



# Intelligent and agile segmentation for life sciences

ZAIDYN® Segmentation



## Drive business growth with smart segmentation

With ZAIDYN Segmentation, life sciences commercial teams can build precise segments, streamline decision-making, accelerate execution and improve coordination.

It integrates with your existing customer relationship management and call planning and alignment systems to help shift from static planning to agile, data-driven resource deployment.

### **ZAIDYN Segmentation's modern self-service interface allows for:**

- Real-time updates that reflect market changes
- Optimized resource allocation based on segment value and brand priorities
- Scenario simulation and outcome comparison to support better decisions
- Secure, compliant and scalable integration with existing systems

## Creating real-world impact

Global life sciences organizations are using ZAIDYN Segmentation to bridge the gap between strategy and field execution—turning segmentation from a static process into a source of commercial agility, precision and scale.

**60%**

Faster implementation of strategy changes

**50%**

Reduction in effort for segmentation creation

### **Global teams reduce segmentation lag**

A top 10 pharma streamlined its segmentation refresh process across EU markets, cutting turnaround time from weeks to days and improving speed-to-field alignment.

**Impact where it matters.®**

## Key features



Intuitive self-service user interface



What-if modeling capability



Field insight override

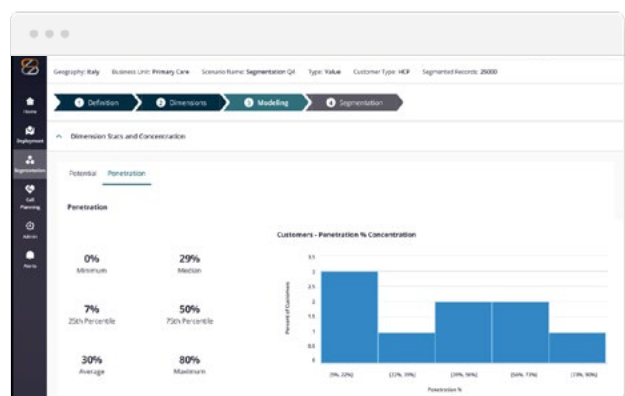


Seamless system integration

## Our solution

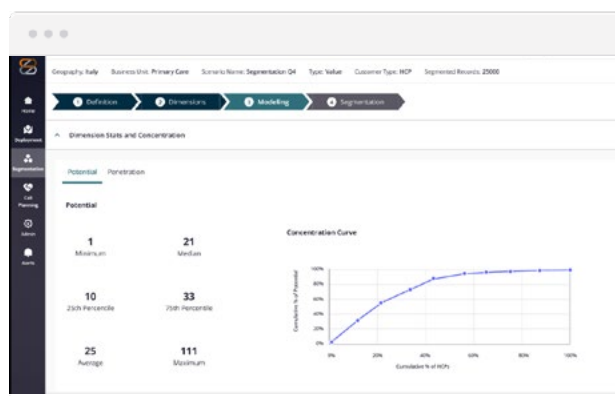
ZAIDYN Segmentation is a modern tool for life sciences teams to stay agile, segment customers, optimize resources and drive global commercial success.

### Boost impact and growth



- Enable value-driven segmentation aligned to brand and market needs
- Respond to evolving market dynamics with real-time segment updates
- Simulate outcomes with scenario modeling before implementation
- Strengthen field execution with intuitive tools and embedded field insights

### Maximize resources and ensure accuracy



- Rapid segmentation setup across teams, brands and regions
- Automated validation to ensure data integrity
- Out-of-the-box integration with ZAIDYN alignment and call planning syncs instantly across tools.
- Compliance support with built-in controls for secure access and audit readiness

Learn more: [ZAIDYN.com/field](https://ZAIDYN.com/field)

## 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.

