

# Accelerate your digital journey with a platform made for life sciences



## Improve business outcomes and deliver therapies that matter

In the global healthcare market, offering personalized, patient-centric care requires better ways to deliver therapies that matter. Getting there requires acknowledging regional needs as well as overcoming information silos, outdated processes and isolated decision-making.

ZAIDYN® is an intelligent, cloud-based platform for data, analytics, algorithms and digital workflows that empowers your people to transform processes and create real change. It combines and expands upon the best of ZS's existing technology and data-analysis offerings, formerly JAVELIN®, REVO™ and VERSO™.

Built by ZS to accelerate the use of AI across the full spectrum of life sciences disciplines, ZAIDYN learns with you—and gets smarter with every user and use.

## Achieve mastery, gain momentum

ZAIDYN offers you the momentum to anticipate changing market conditions with the mastery of an ever-evolving toolset that frees your people to respond proactively.

- Empower your teams with data and analytics that provide timely insights for more strategic decision-making
- Enhance customer engagement with relevant messaging that's integrated with commercial orchestrations
- Align and motivate your field organization through dynamic engagement planning
- Deliver therapies to patients with greater agility
- Understand what drives patient satisfaction with actionable insights

## CREATING REAL-WORLD IMPACT

ZAIDYN expands on more than 35 years of ZS software expertise.

**150+**

companies use our software to drive business decisions

**900+**

clinical trials supported by our clinical development offerings

**15%–40%**

improvement in HCP interactions with our customer engagement offerings

**10%–20%**

reduction in therapy discontinuation with our patient engagement offerings

**100,000+**

field reps around the world track performance using our field performance offerings

**10,000+**

users rely on our data and analytics offerings

### Aerie product launch goes from zero to 60

In a highly competitive market, Aerie Pharmaceuticals needed to launch a new chronic disease drug quickly. With insights and analytics from ZAIDYN, Aerie's sales force could more closely examine trends and individual customers to create more successful strategies—allowing Aerie to engage customers faster and better, as well as compete with bigger companies.

[Read more.](#)

### UCB engages physicians to meet patients' needs

UCB wanted to collect insights on HCPs' customer journeys to ensure the company was getting its solutions to patients who need them. To do so, UCB's field teams used ZAIDYN's advanced analytics and AI to gain a nuanced view of each HCP. Employees in the field can now interact with HCPs more meaningfully by understanding their needs.

[Read more.](#)

## Why ZAIDYN

ZAIDYN meets today's demands for data availability and integration, talent and infrastructure that enables analytics exploration.

### Insights without boundaries

Harness cutting-edge analytics in one platform, with a common data foundation that makes insights accessible through a modern UI.

### Faster time to value

Leverage the most successful practices from both intracompany and intercompany intelligence.

### Deep industry expertise

Gain access to intelligence rooted in a fluency in the full spectrum of life sciences—from research and development and supply chain to commercial and patient outcomes.

### Right-sized platform that scales with your business

Gain the flexibility to meet your organization's needs today and in the future with a cloud-native platform built on AWS that scales across business units, infrastructures and regions for seamless go-to-market campaigns and ongoing innovation.

## ZAIDYN: What's inside

The intelligent, cloud-based life sciences platform that brings together data and insights, enabling you to set new directions that impact business and patient outcomes.

## ZAIDYN Customer Engagement

Create personalized customer journeys to define, drive and strengthen customer relationships.

### Orchestration Engine

Learn healthcare providers' preferences and orchestrate personal customer journeys.

### Field Activation

Give reps dynamic, personalized suggestions for how to engage healthcare providers.

### Omnichannel Next Best Actions

Learn how physicians interact in digital and in-person channels and trigger what touchpoint should happen next.

### Content Personalization

Personalize every interaction with AI-powered modular content development for emails and other digital channels.

**Customer 360**

Meet your customers' evolving needs and preferences. Data from digital and non-digital channels sync up to provide insight into how customers engage with your brands, products and the broader healthcare ecosystem.

**Algorithm Exchange**

Run and train algorithms from our library, including next best action and dynamic targeting, or develop and incorporate your own.

**Data Subscriptions**

Proprietary syndicated data offerings AffinityMonitor® and AccessMonitor™ provide a comprehensive understanding on how HCPs engage across sales and marketing channels.

**ZAIDYN Field Performance**

Optimize field deployment for each local healthcare market and motivate the entire field force.

**Field Deployment**

Optimize and align teams to suit local healthcare markets and create dynamic loops between conditions on the ground and headquarters.

**Field Incentives**

Make the field experience more rewarding by surfacing individual compensation information and related performance insights.

**Field Activation**

Reps can see progress toward incentive goals and make changes along the way with field insights and dynamic call plans.

**ZAIDYN Data & Analytics**

Put insights into the hands of business users with intuitive modules and apps.

**Insights & Analytics**

Get a suite of pre-packaged analytics for brand launch, patient and customer, medical affairs and more.

**Intelligent Apps**

Fuel smarter decisions with a suite of apps designed to deliver relevant, data-driven insights for business users.

**Analytics Workbench**

Create a single, curated data layer that connects to business intelligence and visualization tools to enable self-service analytics capabilities.

**Algorithm Exchange**

Run and train algorithms from our library or develop and incorporate your own algorithms to create something new.

**Data Hub**

Manage data pipelines with guided workflows, connectors, quality checks and more. Prioritize processing speeds with elastic data processing.

**Data Mastering**

Create a single source of truth for information on healthcare providers and organizations. Use configurable rules to control data from multiple sources.

**Data Catalog**

Shop your company data with just a few clicks. Users can learn about the data available through glossaries of definitions and business rules.

