



# Everest Group Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® Assessment 2024

Focus on Nagarro

September 2024



# Introduction

In today's fast-paced era, life sciences enterprises are reassessing their growth strategies amid global uncertainties, increasingly turning to digital transformation to remain agile and resilient in a rapidly evolving industry. The emphasis on digital transformation has driven companies to adopt innovative solutions that enhance operational efficiency and improve outcomes.

Service providers are playing a crucial role in this transformation, offering expertise in emerging technologies such as blockchain for secure data management, IoT for real-time monitoring of medical devices, virtual engagement for clinical trials and sales, AI/ML applications in drug discovery, and the use of digital twins in manufacturing and supply chain operations. As the demand for digital services continues to grow, providers are investing in talent development and expanding their portfolios to include comprehensive, end-to-end solutions that address the unique challenges of the life sciences sector.

In the report, we present an assessment and the detailed profiles of 26 service providers featured on the

Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® Report. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading life sciences digital service providers, client reference checks, and an ongoing analysis of the life sciences digital services market.

**The full report includes the profiles of the following 26 leading life sciences digital services providers featured on the [Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® Assessment 2024](#):**

- **Leaders:** Agilisium, Genpact, Nagarro, NNIT, Quantori, Real Chemistry, Techsol Life Sciences, and Zifo
- **Major Contenders:** Apexon, Avira Digital, Beghou Consulting, Birlasoft, Coforge, DataZymes, DXC Technology, Emids, Excelra, EZEN, HARMAN, Marlabs, Persistent Systems, and Virtusa
- **Aspirants:** KMK Consulting, ProcDNA, SoftServe, and Stefanini

## Scope of this report

**Geography:** Global

**Industry:** Life sciences (biopharmaceutical, medical devices, and others including Contract Research Organizations (CRO))

**Services:** Digital services

# Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® characteristics

## Leaders

Agilisium, Genpact, Nagarro, NNIT, Quantori, Real Chemistry, Techsol Life Sciences, and Zifo

- Leaders, whether possessing broad expertise in end-to-end solutions or specialized knowledge in niche areas, offer in-depth digital services across various life sciences functions, including drug discovery, clinical development, manufacturing, supply chain, and commercial activities, thereby establishing strong brand recall
- They maintain a global delivery footprint, catering to a wide range of clients from emerging pharmaceutical companies and start-ups to established global players, supported by a robust network of partnerships with system integrators, software providers, technology specialists, and service providers
- Leaders are recognized for their proactive approach to delivering innovative, next-generation services, showcasing impactful use cases in areas such as Decentralized Clinical Trials (DCTs) and precision medicine, thereby positioning themselves as thought leaders and strategic partners in the life sciences industry

## Major Contenders

Apexon, Avira Digital, Beghou Consulting, Birlasoft, Coforge, DataZymes, DXC Technology, Emids, Excelra, EZEN, HARMAN, Marlabs, Persistent Systems, and Virtusa

- Major Contenders are investing in next-generation technologies such as AI, ML, NLP, and HPC, challenging Leaders in specific areas with their advanced capabilities, rather than tackling multiple fronts
- These players comprise a diverse mix of global SPs, large and midsize firms, and life sciences specialists. While some utilize partner networks for implementation and customization services, many rely on their internal teams, leading to varied approaches in service delivery
- Major Contenders exhibit deep expertise in specific functional areas within the life sciences domain (e.g., medical devices, clinical R&D, and sales and marketing) but need to improve the breadth of their digital offerings across the entire life sciences value chain to compete more effectively with Leaders

