ZAIDYN
BY ZS

Accelerate your biotech's success with modular software packages powered by ZAIDYN®

Pharma companies of all sizes are investing heavily in data and AI to foster innovation and reduce drug development costs and timelines, with 85% of biopharma executives saying they plan to invest in data, digital and AI in R&D.

These technology advances are now within reach for biotech and emerging pharma companies. AI-powered analytics and customer engagement software that once required massive resources to build and deploy are available as turnkey products, allowing emerging pharma companies to implement them quickly while delivering strong ROI and a manageable total cost of ownership.

Biotech taking the innovation lead, empowered by tech

This new technology is setting up the industry for a transformation where smaller, specialized biotech companies can take the lead in innovation. Emerging pharma companies are embracing digital-first commercial strategies and patient-centric approaches— helping accelerate their path from drug discovery and clinical stages to launch and commercialization.

Early investment in an integrated technology platform like ZAIDYN positions your growth-stage pharma company to address its key goals around operational efficiency, patient experience and outcomes. Making the right choice of life sciences software now will help emerging pharma companies and biotech launch products faster, run smoother and scale smarter.

Tailored SaaS product packages for emerging biopharma and biotech companies

ZAIDYN is a future-ready, AI-powered life sciences platform created to solve the unique challenges biotech companies face. Our out-of-the-box, tiered SaaS packages suited for emerging pharma are built on life sciences expertise and deep knowledge of advanced AI-driven analytics. These scalable software packages empower you as you prepare for a launch or drive customer engagement as you deliver life-changing therapies for patients. Any module from the Enhanced packages or Elite packages can be purchased as an add-on to meet your business needs.

Let's explore how our tailored packages can empower the sales, marketing and market access teams at your biotech company at every step of your journey.

ZAIDYN Medical packages

Medical organizations need to continually enhance how they generate actionable medical insights, plan strategically to achieve their objectives and effectively measure and monitor success. ZAIDYN Medical, powered by real-world data and advanced AI, is an all-in-one platform that empowers medical teams to amplify their impact on patient outcomes.

	Essential Package	Enhanced Package	Elite Package
Pulse – Activity	✓	✓	✓
Opinion Leader Intelligence (OLI)	✓	✓	✓
Studio	✓	✓	✓
Pulse – Planning	✓	✓	✓
Patient Journey		✓	✓
Patient Radar			✓
Care Gaps and Health Equity			✓

ZAIDYN Medical Capabilities	What they can do for your biotech
Pulse Activity	Tracks your efforts across strategic priorities with 50-plus prebuilt tracking KPIs that tie to your strategic objectives, making this data meaningful and actionable. Delivers an in-depth summary of your medical activities packaged in an intuitive and interactive user interface with advanced visualizations.
OLI	Identifies and engages with key opinion leaders (KOLs), connects with emerging experts and refines KOL lists using customizable criteria and interactive network mapping. Enhances KOL engagement that aligns with your emerging pharma company's objectives.
Studio	Decodes medical insights faster using generative AI across structured and unstructured data sources.
Pulse – Planning	Plans KOL engagements strategically, ensuring each interaction aligns with your medical objectives.
Patient Journey	Transforms and scales cross-functional, real-world-data-driven insights and analytics across various data sources. Delivers comprehensive insights into disease patterns, including key trends, market dynamics, geographical distributions and patient journey archetypes.

ZAIDYN Medical Capabilities	What they can do for your biotech
Patient Radar	Identifies patients for prospective clinical trials accurately. Finds, predicts and supports undiagnosed, misdiagnosed or underdiagnosed patients to improve their healthcare journey.
Care Gap and Health Equity	Leverages insights from both healthcare and nonhealthcare data sources to identify care gaps and barriers, maximize equity initiatives and implement targeted local programs that expand treatment access and improve patient outcomes.

The Essential package lays the groundwork for a robust medical affairs framework by facilitating real-time data accessibility and integrated connectivity, ensuring that key opinion leader (KOL) needs are addressed promptly and effectively.

What it does for you:

- Defines what "KOL" means based on your unique medical objectives and strategic priorities, then delivers a customized KOL list tailored to your needs.

- Builds comprehensive stakeholder profiles—including areas of expertise—with AI-driven insights that help identify emerging "rising stars."

- Uncovers influence network dynamics to guide your strategic planning and help you optimize your engagement strategies.

