences, and behaviors. These insights support omnichannel marketing campaigns and tailored engagement planning to maximize messaging relevance, resonance, and impact.	2012
IQVIA Analytics Research Accelerator	It is a platform that provides access to IQVIA's global real-world data assets – including longitudinal patient records, disease-specific cohorts, treatment outcomes, and regulatory-grade datasets – through modular, scalable analytics. It supports cross-functional teams with data identification, data access, cohort development, and cohort analytics for both commercial and real-world use cases. Originally launched as E360, it was rebranded to ARA in 2024.	2019
IQVIA Launch Strategy and Management (including IQVIA Launch Lighthouse)	It helps customers maximize brand value in preparation for and well beyond launch with end-to-end support, including strategy and planning, healthcare system, patient, and market insights, evidence-based value demonstration and market access, stakeholder engagement, and performance measurement and optimization. IQVIA Launch Lighthouse is a web-based solution that helps organizations create, monitor, and track customized launch plans across a global portfolio in real time.	1995

IQVIA profile (page 3 of 6)

Technology solutions/tools

[NOT EXHAUSTIVE]

Proprietary solutions (representative list)

Solution	Details	Year
IQVIA Dynamic HCP Profiling and Targeting	It is an AI-/ML-based solution designed to identify and segment target healthcare practitioners based on multiple dimensions across populations of interest. This solution leverages a blend of traditional ML techniques or AI-powered models to segment HCPs based on the potential to drive impact.	2019
IQVIA Patient Characterization and Journey	It is an AI-/ML-based solution designed to map diverse patient profiles, complex patient journeys, and related healthcare provider interactions. This solution provides access to constantly updated analytics to understand competitive share, and diagnosing pathways, eligibility, and prescribing patterns.	2019
IQVIA Patient Finding and Disease Modeling	It is an AI-/ML-based solution designed to identify and predict opportunity patients specific to market needs. This solution leverages proprietary AI algorithms to analyze over 60 patient and HCP dimensions, delivering up to five times more patients.	2016
IQVIA Field Alerts (including Integrated Field Alerts)	It enables sales and brand leaders to identify and predict patient opportunities and connect with their providers with extreme precision based on a provider's clinical activity. It leverages IQVIA's robust patient data and can integrate AI to analyze complex interactions within the patient journey to generate focused provider lists and time-sensitive insights. Integrated Field Alerts combine clinical activity from Field Alerts with a provider's digital research behavior to provide a more complete view.	2016
Custom-built agentic ai solutions for field engagement	These solutions help field reps efficiently plan for HCP interactions with consolidated, real-time insights from multiple data sources in a flexible, convenient format (conversational interface, audio, etc.), enabling them to prioritize across and more effectively engage with prescribers. This improved focus and relevance helps the right prescribers get treatments to patients who could benefit from them.	2025
IQVIA Orchestrated Analytics	It is a commercial data management and analytics platform designed to address the challenges of effectively launching new brands, maintaining competitiveness of mature brands, and fostering personalized engagement tailored to complex healthcare provider behaviors. It includes applications for data management, commercial planning, field effectiveness, self-serve analytics, reporting, and recommendations. It is available with IQVIA AI Assistant.	2019
IQVIA AI Assistant	It is an innovative, AI-powered solution that enables customers to interact with IQVIA applications via an accessible, conversational interface. It provides rapid answers to complex business questions in moments instead of hours or days, offering timely, powerful insights backed by the trust and precision of IQVIA healthcare-grade AI.	2024
IQVIA Patient Experience Platform	It is a next-generation digital solution designed to transform how patients engage with support programs across their treatment journey. Patient Experience (PX) addresses persistent challenges in traditional patient support programs – such as low engagement, poor adherence, and fragmented digital ecosystems – by offering a personalized, data-driven, and behaviorally informed approach. Built on a secure, scalable, and compliant infrastructure, PX integrates seamlessly with wearables, EHRs, and case management systems to deliver real-time insights and tailored interventions.	2024

IQVIA profile (page 4 of 6)

Case studies

CASE STUDY 1

Enhanced multi-channel marketing for a large pharma company

Business challenge

The client faced challenges in tailoring multi-channel marketing to effectively engage healthcare professionals. Each clinician had unique preferences for communication methods and channels, making it difficult to identify the most suitable approach for the target audience. This complexity hindered its ability to create a targeted and effective engagement strategy.