## Aspirants

KMK Consulting, ProcDNA, SoftServe, and Stefanini

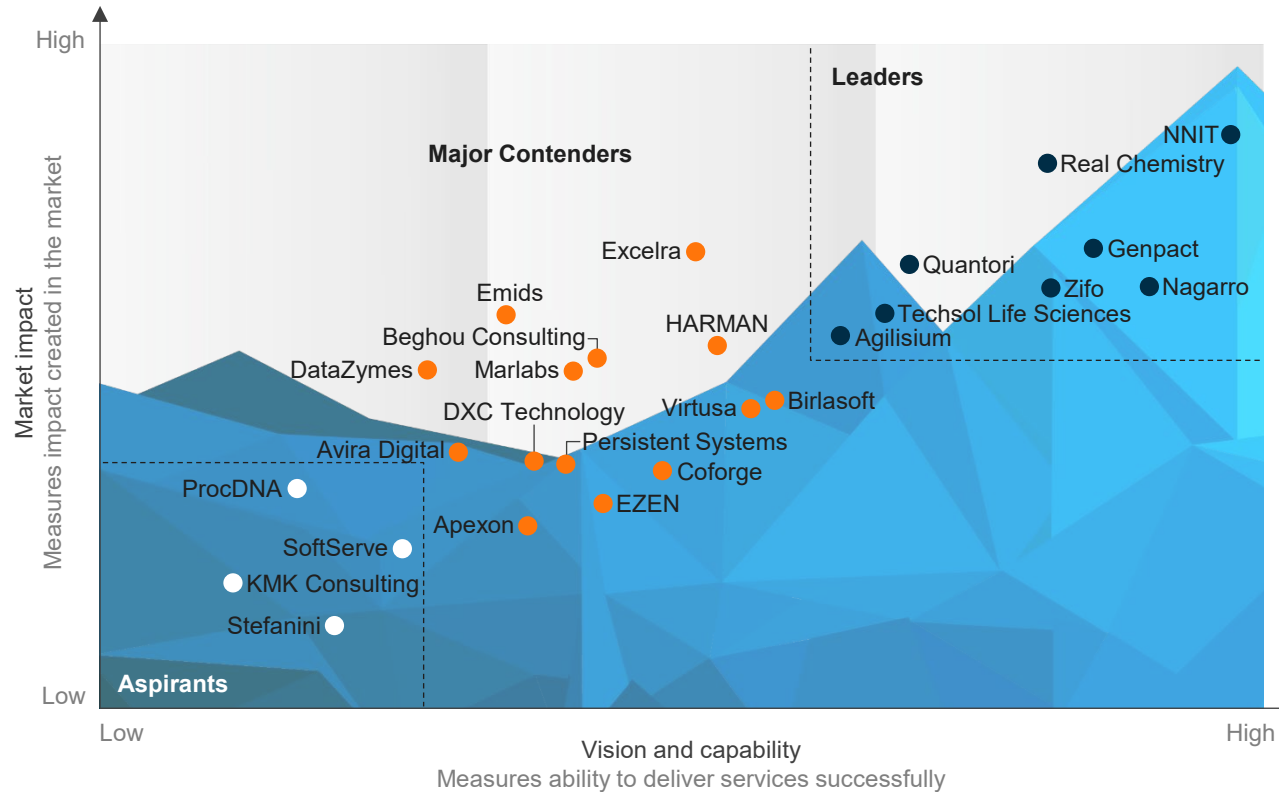
- Aspirants provide specialized point solutions tailored to specific use cases within the biopharmaceutical and medical device value chains, targeting niche areas with precision
- To expand their market reach and cater to a wider range of buyer segments, Aspirants need to invest strategically in partnerships or develop internal IP and tools, thereby enhancing their overall capabilities
- With a dedicated focus on the relatively less competitive small and midsize buyer segments, Aspirants are making selective investments in Centers of Excellence (CoEs) and strategic partnerships to build niche expertise, though they currently lack significant proof points to gain broader client confidence

# Everest Group PEAK Matrix®

Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® Assessment 2024 | Nagarro is positioned as a Leader

## Everest Group Life Sciences Digital Services for Mid-market Enterprises PEAK Matrix® Assessment 2024<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> Assessments for DataZymes, DXC Technology, Emids, EZEN, HARMAN, KMK Consulting, Persistent Systems, Quantori, Real Chemistry, SoftServe, Stefanini, Virtusa, and Zifo exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with enterprise buyers  
Source: Everest Group (2024)

# Nagarro profile (page 1 of 5)

## Overview

Company mission/vision statement for life sciences digital services for mid-market enterprises  
 Nagarro’s vision is to become the digital product engineering partner of choice for the world’s leading life sciences and healthcare organizations.

