ZAIDYN
BY ZS

Accelerate biotech innovation with data-driven insights

See the real-world impact

Our philosophy

Emerging biopharma companies stand at the forefront of medical progress, driving innovation with groundbreaking therapies. Whether you're focused on preparing for a product launch, pioneering research or navigating clinical trials, we're here to provide the insights and strategies for sustainable growth as a biopharmaceutical leader.

That's where ZAIDYN® by ZS comes into play. It's a modular, flexible and AI-ready cloud-native platform that connects your teams with the technology and insights needed to accelerate innovation and shape the future of healthcare.

"Emerging pharma is under pressure to deliver value faster—with fewer resources, rising complexity and little margin for error. Digital life sciences platforms don't just streamline decisions. They improve patient outcomes while helping pharma stay competitive in a dynamic, unpredictable environment."

— Pratap Khedkar, CEO of ZS

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Theratechnologies Inc.

Theratechnologies accelerates its new commercial model with ZAIDYN

THE CLIENT

Montreal-based Theratechnologies is a commercial-stage biopharmaceutical company with two products in the field of HIV.

CHALLENGES

A growing biopharma company needed a strong analytics foundation to support its new in-house sales and medical affairs functions. Leaders were focused on:

- **Data silos:** Centralizing data from many sources and adding business rules to prepare it for analysis

- **Onboarding:** Timing the analytics rollout with the onboarding of the company's new field teams

- **Reliable insights:** Creating new dashboards that managers and field teams could easily access

- **Outsourcing:** Building an internal infrastructure to drive the full spectrum of commercial operations

- **Growth:** Investing in analytics to better explain opportunities and drive growth

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Theratechnologies Inc.

With ZAIDYN, the company has a modern, dynamic analytics foundation for the future.

APPROACH

Key milestones in the journey include:

- Establishing ZAIDYN as the company's commercial data warehouse.

- Elevating its master data management capabilities with a platform that ingests vendor data and makes it suitable for analysis.

- Creating a new set of role-based dashboards to serve the needs of C-suite, sales, medical affairs and marketing teams.

- Establishing ZAIDYN as a single source of truth for all customer data.

- Supplying KPIs and daily field insights to the field force via intuitive, engaging dashboards.

IMPACT

- Theratechnologies' analytics platform and new commercial model have helped the growing biopharma company achieve big wins. The company can now:

- Extend the reach of products that have been in the market for more than a decade.

- Convert more territories to contribute to year-over-year sales growth, from **20%** of territories in 2021 to **85%** in 2023.

Read the full story

Aerie Pharmaceuticals

Aerie fuels new product launches with a new data platform

THE CLIENT

Aerie Pharmaceuticals focuses on addressing unmet needs for people with glaucoma and other eye conditions.

CHALLENGES

- Developing an efficient and effective launch strategy

- Creating a reliable analytics platform for data mining, processing and distribution

- Equipping sales representatives with actionable insights

- Competing against larger, established pharmaceutical companies

Aerie Pharmaceuticals

With ZAIDYN Data & Analytics, Aerie optimized its launch strategy, equipped its sales force with reliable data and insights.

APPROACH

Key milestones in the journey include:

- Immediate data access for sales representatives

- Operational insights and next best action recommendations

- Detailed customer analysis capabilities

- Instant feedback on call effectiveness

IMPACT

- Rapid implementation, enabling better customer engagement as products entered the market

- Enhanced competitive advantage for a smaller company in a market with larger players

- Improved operational capabilities for the commercial organization

- Better data utilization and education for the sales force

- Ongoing evolution of platform capabilities as Aerie gains market traction

Read the full story

ZAIDYN platform implementation for emerging pharma

THE CLIENT

An emerging pharma company preparing to launch a new drug in a well-established market.

CHALLENGES

- Needed a new age platform to enable seamless launch

- Required a flexible and scalable business intelligence platform

- Sought to design a smooth digital journey for customer experience

- Wanted a scalable and future-proof solution

- Aimed to foster synergy across investments and future vision

ZS leveraged ZAIDYN Customer Engagement to drive customer experience and demonstrated synergies with the data management platform, ZAIDYN Data & Analytics.