Solution

- Applied customized machine learning techniques to dynamically measure HCP responsiveness to promotions using extensive data
- Utilized sensitivity scores by channel and time to prioritize outreach to specific physicians
- Identified the most effective channels for reaching targeted physicians

Impact

- Identified the optimal target audience, timing, and methods for effective cross-channel promotion
- Optimized channels and investment strategies, increasing revenue by over US\$20 million
- Achieved this revenue growth at no additional cost within seven months of implementation

CASE STUDY 2

Promoted earlier adoption of second-line therapy by prioritizing outreach for a large pharma company

Business challenge

The client faced the challenge of promoting earlier adoption of a second-line treatment for an auto-immune disease, targeting patients at the highest risk of failing current therapy. It also needed to develop ongoing timed alerts for its sales force to enhance outreach. Additionally, it struggled with a lack of significant product differentiation in the market, making it difficult to stand out and effectively communicate the benefits of its treatment.

Solution

- Developed a machine learning algorithm to identify patients unlikely to respond effectively to its existing treatment
- Linked identified patients to its HCPs for further assessment
- Prioritized HCPs into groups to enhance commercialization efforts
- Enabled more effective management of the sales force by targeting priority HCPs

Impact

- Determined that patients with recent evidence of pain and steroid administration were more likely to switch therapies
- Found that older patients and those with a longer history of first-line biologics were less likely to switch
- Identified that patients linked to providers with a higher prescription share of a specific second-line therapy were more likely to switch
- Enabled the identification of more patients likely to transition to the line of therapy and facilitated planning of outreach efforts around the highest priority HCPs

IQVIA profile (page 5 of 6)

Case studies

CASE STUDY 3

Real-time message-recall monitoring for a top-10 global pharma company

Business challenge

The commercial team needed to gauge HCP recall of key messages for a new oncology launch and benchmark them against competitor communications across multiple countries and over time.

Solution

- Deployed IQVIA ChannelDynamics Verbatim with an embedded AI Assistant, hosted within the client's environment
- Processed raw, local-language verbatims into the platform and applied generative AI to surface near real-time insights on message recall for both the client and competitor brands
- Enabled multi-country, longitudinal comparisons through a unified dashboard

Impact

- Deeper, faster understanding of messages linked to positive HCP perception and campaign impact
- Replaced costly, time-consuming post-marketing research (DFUs and trackers) with an always-on insight engine, supporting timely optimization of launch content and spend

CASE STUDY 4

Generative AI field-engagement assistant for a global midsize pharma company

Business challenge

The client's sales reps and KAMs were overwhelmed by fragmented information and administrative tasks, limiting strategic focus and timely HCP engagement.

Solution

- Embedded an AI Assistant (part of IQVIA Orchestrated Analytics) directly in the CRM
- Analyzed historical HCP interactions to recommend personalized messages, channels, and content; optimized call schedules and automated routine admin

Impact

- Achieved 27% reduction in HCP call-preparation and follow-up time
- Enabled 85% user-satisfaction rating for insight quality and usability
- Managed 17% increase in medical-call-quality questions completed by reps, signaling richer, more structured engagements

IQVIA profile (page 6 of 6)

