Everest Group®

Everest Group Life Sciences Operations PEAK Matrix® Assessment 2023

Focus on Wipro
October 2023

Everest Group
PEAK MATRIX®

Introduction

Over the past year, enterprises have had to serve a series of macroeconomic and geopolitical challenges. The potential uncertainties with the implementation of the Inflation Reduction Act (IRA), and the rise in federal interest rates to curb inflation, compounded by an ongoing war resulting in shifting clinical trials from Russia and Ukraine have forced enterprises to rethink their strategies. Further, the advent of generative AI such as ChatGPT will enable the biopharma and MedTech firms to repackage their offerings and provide cutting-edge technology and cost optimization.

To effectively serve the evolving enterprise needs, service providers have invested in increasing the breadth and depth of their functionalities/offerings across the life sciences operations value chain. They have invested in a host of avenues such as Decentralized Clinical Trials (DCT), with many Information Technology/Business Process Outsourcing (IT/BPOs) companies partnering with DCT providers. Further investments include analytics-driven tools for razor-sharp Healthcare Professional (HCP) profiling and targeting, and the use of automation tools in areas such as Adverse Events (AE) intakes to rapidly evolve with the market needs.

In the full report, we present an assessment and detailed profiles of 28 life sciences Business Process Services (BPS) providers featured on the Life Sciences Operations PEAK Matrix® Assessment 2023. Each service provider profile provides a comprehensive picture of its service focus, core capabilities, key Intellectual Property (IP) / technology solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading life sciences BPS services providers, client reference checks, and ongoing analysis of the life sciences BPS market.

Scope of this report

Geography
Global
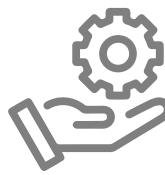
Providers
Accenture, APCER Life Sciences, Axtria, Charles River Laboratories, Clario, Cognizant, Conduent, DXC Technology, Ergomed, Eviden, Fortrea, Freyr, Genpact, HCLTech, ICON, Indegene, IQVIA, Medpace, Navitas Life Sciences, Parexel, PPD, ProPharma Group, Syneos Health, TCS, Tech Mahindra, Wipro, WNS, and ZS

Services
Life sciences operations

Life Sciences Operations – Services PEAK Matrix® characteristics

Everest Group classified 28 life sciences BPS providers on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants.

Leaders

There are eight service providers in the Leaders category – Accenture, Cognizant, Genpact, HCLTech, ICON, IQVIA, TCS, and Wipro.

- Leaders have prioritized building a robust technology ecosystem with significant investments in proprietary platforms, point solutions, and partnerships
- They have extended their breadth of offerings through investments in new sub-functions within life sciences and have further enhanced their delivery footprint across the globe

Major Contenders

The Major Contenders category has 16 service providers – Axtria, Charles River Laboratories, Clario, Conduent, DXC Technology, Ergomed, Eviden, Fortrea, Indegene, Parexel, PPD, ProPharma Group, Syneos Health, Tech Mahindra, WNS, and ZS.

- Major Contenders have enhanced their depth within their strong suite of sub-functions in the life sciences value chain
- They have also made small acquisitions to expand their capabilities across life sciences. To bridge the gap to the Leaders, Major Contenders are investing in cutting-edge technology and increased investments in AI/ML solutions

Aspirants

APCER Life Sciences, Freyr, Medpace, and Navitas Life Sciences are the Aspirants on the PEAK Matrix

- Aspirants in the life sciences operations arena are novel entrants among technology providers, and they seek to carve out their niche by strategically directing investments toward unique capabilities and specialized use cases, positioning themselves for future growth and innovation in the market
- They have relatively limited domain capabilities and technology capabilities as compared to the Leaders and Major Contenders. Aspirants have focused on less sophisticated solutions to deliver value to their clients and aim to consistently scale investments in technology solutions with increased emphasis on AI/ML technologies to further develop their capabilities

Everest Group conferred the Star Performers title on providers that demonstrated the strongest forward and upward movement on the PEAK Matrix. HCLTech was ranked as Star Performers on the LS operations Everest Group PEAK Matrix for 2023.