APPROACH

- Aggregated and processed data from multiple sources using ZAIDYN Data & Analytics

- Enabled new set of dashboards for multiple teams

- Leveraged curated data for valuable insights and suggested actions

- Enabled seamless connectivity between PowerBI and IQVIA OCE

IMPACT

ZAIDYN helped an emerging pharma client support seamless drug launches and customer experiences through cloud-based analytics, enabling data-driven insights and targeted field suggestions.

- **99.6%** suggestion acceptance rate

- **81.9%** dashboard adoption rate

- **52%** suggestion engagement rate

- **10** dashboards enabled, including market access reports and patient services

- **15** suggestion scenarios enabled across various themes

- Less than **0.4%** suggestion dismissals

Analytics support for emerging pharma global expansion

THE CLIENT

An emerging pharma company launching its first product in the U.S., later expanding to the EU and Japan.

CHALLENGES

- Required commercial data warehouse and channel partner data aggregation capabilities

- Needed to establish effective channel partner contracts

- Sought to set up patient mastering and deidentification capability

- Aimed to establish reporting and analytics capabilities for various teams

ZS implemented ZAIDYN Data Warehouse and Data Lake along with various other tools and dashboards.

APPROACH

- Implemented highly automated operations within a lean team

- Provided incremental enhancements across solutions

- Enabled end-to-end automated data processing and generation of insights

- Implemented an automated validation process

IMPACT

ZS accelerated analytics capabilities for a pharmaceutical company's first product launch, establishing robust data infrastructure and reporting systems across multiple geographies.

- Accelerated data-to-insights journey

- Consolidated fragmented Excels and reporting into harmonized business insights applications

- Implemented best-in-class SSO-enabled reports for various teams

- Enabled a self-serve platform for ad hoc analytics

Omnichannel vision implementation for emerging pharma

THE CLIENT

An emerging pharma company seeking to achieve its omnichannel vision.

CHALLENGES

- Needed support in setting up a best-in-class commercial marketing data management and reporting platform

- Sought to measure omnichannel marketing effectiveness and impact

- Aimed to use analytics to inform omnichannel targeting strategy

- Required development of a strategic plan and roadmap for AI-driven optimization

- Needed managed services to support marketing operations

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ZS implemented ZAIDYN to build a unified, standardized, integrated reporting data management solution.

APPROACH

- Implemented AI-driven decision engine

- Created a 360-customer database

- Provided analytics and reporting insights

- Offered operational support for a dynamic, scalable and flexible omnichannel environment

IMPACT

ZAIDYN facilitated omnichannel marketing effectiveness for an emerging pharma company, integrating AI-driven decision engines and unified reporting to optimize cross-channel customer experiences.

- Enabled client to add capabilities and scale across brands, customers and geographies

- Achieved a faster time to market with prebuilt out-of-the-box intelligence from ZAIDYN

- Increased suggestion adoption from **30%** initially to more than **55%** since launch in March 2022

Commercial data warehouse for buy-and-bill pharma

THE CLIENT

An emerging pharma company developing life-changing therapeutic compounds to treat diseases through inhibition of the complement system.

CHALLENGES

- Needed implementation and maintenance of a commercial data warehouse and reporting solution

- Faced challenges due to lack of agility, speed to market and functional gaps between data and business needs

- Required seamless integration with existing systems (Veeva Nitro and Qlik)

- Needed reports custom to client needs

- Required daily exchange of buy-and-bill sales from SAP

ZS implemented ZAIDYN, a ready-to-use platform for field reps and headquarters colleagues.

APPROACH

- Integrated disparate data sources with common business rules

- Implemented daily data processing and dashboards

- Used a continuous timeline model for flexible alignment periods

IMPACT

ZS implemented a tailored commercial data warehouse and reporting solution for a buy-and-bill pharma client, streamlining data integration and enabling agile, customized insights.

- **2** days average issue resolution turnaround time

- Approximately **72%** adoption of ZAIDYN PBI Reports

- **1**-day efficiencies brought in report refresh

- **45**+ number of service requests and enhancements catered in 2023

- **100%** dashboard refresh service level agreement met

- Accelerated insights, reducing end-to-end daily operation to less than **4** hours

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 or follow us on LinkedIn.

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