Nagarro’s mission is to specialize in the domain, leverage the latest technologies, and build tailored and compliant solutions that meet the unique challenges and needs of its clients. It focuses on long-term, mutually profitable partnerships, supporting and growing together with them through the commitment to quality, specialization, and continuous growth.

### Overview of the client base

Some of its key mid-market life sciences clients:

- One of the top two Indian multinational pharmaceutical companies by revenue
- One of the top five Indian multinational pharmaceutical companies for generic drugs
- One of the top five Indian multinational pharmaceutical companies by revenue
- One of the top seven European global hearing aid companies by market share
- One of the top 10 European global MedTech companies by revenue
- One of the top 10 global LabTech companies by revenue
- One of the top 10 European hygiene and health solutions companies by revenue
- One of the top five global life sciences research companies by revenue
- One of the top three Indian pharmacy chains by market share
- One of the top 10 European MedTech companies for specific MedTech solutions

Number of active clients for AWM IT services

<US\$50 million	US\$50-100 million	US\$100-200 million	>US\$200 million
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[NOT EXHAUSTIVE]

### Life sciences digital services for mid-market revenue mix (CY 2023)

● Low (<10%) ● Medium (10-20%) ● High (>20%)

#### By Line of Business (LoB)

● Pharmaceuticals ● Med-tech ● Others

#### Adoption by geography

● North America ● Europe ● United Kingdom  
 ● Asia Pacific ● Latin America ● Middle east and Africa

#### By scope of services

● Drug discovery and research ● Clinical and pre-clinical trials ● Manufacturing operations  
 ● Sales and marketing ● Supply chain and distribution

#### By buyer size

● Small (annual revenue <US\$1 billion) ● Medium (annual revenue US\$1-10 billion)

# Nagarro profile (page 2 of 5)

## Case studies

### CASE STUDY 1

#### Business challenge

- The client is a leading global provider of advanced analytics, technology solutions, and clinical research services
- The client wanted to build a next-generation, automated, pharmacovigilance platform with automated case intake, case processing, reporting capabilities, and integration with safety database(DB)

#### Solution

Nagarro developed a SaaS-based automated case intake and data warehouse solution on AWS. The key features of the solution that Nagarro developed are:

- Cloud-based platform to extract, track, and analyze data from structured or unstructured sources using optical character recognition(OCR) and text mining.
- Automated extraction of data from CIOMS (Council for International Organizations of Medical Sciences) forms
- Ability to do duplicate searches based on selected criteria
- Case prioritization using seriousness, date of receipt, etc.
- Integration with safety DB (Argus)
- Automated workflow and form management

#### Impact

- Improved data extraction accuracy by over 95%
- Increased case processing efficiency that resulted in an increased volume of cases processed

### CASE STUDY 2

#### Business challenge

- The client specialized in providing comprehensive services for individuals dealing with hearing-related challenges
- The client needed support for developing a centralized knowledgebase in salesforce to support global customer service functions across 45 locations. The goal of implementing the knowledge base was to help increase rate of first level case closure and standardizing customer service processes for managing and logging cases globally

#### Solution

Nagarro worked with the client to implement the centralized knowledgebase while performing the following activities:

- General system design of the knowledgebase feature
- Defining principles for content governance including:
  - principles for global and local content
  - creating standard article guidelines
  - designing standard principles for quality assurance and approvals
- Defining a standardized roll-out plan including a training plan for key users (train-the-trainer concept)

#### Impact

- After two months, 400+ articles were published in the knowledgebase
- 400 users in 4 four countries
- High level of user adoption and interaction in terms of article feedback and article requests

# Nagarro profile (page 3 of 5)

## Offerings

Proprietary digital solutions (representative list)