Everest Group PEAK Matrix®
Life Sciences Operations PEAK Matrix® Assessment 2023 | Wipro is positioned as a Leader

Everest Group Life Sciences Operations PEAK Matrix® Assessment 2023[1]
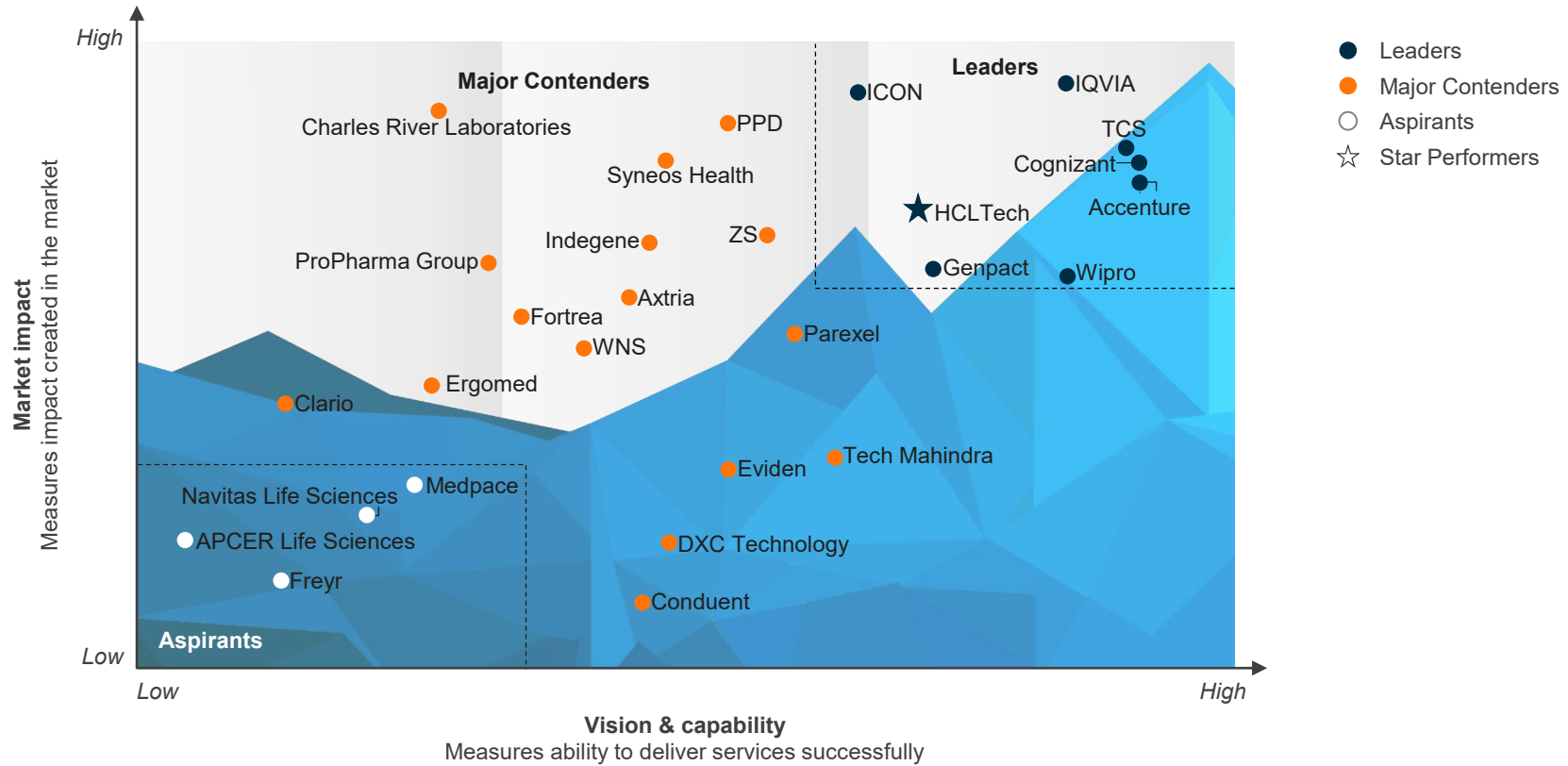
1   Assessment for APCER Life Sciences, Axtria, Clario, Charles River Laboratories, Ergomed, Fortrea, Freyr, ICON, Medpace, Navitas Life Sciences, Parexel, PPD, Syneos Health, Tech Mahindra, and ZS excludes service provider inputs and is based on
    Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete
Source: Everest Group (2023)

Wipro profile (page 1 of 7)
Overview

Company overview

Wipro Limited is a global information technology, consulting, and business process services company that offers cognitive computing, hyper-automation, robotics, cloud, analytics, and emerging technologies to help clients adapt to the digital world. With over 250,000 employees, the company serves clients across six continents.

