



Drive growth and business impact with end-to-end analytics

Integrated Analytics



Realize new possibilities and enable integration between your analytics strategy & execution.

Generate the most value by answering the right questions, tapping into the right data sets and using the right platforms, technologies and AI tools. ZS offers a comprehensive suite of analytic solutions—from analytics strategy to enhancing current capabilities—to help you unlock your full potential. We help you enable:

Analytics strategy: Ensure that you're investing in the right analytics capabilities and maximizing your impact with meaningful, actionable insights delivered to the right audience. Drive direct impact through analytically-powered digital capabilities.

Evolving analytics and AI skills: How can you develop sophisticated analytics experts and leaders? Stay up-to-date on ways to develop your people and ask the right questions to tell the right analytical story.

Organization-wide impact: Give your organization the power to take full advantage of all that analytics has to offer, from change management to designing your organization of the future.

Technology: Leverage ZS's premier technology and unlock your data through ZAIDYN Data and Analytics to bring accelerated insights to your teams.

Solutions that scale: From R&D to supply chain to enterprise and commercial, make data-driven decisions across every function, brand and market. Find a solution that scales with your team, across your portfolio and global markets, without also scaling cost.

Impact where it matters.®

CREATING REAL-WORLD IMPACT

Moving to a tech-enabled, democratized analytics organization

A large biopharma company partnered with ZS to help scale its analytics organization and move to a tech-enabled way of running analytics globally, and across brand lines. ZS standardized analytics through assets and accelerators, shifted the organization from people-based engagement to a menu of analytics services, and developed a governance platform to scale using metadata. The transformation led to:

50%+

faster time to insight

Up to 40%

cost savings across service lines with menu-based offerings

28%

reduction in total analytics spend

Boehringer Ingelheim (BI) turns data into insights

BI needed a single cloud-native analytics platform that could scale globally yet meet the specific needs of local markets with varying health systems, regulatory structures, and customer contact preferences. ZS partnered with the organization and implemented ZAIDYN Data & Analytics (formerly REVO), to create an analytics ecosystem. As a result, this company broke down silos and is generating accelerated data insights to elevate the customer experience. [Read more.](#)

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 create successful customer strategies—allowing Aerie to engage customers faster and better, as well as compete with bigger companies. [Read more.](#)

Our approach

Analytics present an opportunity to win in a fast-changing market. New data and technology have opened ways to spot new opportunities, act faster, and enable digital business capabilities through analytics. Industry leaders can benefit from a programmatic and technology-driven approach to deliver analytics at scale and create business impact. ZS specializes at helping companies grow more efficiently through our analytics offerings.

ZS combines its sophistication in data science and technology with deep business domain knowledge to go beyond insights and bring actionability to analytics.

Our integrated analytics solutions help you connect the dots with our tools and technology that ingest and analyze data. Our experts help you solve difficult problems and design processes to make data-driven decisions across your organization.

We partner with you to develop everything from an integrated analytics strategy to cutting-edge analytics capabilities, while providing cross-disciplinary skills in AI, advanced analytics, big data and technology platforms.

Develop an integrated analytics strategy

Our experts will partner with you to create an analytics road map, prioritize technology investments, create organizational alignment and use advanced data science techniques to improve business outcomes.

Enhance your analytics capabilities

We'll help you make the most of your new capabilities with platform technologies, talent and training support, and process and organizational design, putting you in a position to develop best in class analytics products and services.

Improve overall speed to market

Our combined ZAIDYN platform and services empower your analytics teams and provide a domain-specific set of tools to drive growth.

Deliver at scale

Our approach is programmatic and technology-driven, allowing analytics to scale across your organization.

Access to our digital platform ZAIDYN

With ZAIDYN you can empower your teams with the tools and technologies they need in one place. The outcome: Ease of use, accelerated analysis, consistent best practices and reduced cost of ownership.

- **Data & Analytics**

Empower teams across your organization with analytics insights. One platform powers everything from data management to data labs. Help your teams stay informed and ready for every opportunity.

- **Customer Engagement**

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

- **Field Performance**

Optimize field deployment for local markets and motivate the entire field force.

Our value-creating approach – We believe in strategic technology, by enabling you to unlock the

value of data and analytics to work differently. Our team continually pushes the art of possibility with our thought-provoking, forward-looking ideas.

EXPERTISE AREAS



Ecosystem integration – Our complete solution spans across data, analytics and technology to drive value, from idea to impact.



Deep & practical domain expertise – We have more than 35 years of helping life sciences companies succeed with our differentiated products and offerings.



Team empowerment – We can help your team deliver results that drive growth, backed by strategic analytics that scale with them.



Why ZS

Our approach: Our solutions help clients win in an innovation-driven, talent-hungry and cost-sensitive market. From ideas to delivery, ZS brings cross-disciplinary skills of advanced data science, big data and technology platform.

Our philosophy: Excellent work is the baseline. We want you to have a great experience with us. We work side-by-side with you to truly understand your needs and deliver solutions that drive value and results—impact where it matters to you.

Our knowledge: ZS professionals with deep life sciences domain knowledge help you understand

issues from both the business and analytics perspective, leading to better and faster outcomes.

Our client, analyst and employee feedback: We continue to be a top-ranked technology, analytics and consulting firm through a variety of external analysts and partners. ZS was named a:

- Leader in Everest Group PEAK Matrix® for Life Sciences Data and Analytics Services for Sales and Marketing Service Providers 2020
- Strong performer in The Forrester Wave™: Specialized Insights Service Providers, Q2 2020

We believe our client's and people's satisfaction are related, as reflected in our [ZS's awards and accolades](#).

Learn more: www.zs.com/analytics

About ZS

ZS is a professional services firm that works side by side with companies to help develop and deliver products that drive customer value and company results. We leverage our deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world. With more than 35 years of experience and 10,000-plus ZSers in more than 25 offices worldwide, we are passionately committed to helping companies and their customers thrive.