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

- IQVIA offers a deep bench of commercial assets such as E360 (RWD real world data and insights), Launch Lighthouse (product launch planning), Dynamic HCP Profiling and Targeting, and Integrated Field Alerts. These solutions are tailored to drive HCP engagement, brand activation, and personalized outreach strategies
- Through its Global Market Insights – Agentic Architecture, IQVIA is building agentic AI workflows that integrate syndicated datasets (for example, sales, volumes, channel spend, and HCP recall) and forecast models to deliver multi-country, persona-specific insights across commercial functions
- It has a broad delivery footprint across onshore, nearshore, and offshore locations, allowing it to serve enterprises across mid-market, large pharma, and MedTech sectors
- IQVIA has established a robust stream of market-facing publications, including thought leadership pieces, case studies, and blogs, which reflect its deep domain expertise and draw on IQVIA’s proprietary data assets and real-world evidence

Limitations

- IQVIA’s pricing is perceived to be premium, comparatively higher than peers, suggesting the need to evolve its pricing models to showcase value through output-/outcome-based constructs
- Feedback suggests that project execution can feel fragmented, with clients calling for a more structured engagement model and a single point of accountability to ensure alignment across teams
- While IQVIA’s platforms are comprehensive, buyers report challenges in tailoring standard solutions to enterprise-specific needs. IQVIA can create open engagement models that can work with clients in tailoring its solutions to their needs and elevate its status as a strategic partner

