

## IDC MarketScape

# IDC MarketScape: Worldwide Life Science Sales and Marketing Digital Transformation Services 2020 Vendor Assessment

Michael Townsend

**THIS IDC MARKETSCAPE EXCERPT FEATURES ZS**

## IDC MARKETSCAPE FIGURE

### FIGURE 1

#### IDC MarketScape Worldwide Life Science Sales and Marketing Digital Transformation Services 2020 Vendor Assessment



Source: IDC, 2020

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## IN THIS EXCERPT

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The content for this excerpt was taken directly from IDC MarketScape: Worldwide Worldwide Life Science Sales and Marketing Digital Transformation Services 2020 Vendor Assessment (Doc # US42724918). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

### IDC OPINION

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Digital transformation is occurring at a rapid pace in life science companies, including in the sales and marketing space. Internal and external sources of data are being collected in the cloud, and this information is being leveraged by sales and marketing groups to improve speed, efficiency, and effectiveness in reaching customers, including both healthcare providers and patients. As an industry, life science lags behind its counterparts in other industries such as retail and financial services in digital transformation of business processes, but great strides are being made, especially with the help of technology vendors that have expertise in transforming business processes at life science companies, leveraging digital competencies in areas such as cloud computing, mobility, IoT, advanced analytics, and artificial intelligence (AI).

In 2020, the life science industry and the vendors that serve it have had to accelerate the pace of digital transformation to contend with the COVID-19 pandemic and associated changes in work. Healthcare providers (HCPs) have moved even faster toward digital channels to receive critical information on diseases and therapies to address the need for physical distancing and limits on personal calls by field sales professionals. Patients have increasingly engaged in telehealth visits, and many life science company employees have had to adopt to a work-from-home scenario. The life science industry has responded with enthusiasm to these new modes of work while accelerating efforts to develop therapies and vaccines in record time.

To help life science companies better evaluate the vendors in this space, in this IDC MarketScape, we evaluate the capabilities of several prominent providers of consulting and services in the areas of digital transformation in life science sales and marketing, including those that transform sales and marketing operating models, leadership, work sources and collaboration, omni-channel optimization, and new ways of collecting, aggregating, and analyzing digital information. When evaluating these vendors, the key criteria companies should consider (all of which are discussed in this study) include:

- Breadth of experience and offerings in life science sales and marketing digital transformation efforts and the number of customers the vendor has served
- Geographic footprint and global delivery capabilities, level of priority, and focus by the vendor on the life science sales and marketing sector, including the pace of sector investment by the vendor
- Life science industry expertise, corporate financial stability, and the size and experience of global life science delivery teams

- Thorough vetting of customer references to evaluate vendor capabilities in project management, IT technical skills, account management, and overall value delivery to clients

## IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

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IDC frequently has unique visibility into vendor selection processes within life science companies through clients and contacts in the industry. For a vendor to be considered for inclusion in this study, the vendor's services must have been significantly evaluated for purchase within recent contracts with which IDC is familiar. Further research and due diligence were then conducted to narrow the list of vendors to only those that fulfilled the following qualifying criteria:

- Significant marketplace presence in life science sales and marketing digital transformation services, including such work at large (>\$1 billion annual revenue) biopharmaceutical firms for at least the past five years
- Delivery of technology solutions to the life science industry including cloud strategy, mobile solutions, social data, and analytics/AI
- Global life science customer base and delivery network
- A documented vertical life science industry practice
- Demonstrated success in one or more of these digital transformation categories in life science sales and marketing:
  - Leadership transformation
  - Multichannel transformation
  - Operating model transformation
  - Worksource transformation
  - Information transformation

## ADVICE FOR TECHNOLOGY BUYERS

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Digital transformation in life science sales and marketing holds great promise for improving life science companies' financial performance, customer satisfaction (patient as well as doctor), and sales and marketing effectiveness.

Life science companies are increasingly looking for vendors that can combine deep industry expertise with global delivery capabilities. Successful vendors in this space must demonstrate:

- Deep, proven industry-specific expertise, with a strong book of references
- Proven understanding of industry regulations and compliance standards
- Willingness to provide dedicated resources onsite on an ongoing basis across sequential digital projects to maintain acquired best practices

Buyers should:

- Determine whether vendor teams are organized vertically (life science). This will ensure that vendor leadership is aligned with industry-specific needs and that future development will be aligned with life science industry needs.
- Consider each vendor's breadth of service offerings, especially in the sales and marketing space; pricing flexibility; and willingness to share risk for project outcomes.

- Be sure that functional and technical requirements are signed off by all stakeholders within your organization by involving them early in the specification process.