- Integrates seamlessly with existing CRM systems and dashboards for streamlined execution, tracking and visibility.

- Extracts real-time medical insights from multiple data sources to support impactful and strategic engagements.

- Provides an intuitive user interface with 20-plus predefined analysis categories and the flexibility to customize listening priorities based on your business needs.

- Uses a smart assistant with conversational AI capability for quick, natural-language queries and deeper data exploration.

- Tracks and analyzes medical affairs activities across all key dimensions via a centralized dashboard. Offers a comprehensive view and in-depth summary of the medical team's activities, packaged in an intuitive, interactive user interface with advanced visualizations.

The Enhanced package builds on the Essential package by empowering medical teams to uncover new opportunities through population-level data—allowing you to measure and compare treatment pathway performance.

What it does for you:

- Uncovers precise care opportunities and associated treatment pathways using AI-driven pattern mining on real-world data.

- Reveals opportunities and uncovers care gaps, including the discovery, identification and quantification of the care gap at a subnational level.

- Adds key clinical events using machine learning models that influence patient progression.

- Introduces differentiating events across patient archetypes to reveal the drivers and barriers of fast versus slow treatment journeys.

- Delivers accurate insights into patient-HCP interactions, enabling customized messaging to enhance go-to-market and targeting strategies.

The Elite package extends the Enhanced package with a focus on improving patient outcomes by identifying gaps in care, addressing health inequities and developing effective patient engagement strategies. It leverages reliable insights to identify and predict undiagnosed, misdiagnosed and underdiagnosed patients, helping drive more accurate interventions and improve overall healthcare outcomes.

What it does for you:

- Identifies and quantifies prevailing treatment pathways, care gaps and key drivers, along with their impact on patient outcomes.

- Integrates social drivers of health (SDOH) data to pinpoint and prioritize high-impact locations, patient populations and healthcare providers.

- Leverages an intuitive, low-code/no-code interface to generate high-level summaries of healthcare provider (HCP) and patient potential, enabling data-driven decisions for sales force sizing, clinical trial recruitment and HCP targeting.

ZAIDYN Medical, with its comprehensive suite of add-ons, empowers emerging pharma companies to optimize the impact of their medical teams. It helps you quickly identify physician attitudes, behaviors and treatment preferences—setting you up today for precision targeting and hyper-personalized messaging.

ZAIDYN Medical Affairs Hub Add-ons	What it can do for your biotech
Pulse – Impact	Helps medical affairs teams measure their impact on clinical practice and patient outcomes. Benchmarks and monitors progress, highlighting areas needing attention and where you can quantify wins.
Panorama	Helps commercial teams leverage cross-therapy secondary data and ZS's deep domain expertise to uncover physician attitudes, behaviors and treatment preferences. Enables precision targeting and hyperpersonalized messaging through barriers-based insights for every physician across the U.S.
P2P	Helps commercial teams enhance the value of your speaker programs with an intelligent app that evaluates performance and delivers precise, data-driven recommendations on everything from annual budget planning to curating the right mix of speakers, attendees and topics.
Patient Data Hub	Extends ZAIDYN Data & Analytics for commercial teams to help them securely manage patient-identifiable information. Allows them to analyze patient data to drive better clinical decisions and operational outcomes.

ZAIDYN Data & Analytics packages

	Essential Package	Enhanced Package	Elite Package
Data Warehouse	✓	✓	✓
Field Dashboard	✓	✓	✓
Home Office Dashboard	✓	✓	✓
Customer Master Data Management (MDM)		✓	✓
Customer 360 Dashboard		✓	✓
Payer Mastering			✓
Market Access Dashboard			✓