Headquarters: Bangalore, India   **Website:** www.wipro.com

Key leaders

- **Thierry Delaporte,** MD and Chief Executive Officer
- **Nagendra Bandaru,** Managing Partner, Enteprise Futuring (WEF)
- **Jagmohan Babra,** Head of Enterprise Services, Digital Operations and Platforms
- **Saikat Biswas,** Global Head – Life Sciences and Energy and Utilities, Digital Operations and Platforms

Suite of services

- Drug discovery, research, and pre-clinical trials – data management, risk assessment, etc.
- Next-generation services – risk-based monitoring, EMR EDC integration, etc.
- Clinical trials and data services – biostats and programming, clinical data management, HEOR, RWE, etc.
- Manufacturing, supply chain, and distribution – order management, inventory management, logistics support, blockchain-enabled solutions, etc.
- Sales and marketing – data stewardship, master data management, sales force effectiveness, content lifecycle management, campaign management, and social media operations
- Regulatory and medical affairs – regulatory operations, labeling and artwork management, KOL management, scientific communications, medical content creations, and publishing
- E2E complaints management – complaint intake to regulatory submission, investigations including trend analysis and CAPA management, regulatory and vigilance reporting, EU MDR, and in-vitro diagnostics services
- Automation and analytics services for pharma and medical device companies

Life sciences operations	2020[1]	2021[1]	2022[1]
Revenue (US$ million)	98	Not disclosed	Not disclosed
Number of FTEs	2,800	3,500	4,100
Number of clients	28	40	42

Recent acquisitions and partnerships

- **2022:** partnered with Navitas Life sciences for safety data base, automation, and regulatory services
- **2022:** partnered with QPPV, Biomapas providing LPPV (Local PV and Regulatory responsible Person) services
- **2021:** partnered with Transcell Oncologics to develop Wipro NeuroSafe; it is a robust process automation-based platform, predicting the risk of neurovirulence at the workstation of vaccines production against benchmark datasets helping in cruelty-free vaccine safety assessment
- **2021:** carved out the Adis Pharmacovigilance business from German publication major Springer Nature and continues to provide all the services around regulatory literature monitoring that were offered by Springer Nature
- **2020:** partnered with ComplianceQuest to develop transformative quality management solutions for the medical devices and life sciences industries
- **2020:** partnered with Pharmalex, a leading provider of specialized services for the pharma, biotech, and MedTech industries, for augmenting the current PV services offering

Recent developments

- **2023:** committed to investing US$1 billion in AI and launched Wipro ai360 – a comprehensive, AI-first innovation ecosystem, with responsible AI at the core. Wipro will be training all its employees on AI
- **2021:** performed pharmacovigilance activity globally for a US-based top global biopharmaceutical company, for COVID-19 vaccine, a regulatory activity mandated by health authorities across nations
- **2021:** provided software as a service for a US-based major medical device company
- **2020:** improved contact center efficiencies for life sciences, and medical devices companies to handle large call volumes during COVID-19
- **2020:** COVID-19-specific solutions in place for new and existing clients
- **2020:** launched Talosafe, an upgrade to the existing Smartance platform for PV automation
- **2020:** developed customized PowerBI dashboards for complaints management projects

1   12 months ending December 31 of any particular year, i.e., from January 1, YYYY to December 31, YYYY

Wipro profile (page 2 of 7)
Key delivery locations

Toronto • Syracuse
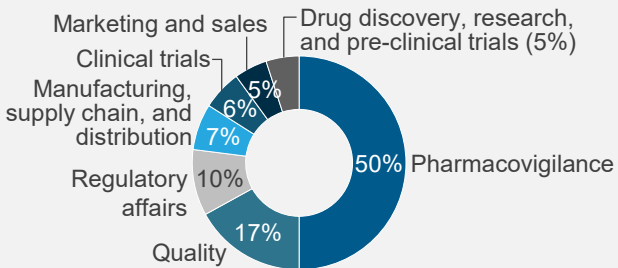• New York
Atlanta •
San Antonio •

