ZS | Microsoft Solutions Partner

Better processes for data, analytics and insights

Explore our case studies

Our philosophy

As healthcare and life sciences organizations continue their push to improve outcomes and accelerate innovation, they recognize the need for optimized systems that scale what works. But success takes more than the right tools, it takes the right approach.

With Microsoft technologies such as Copilot, Azure OpenAI and Power Platform, organizations can transform how teams operate, research advances and patients experience care. ZS will help you get there. We bring deep healthcare and life sciences expertise—along with capabilities in design, data and engineering—to help you harness the full potential of the Microsoft ecosystem.

Whether you're reimagining R&D or enabling your field teams, you can drive meaningful change across your organization. With solutions built for people and powered by data, you'll make measurable progress toward breakthroughs, better outcomes and a healthier future.

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Agentic AI

CASE STUDY #1
Master bot: “Bot of bots”

AZURE AI

Unified access to enterprise AI

THE CLIENT

A large pharma company streamlines employee interactions and simplifies enterprise AI access by integrating multiple assistants into a unified master bot experience.

CHALLENGE

The client sought to ease access to multiple enterprise AI assistants for HR, IT, finance and legal, etc., to remove silos that forced employees to navigate multiple tools and interfaces to complete routine tasks. This situation created:

- Fragmented user experience and low adoption of AI assistants
- Delays in task completion due to switching between platforms and agents
- High support overhead for maintaining multiple access points

APPROACH

ZS partnered with the client to design and implement a master bot—a unified enterprise-grade interface that intelligently routes user queries to the right assistant:

- Integrated multiple existing departmental bots and enterprise systems, including ServiceNow, Workday, SharePoint and Salesforce, into a single conversational hub
- Built on scalable Azure AI architecture with secure role-based access control
- Implemented intelligent intent detection and routing to ensure accurate responses
- Provided governance, change management and user training to drive adoption

IMPACT

Unified access at scale
Deployed to 50,000+ employees, offering a single entry point for IT, HR and other enterprise services

Improved productivity
Reduced average time to resolve routine IT queries by over 30%

Consistent experience
Delivered a seamless, branded conversational experience across all functions

Operational efficiency
Lowered maintenance costs by ~50%, consolidating multiple bots into a single governed platform and sunsetting existing IT bots

Agentic AI

CASE STUDY #2
Agentic IT ops management

AZURE AI

AI-powered IT incident management with agentic workflows

THE CLIENT

A leading pharma company accelerates productivity and reduces turnaround times by rapidly deploying AI agents across multiple functional areas.

CHALLENGE

The client's IT support teams faced inefficiencies in managing and resolving incidents due to:

- **Fragmented workflows.** Agents had to switch between multiple tools to view details and resolve
- **Delayed resolution.** A lack of quick access to similar past incidents and proven resolution steps
- **Limited insight.** Reactive operations without AI-driven recommendations hindered proactive ticket management
- **High operational load**. Manual investigation and execution of resolution actions increased agent workload and affected service levels

APPROACH

ZS designed and deployed an AI-powered IT incident management tool for a large pharma client with a seamless front-end experience and agentic AI for intelligent insights and automation:

- **AI-driven knowledge retrieval.** Used Azure AI to surface similar prior incidents and resolutions from historical data
- **Intelligent recommendations.** Provided AI-suggested actions based on prior root cause analysis patterns
- **Agentic workflow automation.** Enabled agents to execute suggested actions directly
- **Embedded analytics.** Included trend charts and performance metrics to enable better workload management and operational oversight

IMPACT

Faster resolution
Reduced average ticket resolution time by ~40% with AI-guided actions and automated workflows

High agent productivity
Cut manual investigative effort by ~25%, enabling agents to focus on complex issues

Consistent service quality
Standardized resolution processes across the team with AI-driven recommendations

Improved first-contact case resolution
Achieved an ~20% increase in successful case closures by applying historical incident data

Data and AI

CASE STUDY #3
Rapid AI agent development

MICROSOFT COPILOT

Rapid Microsoft Copilot agent development for cross-functional impact

THE CLIENT

A leading pharma company accelerates productivity and reduces turnaround times by rapidly deploying AI agents across multiple functional areas.