ZAIDYN Data & Analytics Capability	What it can do for your biotech
Data Warehouse	Centralizes your data so you can efficiently store, organize and access it, ensuring seamless integration of diverse sources. Provides clean, structured data for advanced analytics, reporting, AI-driven insights and other downstream systems.
Field Dashboard	Delivers real-time, actionable insights for field teams to track performance, sales and activity metrics by geography and customer. Gives you the information to prioritize target customers, plan effective calls and access payer and patient-level insights to empower data-driven decisions.
Home Office Dashboard	Centralizes a view for the home office team to monitor national and subnational performance, track key business metrics and gain insights into customer interactions. Integrates data from various sources for a comprehensive view of operations, sales and KPIs—empowering strategic, data-driven decisions and cross-functional alignment.
Customer MDM	Centralizes, standardizes and maintains a single, accurate view of customer data. Helps you ensure consistency, integrity and quality by integrating and consolidating information from various sources.
Customer 360 Dashboard	Provides guided analytics to track engagement across different promotional tactics. Provides an overview of cross-channel tactic performance and cross-channel customer responses. Features a view of both HCPs and direct-to-patient activities.
Payer Mastering	Centralizes and standardizes payer data, ensuring a single accurate view by integrating information from multiple sources to streamline payer-related processes and improve decision-making.
Market Access Dashboard	Provides real-time insights into market access performance, tracking key metrics related to payer strategies, reimbursement and product access to optimize strategies and support data-driven decisions.

The Essential package lays the foundation for commercial analytics with a scalable data warehousing platform and core reporting tools. This package empowers commercial teams with the initial insights they need to drive field execution and performance tracking. It's ideal for organizations that are starting their data and reporting transformation journey.

What it does for you:

- Establishes a centralized data warehouse to unify and manage your data.

- Provides dashboard reporting to track territory performance, target customers and field activity in real time.

- Allows you to monitor sales trends, actuals versus forecasts and inventory levels.

The Enhanced package builds on the Essential package by expanding your analytics capabilities to support omnichannel engagement strategies and customer data unification. It empowers both marketing and sales teams with a 360-degree view of customer interactions for more personalized and effective engagement.

What it does for you:

- Includes all capabilities from the Essential package.

- Introduces the Customer Master Data Management capability to create a single, trusted customer record across systems.

- Delivers reporting for unified visibility across sales, marketing and field touch points.

- Adds omnichannel reporting to track customer engagement across digital and traditional media channels.

- Integrates omnichannel tracking with unified reporting to give complete visibility of customer engagement across all digital and traditional touch points.

The Elite package extends the Enhanced package with advanced market access analytics and payer data mastering. This package provides deep insights into payer performance, coverage trends and contracting effectiveness to support pricing and access strategy.

What it does for you:

- Includes all of the Enhanced package capabilities.

- Monitors performance across payers and distribution channels.

- Enables payer-level analytics for better decision-making in coverage, reimbursement and contracting.

- Consolidates payer data into a single view across sources.

ZAIDYN Data & Analytics offers a comprehensive suite of add-ons that you can use to integrate insights so they can make data-driven decisions with confidence.

ZAIDYN Data & Analytics Add-ons	What they can do for your biotech
Medical Science Liaison Performance Dashboard	Features guided analytics with KPIs to empower your medical affairs team with actionable insights.
Rule-based Lite Alerts	Provides quick, actionable notifications triggered by predefined business rules to support timely insights and informed decisions.
HQ Brand Analytics (Augmented Analytics)	Delivers data-driven insights for headquarters teams to evaluate brand performance, track key metrics and optimize strategic decisions.
IC HQ Analytics (Augmented Analytics)	Provides headquarters teams with insights into incentive compensation performance so they can make data-driven decisions to optimize sales effectiveness and reward strategies.

ZAIDYN Field Planning packages

ZAIDYN Field Planning packages are purpose-built for emerging pharma organizations preparing to scale their commercial footprint. These are ideal for functional leaders responsible for shaping and executing field deployment strategies.

	Essential Package	Enhanced Package	Elite Package
Alignment	✓	✓	✓
Roster		✓	✓
Call Plan Refinement			✓

ZAIDN Field Planning Capability	What they can do for your biotech
Alignment	Helps you design and manage equitable, geography-based territories that align field effort with strategic goals and market potential.
Roster	Keeps your field force structure up to date with centralized, role-based rep assignments and seamless change management.
Call Plan Refinement	Optimizes HCP targeting and call frequency continuously to drive precision engagement and maximize field effectiveness.

The Essential package is ideal for pre-launch or newly launched teams establishing their first field structure.

What it does for you:

- Helps you in field force territory alignments.

- Enables simple rule-based targeting for lean teams.

- Supports fast, light setup and ideal for prelaunch readiness.

The Enhanced package is best suited for companies expanding their field operations or aligning across multiple geographies.

What it does for you:

- Combines field force territory alignments with roster for full coverage.