Curitiba •

Portugal •
Bucharest •

New Delhi •
Kolkata •
Mumbai •• Hyderabad
Pune •
Bangalore •

Dalian •

Quezon City •
Manila • Cebu •

Wipro profile (page 3 of 7)
Capabilities and key clients

| Key life sciences operations engagements			
Client name	**Processes served**	**Region**	**Client since**
A Europe-based leading medical device company	Complaint management and product support	Europe	2023
A US-based medical technology company	Pharmacovigilance, regulatory compliance support, and quality	North America	2021
An EU- and US-based major medical devices company	Regulatory compliance support and quality	North America	2020
A top-five global pharma company	Drug discovery, pharmacovigilance, quality, and clinical trials	Europe	2020
A US top global medical device company	Supply chain and distribution, pharmacovigilance, and quality	North America	2018
A US top global pharma, medical device, and consumer healthcare company	Manufacturing, pharmacovigilance, regulatory compliance support, and quality	North America	2016
An EU-based major pharma company	Pharmacovigilance, drug safety case processing, quality, and database migration	Europe	2015
A US-based medical device manufacturer	Pharmacovigilance, quality, reporting, marketing and sales, and analytics	North America	2015
A US midsize global medical device and pharma company	Pharmacovigilance, quality, reporting, marketing and sales, and analytics	North America	2015

Life sciences operations FTE mix by segment
Number of FTEs
100% = 4,100

- Marketing and sales
- Clinical trials
- Drug discovery, research, and pre-clinical trials (5%)
- Manufacturing, supply chain, and distribution 7%
- Regulatory affairs 10%
- Quality 17%
- Pharmacovigilance 50%
- 6%
- 5%

Life sciences operations revenue mix by geography
Revenue in US$ million
100% = Not disclosed

- LATAM (1%)
- MEA (1%)
- APAC 14%
- North America 49%
- Europe 35%
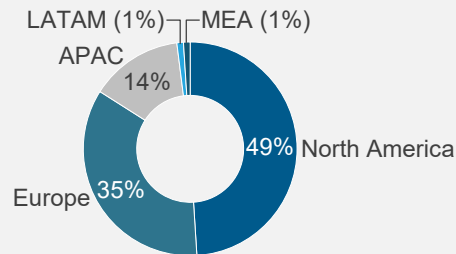
Life sciences operations FTE split by delivery location
Number of FTEs
100% = 4,100

- Nearshore 10%
- Onshore 25%
- Offshore 65%
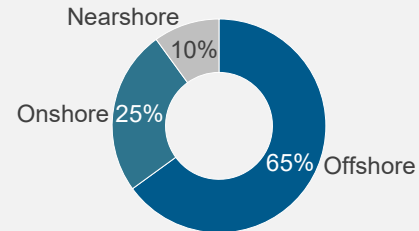
Life sciences operations revenue by buyer size[1]
Revenue in US$ million
100% = Not disclosed

- Small (1%)
- Medium 10%
- Large 17%
- Very large 20%
- Mega 52%
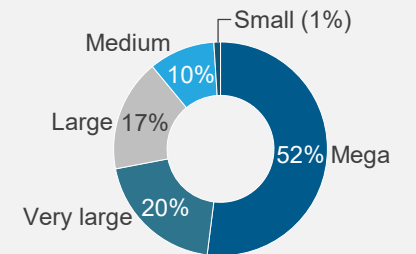
1   Buyer size is defined as mega (>US$20 billion), very large (US$10-US$20 billion), large (US$5-US$10 billion in revenue), medium (US$1-US$5 billion in revenue), and small (<US$1 billion in revenue)

Wipro profile (page 4 of 7)
Technology solutions/tools

NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
iSMRT	Complaint management	2023	Stands for intelligent scheduling, monitoring, and repeating tasks, and is a next-generation no-code, low-code life sciences complaint management platform that lets configure and deploy processes faster, allowing for rapid application development and deployment.	1
PV Workflow tool	Pharmacovigilance	2022	Validated workflow tool specially designed to serve the pharmacovigilance (PV) industry. It has built-in prioritization logics, which can identify the highest priority case from a dynamic worklist with ease. Its scalability to handle huge volumes of data and easy-to-host features are very useful in quick setups within any PV delivery today.	1
Metaverse (enabled learning and development modules for PV and complaint management and product support)	Clinical trials, pharmacovigilance, and marketing and sales	2022	A unique approach to metaverse, treating it as a product – discover, define, experiment, build, test, deploy, and market to ensure adoption, scale, and value capture. The goal is to help clients to quickly innovate, and then work with them side-by-side to scale it across their enterprise and monetize it across multiple channels.	2
IntelliDoc	Clinical trials, pharmacovigilance, regulatory, and quality	2022	It stands for Intelligent Documents Management and it processes documents in different domains.	1
Wipro NeuroSafe	Clinical trials, drug discovery, manufacturing, and compliance and quality	2021	Wipro NeuroSAFE is a robust process automation-based platform and is driven by RPA (Robotic Process Automation), Artificial Intelligence (AI), a proprietary workflow engine, and operations management systems. It helps in cruelty-free vaccine safety assessment.	1
TaloSafe	Clinical trials and pharmacovigilance	2020	It is a next-generation pharmacovigilance platform (advanced version of Smartance) with abilities to do cognitive analysis of AE cases, into valid/invalid, perform causality analysis, perform auto-triggered follow-ups for duplicity, correctness, and completeness of information.	21
CCI Agent	Clinical trials, pharmacovigilance, regulatory, and manufacturing operations	2019	It is an automation complaints management solution built on an integrated automation approach. It is led by combinations of tools, technologies, and techniques such as artificial intelligence and machine learning including natural language programming, OCR, computer vision, and RPA tools.	3
Wipro-Medibot	Drug discovery, clinical trials, pharmacovigilance, manufacturing operations, supply chain, and sales and marketing	2019	It is used for medical information, complaints, and adverse events communication for patient, consumer, physician, or any other reporter for sharing the information/details to be captured.	3