CHALLENGE

The client's functional teams faced inefficiencies in accessing critical information and resolving queries due to:

- Siloed systems requiring navigation across multiple tools to find answers
- Manual processes for information retrieval and ticket resolution, leading to delays and reduced productivity
- High dependency on IT and support teams for routine questions and document lookups

APPROACH

ZS partnered with the client to rapidly design and deploy multiple AI assistants, each tailored to specific team needs:

- Customized AI assistants for domain-specific needs—IT helpdesk, manufacturing, R&D and training, etc.
- Used connectors and Microsoft Graph API to connect with platforms such as ServiceNow, Veeva Vault and SharePoint, etc., enabling direct in-chat access to critical documents, standard operating procedures, policies and training materials
- Followed an agile build methodology, delivering each fully functional bot in three to four weeks for rapid business impact

IMPACT

Industry recognition
The R&D assistant was featured in a Microsoft customer success story showcasing how it accelerates discovery by helping drug developers access critical knowledge efficiently and intuitively

Rapid deployment at scale
Delivered multiple fully functional AI assistants in a matter of weeks, enabling the client to realize business impact quickly

Increased productivity
Freed up hundreds of staff hours per month by eliminating manual searches and redundant support tickets

Data and AI

CASE STUDY #4
Power Assist

POWER BI AND GENERATIVE AI

Talk to your analytics reports for real-time insights

THE CLIENT

A leading pharma company accelerates decision-making with Power Assist, a custom analytics bot delivering real-time, visual insights through seamless Power BI integration.

CHALLENGE

Client executives needed a faster, more intuitive way to gain insights from their analytics reports and datasets and get accurate, meaningful answers in real time. Existing tools fell short due to:

- **Limited data utilization.** Traditional analytics bots struggled to query and synthesize insights beyond immediately visible data
- **Slow response times.** Complex queries and large datasets caused delays in accessing critical insights
- **Lack of business-specific adaptability.** Generic tools couldn't align with unique industry requirements, custom ontologies or evolving workflows

APPROACH

ZS developed Power Assist, a custom data analytics chatbot integrated with Power BI, to deliver real-time, domain-specific insights:

- Enabled comprehensive data querying for accurate, holistic insights
- Integrated seamlessly with Power BI for dynamic, real-time visualizations
- Provided flexibility to customize for specific industries, domains and business needs
- Combined conversational and visual interactions to deliver intuitive, user-friendly responses
- Leveraged natural language processing to transform queries into actionable insights instantly

IMPACT

Improved decision-making
Delivered richer, more accurate insights tailored to the business context

Enhanced user experience
Enabled interactive visual exploration of data directly within Power BI

Contextual and meaningful insights
Delivered relevant business-specific answers by interpreting queries within the right context, enhancing decision-making quality

Scalable and adaptable
Designed to evolve with changing industry needs and data landscapes

Data and AI

CASE STUDY #5
Tableau to Microsoft Power BI:
Agentic AI-driven migration

AGENTIC AI

Agentic AI accelerated Tableau to Power BI migration

THE CLIENT

A leading pharma company leveraged ZS's agentic AI-powered asset to migrate Tableau dashboards to Power BI, reducing migration time by up to 50% while ensuring accuracy, scalability and business continuity.

CHALLENGE

Client team looking to migrate from Tableau to Power BI faced significant roadblocks:

- **Data compatibility issues.** Differences in data models and function definitions caused mismatches during migration
- **Resource intensive.** Manual transfer of dashboards and reports was time-consuming and inefficient
- **Feature and functionality distinctions.** Gaps in platform-specific capabilities required reengineering of certain dashboards
- **Error-prone process.** High risk of calculation, transformation and visualization errors during migration

APPROACH

ZS developed an agentic AI-powered migration asset to orchestrate end-to-end migration, with limited human intervention, from Tableau to Power BI:

- Leveraged multiagent orchestration to automate discovery, extraction, transformation and recreation
- Agents performed schema mapping, function translation and visual layout replication
- Integrated error-detection and self-healing mechanisms
- Designed for high scalability, enabling parallel migrations of large dashboard portfolios without human bottlenecks

IMPACT

Accelerated migration
Reduced migration time per dashboard by 50%, depending on complexity

Reduced manual effort
Eliminated most human intervention, boosting productivity and freeing technical teams for higher-value work

High scalability
Seamlessly handled migration of large, enterprise-scale dashboard inventories

Consistent outcomes
Ensured accuracy and visual consistency across migrated dashboards through AI-driven quality assurance

Data and AI

CASE STUDY #6
Scaled self-serve analytics and alerts ecosystem

MICROSOFT FABRIC AND MICROSOFT POWER PLATFORM

Empowering users with on-demand, self-serve analytics and proactive alert ecosystem

THE CLIENT

A leading pharma company accelerates decision-making by enabling business teams to create, customize and share insights through a unified Power BI self-serve platform with a proactive alert ecosystem.