- Drives scalable, cross-functional planning across teams and regions.

- Includes everything in the Essential package.

The Elite package is ideal for companies with multiple field roles, brand teams or complex targeting needs.

What it does for you:

- Adds call plan optimization to boost rep productivity.

- Ideal for mature teams with multirole complexity.

- Includes everything in the Enhanced package.

ZAIDYN Incentive Compensation packages

Emerging pharma teams are often lean groups that are focused on go-to-market execution and are required to move fast. Traditional incentive compensation (IC) systems can be costly, rigid and resource-intensive. ZAIDYN Incentive Compensation is designed to streamline, automate and optimize the end-to-end incentive compensation process.

Its modular design allows organizations to select only the incentive compensation tools they need today and easily scale as their teams and programs grow. You can adapt what you use anytime to improve payout accuracy, motivate your field performance and ultimately drive revenue growth and ROI.

	Essential Package	Enhanced Package	Elite Package
Incentive Compensation Calculations	✓	✓	✓
Eligibility Processing	✓	✓	✓
Field Incentive Compensation Reporting	✓	✓	✓
HQ Incentive Compensation Reporting	✓	✓	✓
Sales Aggregation		✓	✓
Awards Administration		✓	✓
Quota Refinement			✓
MBO Management			✓
Quota Setting			✓

ZAIDYN Incentive Compensation Capabilities	What they can do for your biotech
Incentive Compensation Calculations	Automates performance-based incentive calculations based on built-in eligibility and payout rules.
Eligibility Processing	Ensures incentive eligibility assessments are accurate using predefined business criteria.
Field Incentive Compensation Reporting	Delivers intuitive, field-facing incentive compensation reports to boost transparency and motivation.
HQ Incentive Compensation Reporting	Equips headquarters teams with flexible incentive compensation reporting tools for their strategic oversight.
Sales Aggregation	Consolidates sales data seamlessly across regions to support precise incentive compensation calculations.

ZAIDYN Incentive Compensation Capabilities	What they can do for your biotech
Awards Administration	Runs end-to-end sales contests and awards with integrated performance tracking.
Quota Refinement	Fine-tunes sales goals with field input and advanced analytics for higher accuracy.
MBO Management	Tracks and evaluates performance on qualitative objectives using a management by objectives (MBO) approach via a centralized platform.
Quota Setting	Sets fair and data-driven sales goals that boost field confidence and performance.

The Essential package is ideal for early stage field teams that need to quickly stand up a foundational incentive compensation system with minimized complexity and resource strain.

What it does for you:

- Provides core incentive compensation capabilities, including incentive compensation calculations, eligibility processing and field and HQ incentive compensation reporting.

- Enables fair, accurate and compliant payouts.

- Minimizes operational burden with expert support and ready-to-go infrastructure.

The Enhanced package is designed to empower scaling organizations with growing sales teams.

What it does for you:

- Helps drive deeper motivation and performance across diverse field roles.

- Supports evolving compensation plans with more customization and fairness built in.

- Provides greater transparency and control to growth-stage companies.

The Elite package is built for organizations preparing for large-scale rollouts or that are managing complex field structures.

- Adds quota refinement, personalized field insights and an MBO system.

- Supports long-term governance, extensibility and alignment across national or multibrand teams.

- Drives field engagement with rich reporting, rankings and performance tracking.

With ZAIDYN's suite of incentive compensation add-ons, emerging pharma companies can streamline and optimize their incentive compensation processes. This helps keep your sales operations, finance and commercial leaders aligned and responsive to your biotech's evolving business goals.

ZAIDYN Incentive Compensation Add-ons	What they can do for your biotech
Sales Crediting	Assigns sales accurately to the right reps and teams using flexible business rules and systematic validation processes.
Personalized Field Insights	Provides reps with tailored insights to maximize their performance and engagement.
Ad Hoc Support	Access 40 hours per month of expert-driven support from ZS for incentive adjustments, troubleshooting and business rule updates outside of your regular cycles.

ZAIDYN Customer Engagement packages

[ZAIDYN Customer Engagement](#) packages are specifically designed for leaders who are invested in optimizing customer interactions. They empower biotechs that are working to build stronger and more meaningful HCP relationships, ultimately driving increased sales.