Development	Value chain	Details
Nagarro's Intelligent Assistant (NIA)	Drug discovery, supply chain	This accelerator enables enterprises to easily onboard and centrally manage multiple large language model(LLM) applications, combining them with centralized enterprise data to harness the capabilities of Gen AI, creates data on-the-fly, and integrates with third-party tools or services.
Nebula	Clinical and pre-clinical trials	Nagarro has developed an advanced machine vision accelerator that offers streamlined onboarding, rapid annotation, learning from limited data, visual prompt-based training, synthetic data generation, and easy export and deployment of models.
Forcastra	Manufacturing, supply chain	Nagarro's Forcastra AI accelerator enhances accuracy by selecting efficient models and optimizing workflows, enabling informed decision-making. It offers unique features such as smart segmentation, sieve/funnel methodology, versatile models, ML Ops, and Gen AI-based consumption.
Data Engineering Platform (DEP)	Drug discovery, clinical and pre-clinical trials	Nagarro's advanced Data Engineering Platform (DEP) addresses the growing volume and complexity of data. The platform streamlines the end-to-end data journey for enterprises, serving as a centralized and integrated solution for collecting, storing, managing, and analyzing large-scale data sets with efficiency and scale.
Asset Management and Remote Access (AMRA)	Drug discovery, supply chain	Nagarro has developed Asset Management and Remote Access (AMRA) an IoT-enabled service solution for medical device, biotech, and healthcare companies.
Thinking Breakthrough	N/A	This framework has short, intense, and collaborative ideation and brainstorming workshops to enable rapid agile development. The workshop has a four-step design: <ul style="list-style-type: none"> <li>• Discover – to understand the business, users, technology needs, and/or evaluate current product</li> <li>• Define – define our understanding of users' needs and define a plan</li> <li>• Ideate – collaboratively generate ideas, and create wireframes, visuals, and prototypes</li> <li>• Validate – validate/test the design with end users and/or project stakeholders</li> </ul>
Fluidic Enterprise	N/A	Guided by concept of Fluidic Enterprise – characterized by its high responsiveness, efficiency, intimacy, creativity, and sustainability, all the while remaining human-centric. This framework was developed in order to assist clients in cultivating human-centric enterprises empowered by AI, where technology and human creativity synergize harmoniously. This vision provides a flexible structure that can be customized to suit the unique requirements of each client.

# Nagarro profile (page 4 of 5)

## Recent developments

### Key events (representative list)

Event name	Type of event	Details
Acquisitions	Acquisition	IQuest for medical devices technology space, ATCS supporting key global pharma companies, and Ripe Concepts for UX
Partnerships	Partnership	Tulip, Siemens, MPDV, POMS, and Apprentice for manufacturing operations, BayooMed for regulatory submissions, BioT for medical device connectivity, for cloud – Amazon, Google, Microsoft and many more
Alliances	Alliance	ProcDNA for commercial analytics, Pistoia alliance for R&D
Investments	Investment	ISO13485, talent investments in AI/ML, Salesforce, pharmacovigilance, commercial analytics, clinical data management system, biostatistics etc., created various domain level-ups for Nagarro University certifications
Events participated	Events	NTK App at Pistoia Conference UX, Biostatistics and being AGILE (2022), HIMSS22, HIMSS23, Pharma MES USA, Pistoia Alliance UK Annual Spring Conference, Bio-IT World Conference & Expo, VivaTech, LevelUP Health & Life Sciences Accelerator: supporting innovation and technology in healthcare, Pharma Customer Engagement and Digital Health Europe UK, Gartner CIO, Medical Fair India, Pistoia Alliance Boston etc.