**ZAIDYN Clinical Development**

Accelerate drug development, break down silos and barriers and connect your teams with the insights they need to shape the future of clinical research.

**Study Planning**

Select the best sites and countries for each study and set your clinical trials on a continuous improvement cycle. Arm your teams with data-driven insights and the ability to forecast changes, model scenarios and predict challenges so they can pivot and make smarter decisions throughout the study planning process.

**ZAIDYN Marketplace**

Explore a growing suite of life sciences applications, algorithms and data subscriptions to help companies evolve ahead of their needs.

**Budget Planner**

Visualize and optimize all your marketing investments in real time with a user-friendly app. Balance budgets across brands and products and tell a story with your portfolio.

**Management by Objectives**

Elevate the impact of your sales and marketing teams with a centralized app that creates a transparent system for rating, reviewing and motivating field reps and sharing real-time insights.

**Quota Refiner**

Empower field managers to make the most of every sales opportunity by adjusting their sales quotas based on local intel, unforeseen changes and real-time market dynamics.

**Call Planner**

Turn sales call planning into coordinated action. Empower field managers, reps and commercial leaders to optimize call plans across channels, targets and brands, or quickly expand into a new area.

**Contract Decision Support**

Accelerate contracting decisions, analyze many bids and scenarios, incorporate institutional memory and assumptions, and approach each deal with a view of your brand, customers and competitors.

**Dynamic Targeting**

Elevate field force productivity by pinpointing the best HCPs to target, when to reach out and how to engage based on real-time data, preferences, treatment changes and patients' needs.

**Test & Control**

Explore your performance data in a whole new way. Our app empowers you to visualize ROI, fuel analyses and measure the impact of controlled tests so you can optimize your promotions.

**Promo Lens**

Plug in algorithms, workflows and modeling scenarios that learn from historical activity so you can find new ways to elevate the quality and performance of your marketing mix.

**AccessMonitor and AffinityMonitor**

A data subscription to ZS's AccessMonitor and AffinityMonitor gives you on-demand access to HCP activity and affinity metrics, industry benchmarks and much more.

**ZAIDYN Health Insights**

Demystify the risks and barriers to health equity and outcomes so you can close care gaps, optimize treatment options, and deliver timely interventions based on actionable insights.

**Patient Finder**

Build a data-driven patient engagement strategy fueled by insights your teams can trust so you can find and predict undiagnosed, misdiagnosed and underdiagnosed patients and improve their care journey.

**Care Gaps and Health Equity**

Unlock insights from healthcare and non-healthcare sources to understand care gaps and find ways to close them. Break down the complex barriers to health equity with contextual insights that lead to more effective ways to deliver local interventions.

**Patient Analytics Hub**

Manage, transform and scale cross-functional patient insights across a variety of data sources so you can build and enhance your brand.

**Opinion Leader Intelligence**

Take the guesswork out of relationship-building so you can find and engage key opinion leaders, connect with rising stars and navigate an evolving network of peers, players and influencers with confidence and clarity.

**Panorama**

Use cross-therapy area secondary data and ZS domain intelligence to understand physician attitudes, behaviors and treatment preferences.

**Peer to Peer Program Designer**

Use AI and machine learning to enhance speaker program planning. Data-driven recommendations help you design engaging events and determine the right mix of speakers, topics, attendees and locations while reducing costs and ensuring compliance.

**Studio**

Empower informed decision-making and enhance the effectiveness and coordination of your daily operations. Monitor your medical affairs capabilities and activities with tailored dashboards for headquarters and field teams.

**Pulse**

Measure your commercial impact with an app that translates CRM data into metrics tracking customer engagement, key opinion leader interactions and shared content. Benchmark and monitor progress, highlight areas needing attention and quantify wins.

**ZAIDYN Patient Engagement**

Transform the experiences of patients and caregivers using personalized, AI-powered engagement and human-centric solutions to elevate health outcomes.

**Patient Intelligence**

Rapidly enhance your patient engagement with individualized, AI-powered insights and recommended interventions to improve health outcomes.

**Patient Data Hub**

Integrate first, second and third-party patient data sources in a centralized and compliant hub to connect and power patient insights.

**Connected Patient**

Innovate in a compliant and connected patient data environment so you can develop meaningful, patient-facing

## Flexible Engagement Model

From self-service to fully managed business processes as a service (BPaaS), ZAIDYN offers a flexible engagement model to fit your ecosystem, team and budget.

- Leverage existing infrastructure and talent investments, adding the components and capabilities you need when you need them.
- Drive the productivity and confidence of your data, analytics and business teams, adding additional expertise as needed.
- Effortlessly add new regions, business units and brands to scale globally with confidence.

### KEY FEATURES



#### Modular domain knowledge

Built on decades of life sciences and technology expertise, ZAIDYN offers modular knowledge sets you can select and combine to meet business objectives.



#### Seamless user experience

Offer your teams the full range of channels to suit their work styles (mobile, chat, web) and give them what they need—how and when they need it.



#### Robust data security

Protect your intellectual property and your data securely within your organization through the platform's industry compliance.



#### Technology-inclusive

Gain flexibility from business-ready connectors to third-party data sources, companion apps and operational systems. Connect to existing technology ecosystems to meet future needs with a cloud-native platform built on AWS.



#### Compatible, symbiotic algorithms

Enhance your algorithms and work with ours, fueled by industry-leading analytics that complement existing data and AI.



#### Pre-built connectors and APIs

Bring your technology ecosystem together with connectors to over 120 life sciences data sources and APIs to automate and activate insights through digital workflows.

Learn more at: [zs.com/zaidyn](https://zs.com/zaidyn)

### 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](https://www.zs.com) or follow us on [LinkedIn](#).