## VENDOR SUMMARY PROFILES

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This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

### ZS

After a careful evaluation of ZS' offerings and capabilities, IDC has positioned ZS in the Leaders category within this 2020 IDC MarketScape on worldwide life science sales and marketing digital transformation services.

ZS was founded in 1983 and is headquartered in Evanston, Illinois. ZS has served the life science industry from its inception, and IDC estimates that approximately 95% of ZS' revenue is derived from the life science industry, with over 90% coming from the commercial space. ZS has extensive experience in the life science industry, particularly in pharmaceutical and medical technology sales and marketing.

ZS offers AI/analytics solutions as well as products such as REVO, a cloud-native analytics platform, and VERSO, an AI/ML-driven software that supports personalized, omni-channel experiences. ZS offers end-to-end digital transformation solutions by designing and implementing digital strategy, operations, and technology for commercial and R&D functions in the life science industry. The company brings together data, advanced analytics/AI, digital platforms, innovative digital solutions, technology road map design, and large-scale change management to deliver this experience. Further:

- **Life science employees:** >6,500
- **Total life science customers (current, 2020):** >370
- **Life science sales and marketing digital transformation projects started/completed:** >500
- **Global support:** 28 offices, all major regions
- **Industry focus:** Highly concentrated in life science sales and marketing

### *Strengths*

ZS has leveraged its capabilities in AI and advanced analytics to generate a strong track record in designing and implementing novel applications including field force planning and design, omni-channel optimization, marketing technology integration, content personalization, and generation of insights and recommendations for commercial teams.

ZS' concentration in life science enables companies to develop high-impact digital innovations and drive internal change for business impact. ZS retains a large, experienced, and skilled workforce for all aspects of life science sales and marketing and has cultivated a strategic partnership ecosystem with key digital platform providers. ZS has enabled digital transformation across life science brands with a cumulative net value over \$50 billion.

## **Challenges**

Because of ZS' concentration in life science, opportunities to leverage technology and solutions from other vertical domains (manufacturing, CPG, finance, etc.) may be somewhat limited. However, ZS has shown evidence of infusing innovative use cases from non-life science industries into its offerings.

## **APPENDIX**

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### **Reading an IDC MarketScape Graph**

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

### **IDC MarketScape Methodology**

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

### **Market Definition**

For the purposes of this study, digital transformation in life science sales and marketing includes all process design, system design, platform design, system selection assistance, go-to-market strategy, management consulting, regulatory compliance consulting, enterprise technology strategy or transformation, and other related services that utilize or combine digital information or processes such as AI and analytics, cloud computing, mobile technology solutions, social data, internal or external data for healthcare providers, prescription data, and key opinion leaders for the purpose of improving sales and marketing processes in life science companies.

## LEARN MORE

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### Related Research

- *IDC FutureScape: Worldwide Health Industry 2021 Predictions* (IDC #US45834920, October 2020)
- *IDC's Worldwide Digital Transformation Use Case Taxonomy, 2020: Life Sciences* (IDC #US46631519, July 2020)
- *COVID-19 Industry Impact: Health and Life Science* (IDC #US46180320, April 2020)
- *U.S. Life Science Top 10 Market Trends for 2020* (IDC #US44986020, January 2020)
- *IDC MarketScape: Worldwide Life Science Drug Safety Services 2019-2020 Vendor Assessment – Building for Innovation* (IDC #US45863116, January 2020)

### Synopsis

This IDC study provides an assessment of 14 vendors participating in digital transformation of sales and marketing processes in the life science industry. Digital transformation is occurring at a rapid pace in life science companies, including in the sales and marketing space. Internal and external sources of data are being collected in the cloud, and this information is being leveraged by sales and marketing groups to improve speed, efficiency, and effectiveness in reaching customers, including both healthcare providers and patients. Tools such as AI, advanced analytics, and orchestration of multiple tasks and roles utilizing data from multiple sources are accelerating change in 2020 and beyond.

Mike Townsend, research director for Life Science Commercial Strategies at IDC Health Insights, says, "Life science companies are embracing digital transformation efforts within sales and marketing, which can connect stakeholders such as sales representatives, marketing and medical affairs executives, doctors, patients, and payers using a wide variety of digital technologies, including AI, cloud computing, mobile technology, and social media and analytics, and leveraging a host of internal and external data sources. Life science companies will continue to see improved outcomes, growth, and productivity as they use these technologies to learn about and predict doctor and patient behaviors and preferences."

## About IDC

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## Global Headquarters

5 Speen Street  
Framingham, MA 01701  
USA  
508.872.8200  
Twitter: @IDC  
[idc-community.com](http://idc-community.com)  
[www.idc.com](http://www.idc.com)

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