# Nagarro profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

## Market impact

## Vision and capability

Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Nagarro has created extensive capabilities across all life sciences value chain areas by leveraging its digital product engineering expertise across focus areas within biopharmaceuticals and MedTech, and digital health such as biostatistics, Quality-as-a-Service (QaaS), industrial IoT, Laboratory Information Management Systems (LIMS), and Manufacturing Execution Systems (MES)
- Buyers stated that Nagarro’s proactiveness and responsiveness stood out as differentiators in their engagements
- Clients praise Nagarro for its technical and domain expertise, as well as its in proress in regulatory compliance and document management
- In contrast with its peers, Nagarro stands out as a player with a diversified global presence of clients, with a significant presence in high-potential markets such as Europe and APAC

### Limitations

- Despite its comprehensive life sciences capabilities across the value chain, Nagarro should strengthen its focus on areas such as clinical trials, manufacturing, and supply chain
- Buyers have mentioned that they want Nagarro to actively participate in strategic decision-making during engagements
- While clients have been happy with the quality of its work, they have mentioned that they would like to have enhanced coordination between project teams, and would like to see better-blended rates in engagements
- Nagarro should optimize its onshore-offshore mix, and add more onshore and nearshore footprint to ensure better alignment with project and client requirements

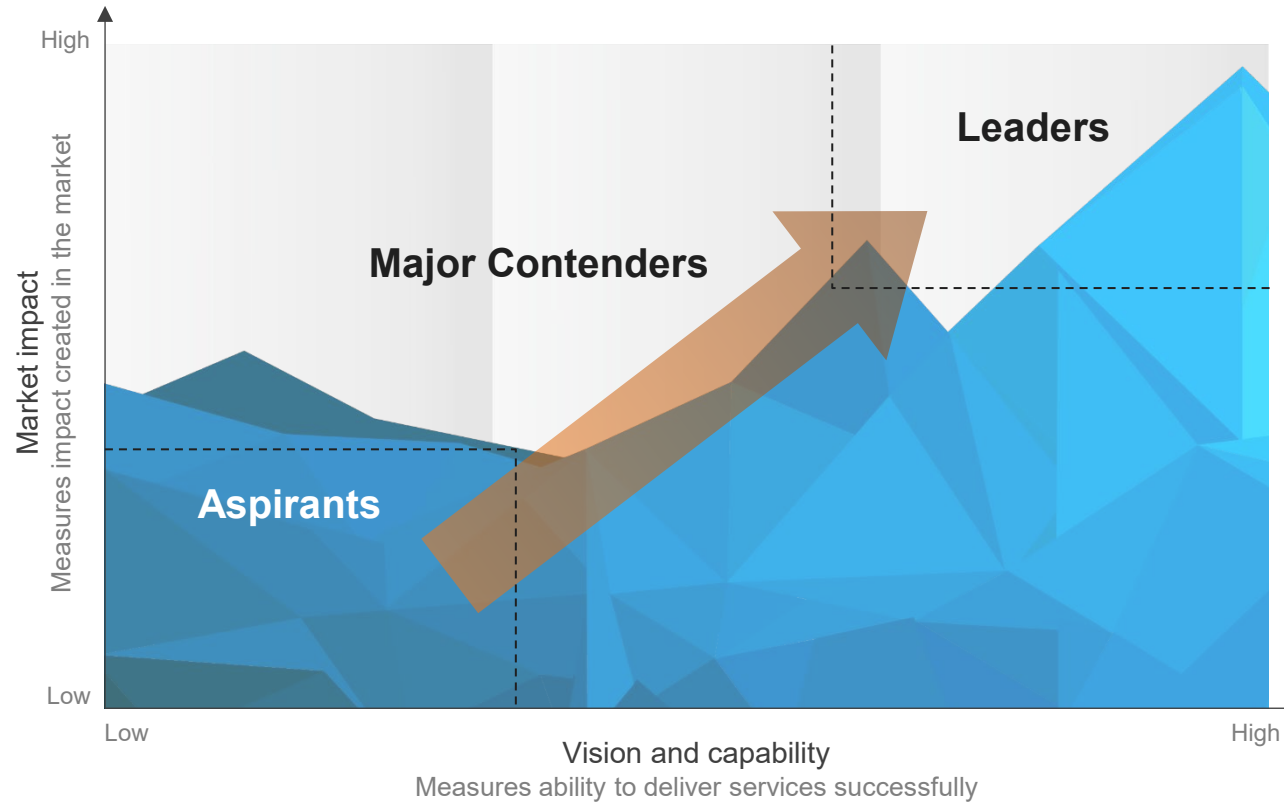
# Appendix

PEAK Matrix® framework

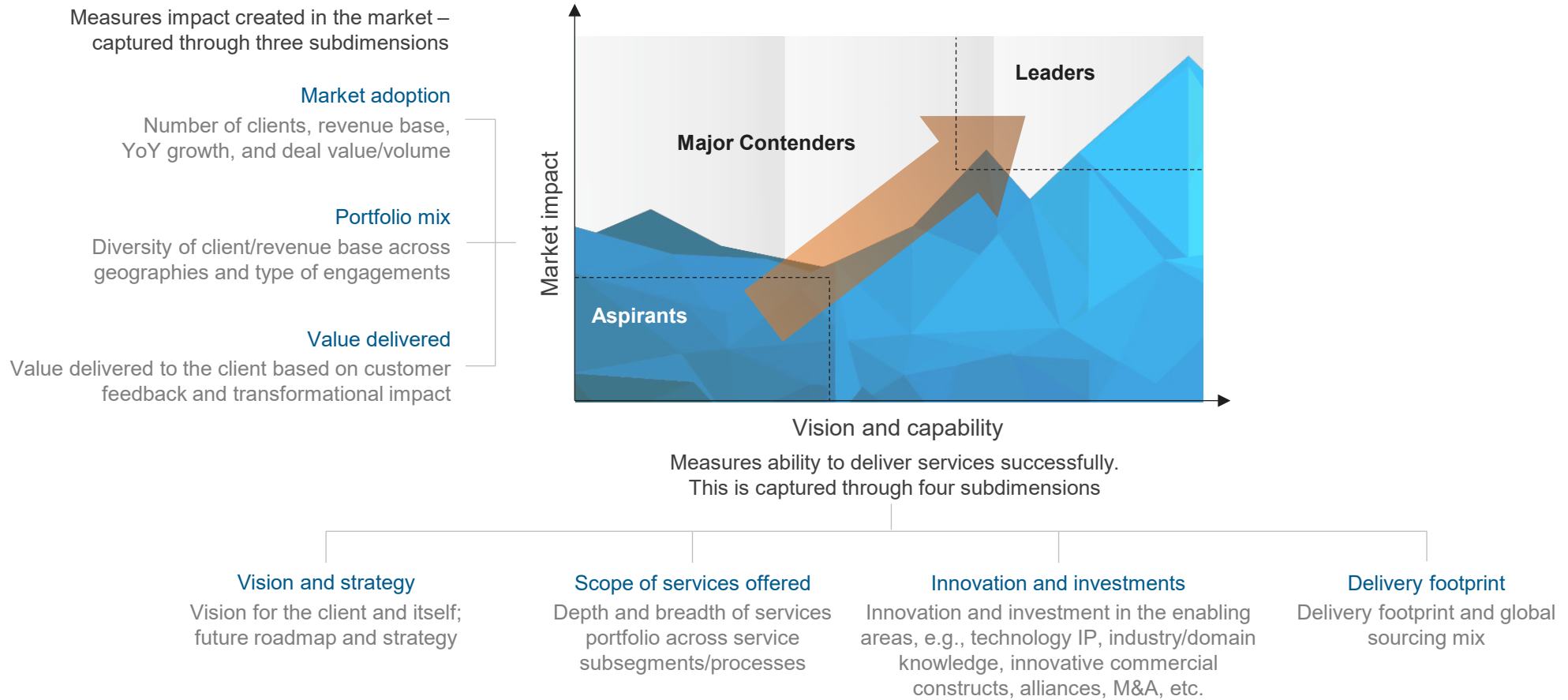
FAQs

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions



## FAQs

**Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?**

**A:** Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

**Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?**

**A:** No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

**Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?**

**A:** A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

**Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

**A:** Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

**Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?**

**A:** Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

**Q: Does the PEAK Matrix evaluation criteria change over a period of time?**

**A:** PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

# Stay connected

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