ZAIDYN
BY ZS

Actionable insights for life sciences leadership

ZAIDYN® Insights & Analytics

Empower strategic decision-making with ready-to-use dashboards

Life sciences leadership teams need to extract actionable insights from vast amounts of data to make timely, informed decisions. Yet many reporting solutions fail to provide a holistic view across their business functions.

ZAIDYN Insights & Analytics delivers a suite of powerful, prebuilt and configurable reports and dashboards tailored to life sciences use cases. By consolidating data across sources and presenting it in intuitive, role-specific formats, ZAIDYN helps business leaders quickly grasp key insights and confidently plan their next strategic moves.

Go beyond generic descriptive reporting with:

- On-demand analytics and reporting capabilities for home office and field management

- Advanced analytics that evolve with brand life cycles

- Prebuilt accelerators that reduce timelines and costs

Creating real-world impact

ZAIDYN has brought transformative value to 70+ life sciences companies, accelerating their product launches and driving commercial excellence. Its unparalleled analytics capability built on deep life sciences expertise has delivered:

50%
reduction in data-to-insights time

35+
ready-to-use report templates and dashboards

ZAIDYN accelerates Theratechnologies' commercial model

The organization implemented ZAIDYN Insights & Analytics, gaining daily field insights, data-driven partner negotiations and a modern analytics foundation. This transformation extended product reach and increased territories contributing to year-over-year sales growth from 20% in 2021 to 85% in 2023, showcasing ZAIDYN's impact on commercial success.

[Read more](#)

Impact where it matters.®

Features

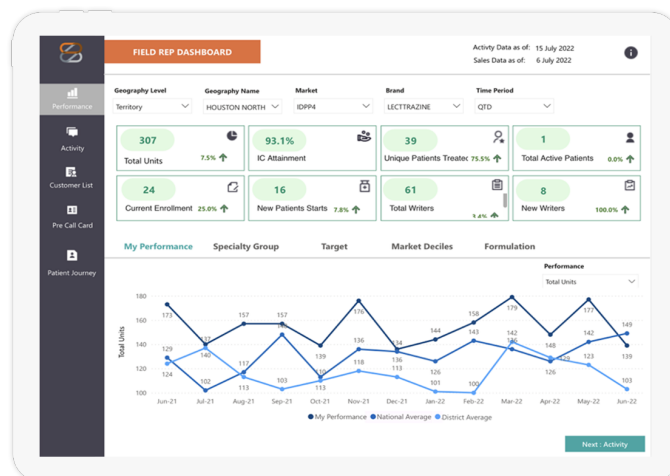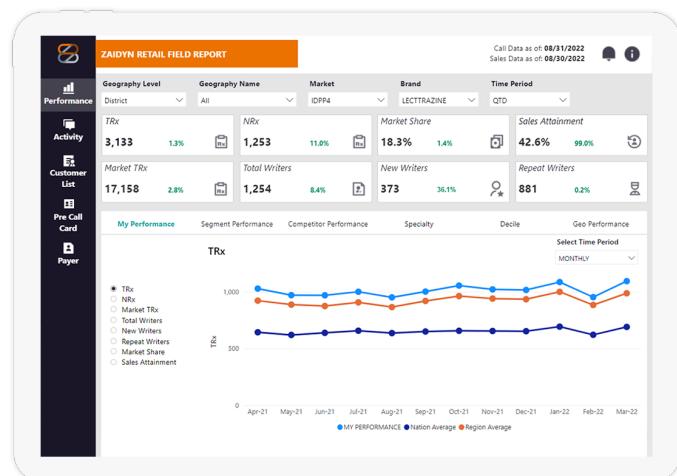 Embedded life sciences algorithms

 AI-powered insights

 Function and role-specific dashboards

 Industry-specific accelerators

Our technology

ZAIDYN Insights & Analytics offers a comprehensive set of reporting and dashboard solutions designed to address key business questions across various life sciences functions.

Advanced analytics and insights

- Uncover actionable insights across sales and market access with advanced algorithm-powered dashboards, driving strategic decision-making.

- Extract deeper insights using AI and machine learning algorithms, empowering leaders to develop more informed and innovative strategies.

- Enhance data comprehension with intuitive visualizations, presenting complex information in an easy-to-consume format.

Operational excellence and scalability

- Accelerate time-to-value with industry-specific accelerators and processes, reducing implementation time and costs.

- Future-proof your analytics with adaptable applications that scale to meet evolving business needs and user demands.

- Ensure data security and streamline access with robust identity management, featuring single sign-on and role-based permissions.

Learn more at: https://www.zaidyn.com/analytics

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 13,000 employees in 35 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.