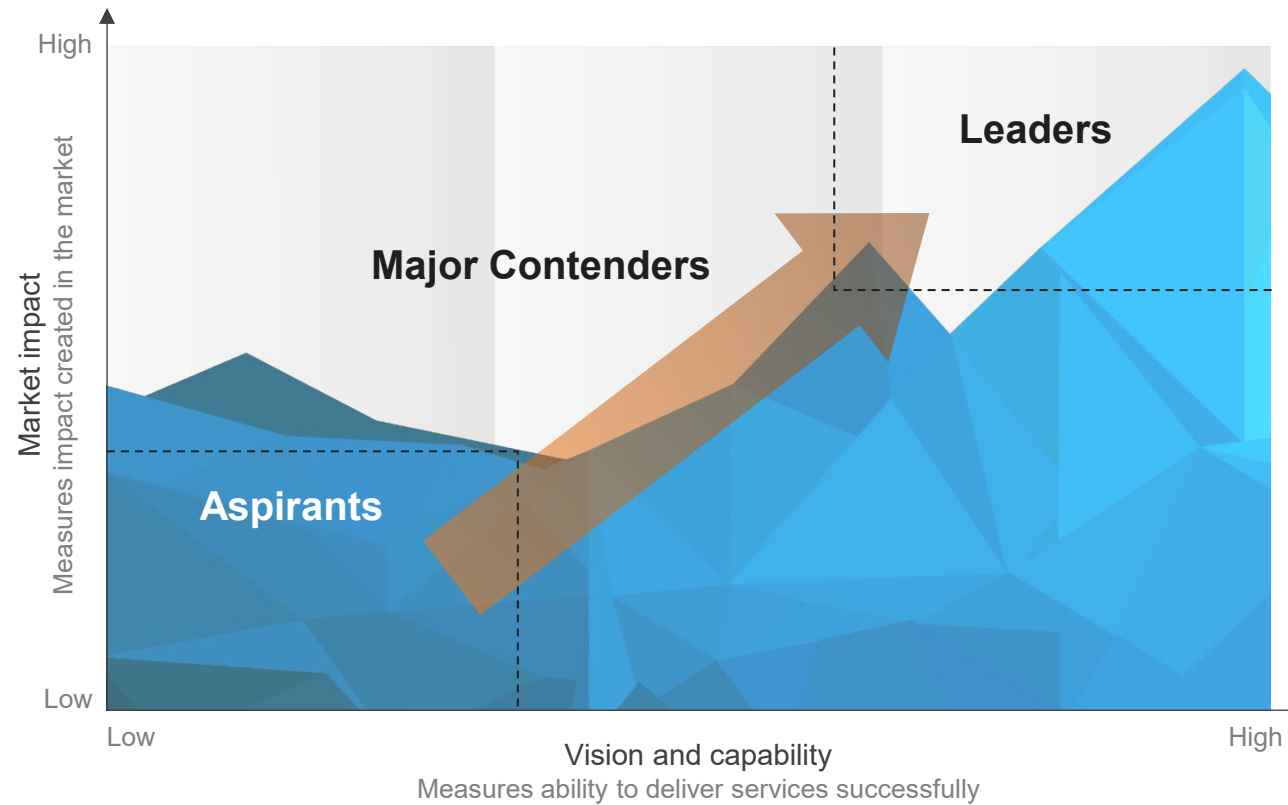
Appendix

PEAK Matrix® framework

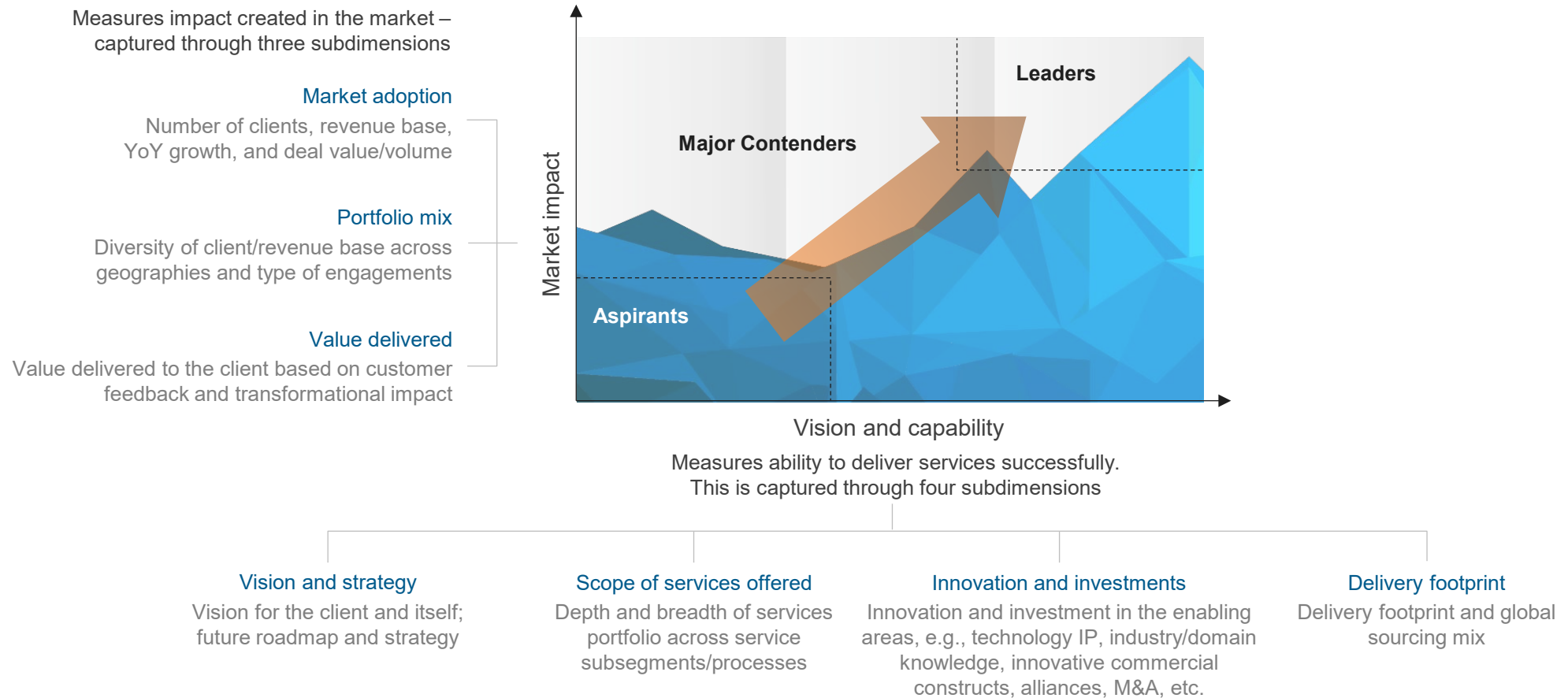
FAQs

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



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 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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