



# Fact Sheet

## Employees

13,000+

## Global reach

Offices in over 35 cities across North and South America, Europe and Asia

## Senior leadership

### Pratap Khedkar

Chief Executive Officer

### Bill Coyle

Chair

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

## Why ZS?

With ZS, clients have a partner committed to getting it right the first time. We work side by side with clients at every stage to get to the heart of their problem. For more than 40 years, we've learned from each success, and we apply our passion to help customers win and grow. Our core differentiators include:

- Deep industry expertise: ZS leads the way in combining science and hands-on experience to solve the toughest business challenges.
- Analytics and technology: ZS uses leading-edge analytics and builds robust software solutions to solve clients' challenges.
- Solutions that work: It's about results, not just ideas, so ZS doesn't stop until the solution works for our clients.

## Industry expertise

**ZS dominates in life sciences, where the firm began:**

- Pharmaceuticals and biotechnology
- Medical technology
- Health plans

**Impact where it matters.®**

## **ZS has deep expertise in other industries as well:**

- Financial services
- High-tech and telecommunications
- Industrials and business services
- Private equity
- Travel and transportation
- Retail
- Consumer goods

ZS helps clients with everything from discovery through to commercialization, with the strategy, analytics and technology to enable it.

## **Areas of focus**

**Strategy and transformation:** New competition, changing market dynamics and limitless ways to leverage data introduce new opportunity and complexity into organizations' business strategies. ZS works with clients to analyze their business's needs, reinvigorate organizational strategy, transform their business and improve performance to deliver lasting value.

**Technology, analytics and operations:** A digitally oriented business and data-driven decision-making are no longer differentiators on their own. On-demand access to the right data and analytics can be a game changer—if you're prepared to take advantage of it. ZS provides a broad suite of technology services to help companies reengineer their information strategy by better integrating and operationalizing analytics to drive value at scale, saving companies time and money while improving employee and customer satisfaction.

**Artificial intelligence (AI) and data science:** It's no longer a question whether companies should leverage advanced analytics to make improved business decisions. Instead, companies need to figure out how to leverage advanced analytics to transform the way they work. ZS brings together AI and machine learning with user-centric design and decades of domain expertise to help companies generate actionable customer insights, make more informed commercial decisions and automate tactics—all aimed at improving business performance.

**R&D and medical:** While life sciences innovation has delivered significant improvement in patient outcomes, the costs and time to develop new products continue to increase while the commercial success of these products has become more elusive. ZS brings business impact to the science of R&D by helping organizations become more cost effective in how they develop new products. Our teams also help clients increase the value of their products through stronger real-world evidence and increase their customers' knowledge of the therapies through greater scientific engagement and collaboration.

**Early commercialization:** Developing new products assumes a level of risk and cost, yet innovation is key to remaining competitive and profitable. ZS partners with clients to understand where to invest by developing successful portfolio strategies and working hand-in-hand with clients to build strategic business development, licensing and launch plans to ensure their commercialization strategy is solid from the start.

**Product value and evidence:** Not only must companies price their products effectively, but they must also ensure that their new product's value is proven, measurable and clear to the customer. In complex markets like life sciences, this problem is compounded by increasing regulations, economic pressures and the need to provide real-world evidence. ZS brings together a unique combination of expertise, multidisciplinary approaches to value, structured frameworks and analytics to help companies across industries achieve commercial success in a rapidly changing environment.

**Marketing:** Information overload forces customers to tune out messages unless they are targeted and relevant. ZS's marketing solutions help organizations better understand their customers and therefore target them more accurately and effectively. By applying AI and machine learning to customer data, we help uncover relevant insights and strategic next steps that guide compelling messages for growth. The result is delivering the right message at the right time—and in channels that your customers prefer.

**Customer experience:** Orchestrating the right experience is a formidable challenge. It includes everything from identifying key audiences amid a complex and changing stakeholder landscape to mapping out a customer journey that, touchpoint by touchpoint, addresses customers' needs and preferences. ZS works together with our clients to understand, prioritize and shape the delivery of the customer and patient experience.

**Sales and commercialization:** To stay competitive, companies need to create a more integrated go-to-market model to attract, compensate and train the best talent while ensuring that they utilize an agile approach to align the field strategically to meet evolving customer needs at a local level. ZS has decades of experience helping companies cultivate the right mix of roles and skills to meet their business objectives, optimize their resource allocation, deliver on customer value and deploy sales compensation techniques that motivate salespeople and promote desired changes in behavior. We help clients increase their commercial teams' effectiveness and, ultimately, improve market share and maximize profit.

## Platform and Products

The right platform can redefine how your business connects, scales and delivers results—whether you’re supporting patients, engaging customers or bringing new products and offers to market.

ZS’s platforms and products are powered by AI, built for complex data and delivered by teams who understand your industry and your business area. Our intelligent cloud-based platform, ZAIDYN®, can help streamline sales performance management, integrate analytics across your enterprise, empower your commercial teams with omnichannel insights and more. Its broad capabilities, based on AI and backed by experts, offers you the customization to fit your specific needs.

# 100,000

Pharmaceutical field reps around the world use ZS technology solutions

# 10,000+

Users turn to our products for analytics and reporting

## Business responsibility and impact

**Our strategy:** We strive to deliver healthy and sustainable outcomes by prioritizing responsible business practices in our work, partnerships and operations.

In turn, we strive to achieve three goals:

- **Operate sustainably and responsibly:** We operate our firm ethically and with integrity by addressing our environmental footprint, maintaining data security and privacy, and staying accountable as we make progress.
- **Create a workforce fueled by human ingenuity:** We aim to foster a culture where every ZSer belongs, has ample opportunity and shares a common purpose. Our goal is for ZSers to thrive and know their impact matters.
- **Advance health access for all:** Access to care is a fundamental human right. We drive change with leaders in and outside of healthcare to address health disparities and make measurable progress in improving health outcomes for all.

## Media Contact

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