	Essential Package	Enhanced Package	Elite Package
Smart Field and Marketing Alerts	✓	✓	✓
Integration with Field-facing CRMs	✓	✓	✓
Change Management Support (for Onboarding and Training)	✓	✓	✓
AI and Machine Learning-based Predictive Alerts for Dynamic Targeting		✓	✓
Impact Measurement		✓	✓
AI and Machine Learning-based N=1 Omnichannel Orchestration across Field and Digital Channels			✓
Change Management Support (Collaboration with Third-party Vendors for Downstream Integration)			✓

ZAIDYN Customer Engagement Capability	What it can do for your biotech
Smart Field and Marketing Alerts	Delivers timely, predefined triggers to field reps and marketers based on set criteria, helping prioritize outreach and drive consistency.
Integration with Field-facing CRMs	Connects engagement tools seamlessly with existing CRMs to ensure reps have centralized, actionable insights directly where they work.
Change Management Support (for Onboarding and Training)	Provides training, tools and best practices to help your field teams adopt new engagement capabilities with confidence and speed.
AI and Machine Learning-based Predictive Alerts for Dynamic Targeting	Uses machine learning to identify high-potential HCPs and alert reps to changing engagement opportunities, driving smarter, data-driven actions.
Impact Measurement	Tracks and quantifies how customer engagement efforts influence HCP behavior, brand performance and ROI, enabling data-backed decisions.
AI and Machine Learning-based N=1 Omnichannel Orchestration across Field and Digital Channels	Sequences content and channels (such as email, digital and rep) intelligently using AI to deliver the right message at the right time, improving the HCP experience and your brand lift.
Change Management Support (Collaboration with Third-party Vendors for Downstream Integration)	Offers the opportunity for ZS to partner with third-party vendors to align systems, content and data flows, ensuring smooth adoption and end-to-end integration of these customer engagement capabilities.

The Essential package helps commercial field teams take timely, insight-driven actions. Designed for quick deployment with minimal integration setup, it's ideal for teams with a data and analytics enabled workstream in place or a data warehouse team available to support integrations.

What it does for you:

- Activates rule-based suggestions for field teams based on defined engagement triggers.

- Allows configuration of engagement rules using existing data.

The Enhanced package extends the Essential Package with advanced AI and Machine Learning based predictive algorithms to assist the field teams with dynamic targets based on their potential and also measure the impact of the customer engagement initiative on the business.

What it does for you:

- Includes all capabilities from the Essential package.

- Handles data preprocessing to streamline rule-based suggestions.

- Centralizes the pipeline setup to eliminate the need for multiple vendors.

- Delivers engagement strategies with powerful insights derived from existing data, all without burdening your teams.

The Elite package extends the Enhanced package with advanced AI and Machine Learning algorithm to optimize omnichannel spends across sales teams and third party vendors.

What it does for you:

- Includes all capabilities from the Enhanced package.

- Adds omnichannel reporting to track engagement across digital and traditional channels, along with tracking of suggestion adoption, usage and feedback loops.

- Provides dashboards to visualize engagement effectiveness and drive proactive actions.

ZAIDYN Customer Engagement offers a comprehensive suite of add-ons that commercial leaders can adapt to their needs for targeted interactions with HCPs that drive brand awareness, adoption, field performance and sustained value.

ZAIDYN Customer Engagement Add-ons	What they can do for your biotech
Data Preparation	Outsources the management of your upstream data to ZS who will ensure it's accurate, accessible and structured for effective customer engagement use
Incremental Rule-based Alerts (Field and nonpersonal Promotion)	Generates five tailored suggestions from a suggestion library or your own custom suggestion options using available data.
Field Insights App	Unlocks real-time, actionable insights to boost field performance through your CRM or a standalone app.
Smart Assist	Allows users to pull real-time insights on demand through a domain-intelligent, integrated conversational AI assistant that enhances productivity and efficiency.
90-second Customer Summary	Anytime available 360° HCP summary which allows the reps to personalize their prep for a customer call

ZAIDYN equips biotech companies for successful launches and helps them build sustainable commercial momentum with its purpose-built SaaS packages. Over 80 growth-stage biotech companies trust ZAIDYN to confidently navigate the complexities of today's market and tomorrow's opportunities.

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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.

Book a demo with one of our ZAIDYN experts and see how we can help fast-track your company's goals.

Learn more: Explore ZAIDYN for biotech