CHALLENGE

The client's business teams faced limitations in accessing, customizing and analyzing data to address on-the-spot business questions due to:

- Reliance on prebuilt static dashboards, limiting flexibility to create tailored insights
- Lack of a standardized user-friendly interface for building new reports or modifying existing ones
- Delays in running custom analyses without technical team support
- Difficulty integrating analytics outputs into daily workflows and productivity tools

APPROACH

ZS designed and implemented a Power BI self-serve platform to empower users with flexible, on-demand analytics:

- Built an intuitive Power BI front-end user interface with drag-and-drop capability to create or customize reports from a standardized data layer
- Enabled as-needed analyses through built-in analytical and statistical models for scenario simulation and advanced insights
- Integrated an AI-powered Q&A chatbot to provide visual and textual answers to natural language queries
- Established a data semantic layer to ensure consistency in KPIs, business rules and metrics across all reporting

IMPACT

Increased agility
Enabled business users to create and modify fit-for-purpose visualizations without IT dependency, reducing dashboard creation time by ~40%

Consistent data story
Maintained a single source of truth with governed KPIs and standardized data models, reducing metric discrepancies

Proactive issue detection
Implemented real-time alerts for key business metrics, enabling early identification of anomalies and potential issues and reducing time-to-action

Low Code

CASE STUDY #7
Think ROI: Marketing mix optimization

MICROSOFT POWER PLATFORM

Optimizing marketing spend for maximum ROI ecosystem

THE CLIENT

A leading pharma company transforms marketing budget allocation with a spend optimization platform to maximize ROI and profitability across global markets.

CHALLENGE

The client's marketing mix team struggled to optimize promotional spend across multiple emerging market countries and brands due to:

- Disparate data sources and formats, making consolidation difficult
- Manual budget allocation using multiple Excel files, leading to inefficiency and errors
- Limited capability to run dynamic what-if scenarios to compare spend strategies
- Difficulty balancing spend to maximize ROI across diverse markets

APPROACH

ZS partnered with the client to design and deploy Think ROI, a web-based marketing spend optimization platform that:

- Unified and harmonized spend data across countries, brands and therapy areas
- Enabled dynamic what-if analysis to assess the ROI and profitability impact of spend changes in real time
- Incorporated optimization algorithms and scenario comparison to guide allocation decisions
- Provided a user-friendly interface with comprehensive reporting and visualization to empower business users
- Delivered robust data integration pipelines for accurate, timely insights

IMPACT

Significant ROI gains
Projected $1B+ improvement in ROI across in-scope markets in 2024

Global adoption
Rolled out to 60+ emerging markets, with extensions underway for 20+ European markets

Efficiency boost
Achieved 50% time savings (~100 hours per country lead) in budget alignment cycles

Data-driven decisions
Equipped marketing teams with fast, actionable insights to maximize returns

Low Code

CASE STUDY #8
CART: Clinical Analytics Requests Tracker

MICROSOFT POWER PLATFORM

Centralizing clinical analytics for faster, smarter decisions

THE CLIENT

A leading pharma company centralizes clinical analytics request management to improve collaboration, reduce redundancy and accelerate decision-making.

CHALLENGE

The client's clinical analytics teams faced inefficiencies in managing study requests and deliverables due to:

- **Inefficient processes.** No standardized workflows or automation, causing delays and miscommunication
- **No central repository.** Difficulty storing, searching and accessing prior deliverables led to duplicated work
- **Fragmented collaboration.** Siloed methods reduced transparency and hindered cross-functional coordination
- **Redundancy and misallocation.** Overlapping efforts and unclear ownership wasted resources

APPROACH

ZS worked with the client to develop CART, a centralized platform to manage, track and optimize clinical analytics requests:

- Built a centralized deliverable repository with enhanced search capabilities for easy retrieval of past work
- Enabled end-to-end request management with real-time status tracking, task assignment and delegation
- Developed an executive dashboard to provide leadership with visibility into request pipelines and performance metrics
- Integrated smart notifications to keep stakeholders updated and reduce communication gaps

IMPACT

Streamlined operations
Reduced delays by standardizing and automating request management workflows, cutting average request processing time by ~20%-25%

Improved collaboration
Enhanced cross-functional transparency through centralized access and shared visibility

Resource efficiency
Minimized redundant efforts and optimized resource allocation, reducing duplicate work by ~15%-20%

Faster insights delivery
Improved turnaround time for delivering analytics outputs, enabling more responsive decision-making

About ZS

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.

To learn more, visit www.zs.com or follow us on LinkedIn.

About our Microsoft partnership

ZS partners with Microsoft to help you reimagine business processes, gain real-time insights and embed AI into company decision-making. Whether you're exploring commercial co-pilots, automating data stewardship or using Microsoft Fabric for advanced analytics, we help you build intelligent solutions tailored to your specific needs.

Explore Microsoft

Book a demo