Wipro profile (page 5 of 7)
Technology solutions/tools

NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
Wipro – Voice to Text (VTT)	Drug discovery, clinical trials, pharmacovigilance, manufacturing operations, supply chain, and sales and marketing	2018	It supports all the voice scripts coming from call centers and converts voice to text in a structured format that can be utilized by TaloSafe or customer tools for the purpose of processing.	4
Smart Scripts	Regulatory compliance	2018	It is a coding text analytics tool to capture reportable keywords for workload prioritization.	2
Base))) Harmony	This solution supports all the processes across the life sciences value chain	2018	It is a web-based knowledge capture and program management tool.	4
MDR auto-auditor tool	Regulatory compliance	2017	It aids quality audits of the MDR regulatory reports. The tool highlights any mismatches from complaint fields vs. report fields, so it can be rectified before submission to FDA.	2
Power BI – SLA and KPI management	Clinical, pharmacovigilance, PMS, marketing and sales, and manufacturing	2017	It offers end-to-end visibility across business operations and provides dashboard reporting to leadership and operations (including team-level status updates).	5
Social sentiment analytics	Pharmacovigilance and marketing and sales	2017	It makes social media analysis process quicker and easier by automating social feed monitoring to identify trends in customer sentiments, emotions, and responses to marketing events.	1
Holmes AI-based automation solution	Clinical, pharmacovigilance, PMS, marketing and sales, and manufacturing	2016	It is an AI-based automation platform coupled with multiple technologies.	10
Digital Key Opinion Leaders (KOL)	Clinical, pharmacovigilance, PMS, marketing and sales, and manufacturing	2015	It automatically extracts, inferences, and presents KOL data in easy dashboards format and gives outside-in perspective to businesses with the ability to influence key strategic initiatives.	1
CMS audit tool	This solution supports all the processes across the life sciences value chain	2016	It is used for digitized internal project audit.	5

Wipro profile (page 6 of 7)
Technology solutions/tools

NOT EXHAUSTIVE

Application	Processes served	Year launched	Description	No. of clients
Auxilium	Pharmacovigilance	2014	It is used for complaint intake and processing for legal complaints.	1
Reportum	Pharmacovigilance	2014	It is used to digitize the adverse event intake platform.	1
ColossusNxtGen	This solution supports all the processes across the life sciences value chain	2014	It is a transactional quality audit tool.	5

Wipro profile (page 7 of 7)
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
◐	◕	◕	◒	◕	◕	●	◔	◕

Strengths

- Wipro is continuously investing in technology (launched IntelliDoc, partnering with Navitas Lifesciences for technological solutions for safety database implementation, and developing automation tools for pharmacovigilance, clinical, and regulatory services) and process (QPPV, Biomapas – providing LPPV (Local PV and Regulatory responsible Person) services globally to enhance its LS offerings

- While Wipro has a strong pharmacovigilance portfolio, its other services (such as sales and marketing and regulatory affairs operations) are seeing increased traction in the market

- Wipro's portfolio of clients comprises a strong mix of both biopharma and medical devices

- Clients highlight its process/domain expertise, skilled talent pool, innovation, and relationship management as areas of key strengths

Limitations

- Large biopharma and medical device companies presently make up a disproportionate portion of Wipro's clientele. Given its limited expertise working with this group of customers, small buyers (revenue <US$1 billion) must rigorously analyze its offerings

- Clients highlighted areas of improvement as the need to be proactive about communicating new ideas

Appendix

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

Everest Group PEAK Matrix

Vision & capability
Measures ability to deliver services successfully
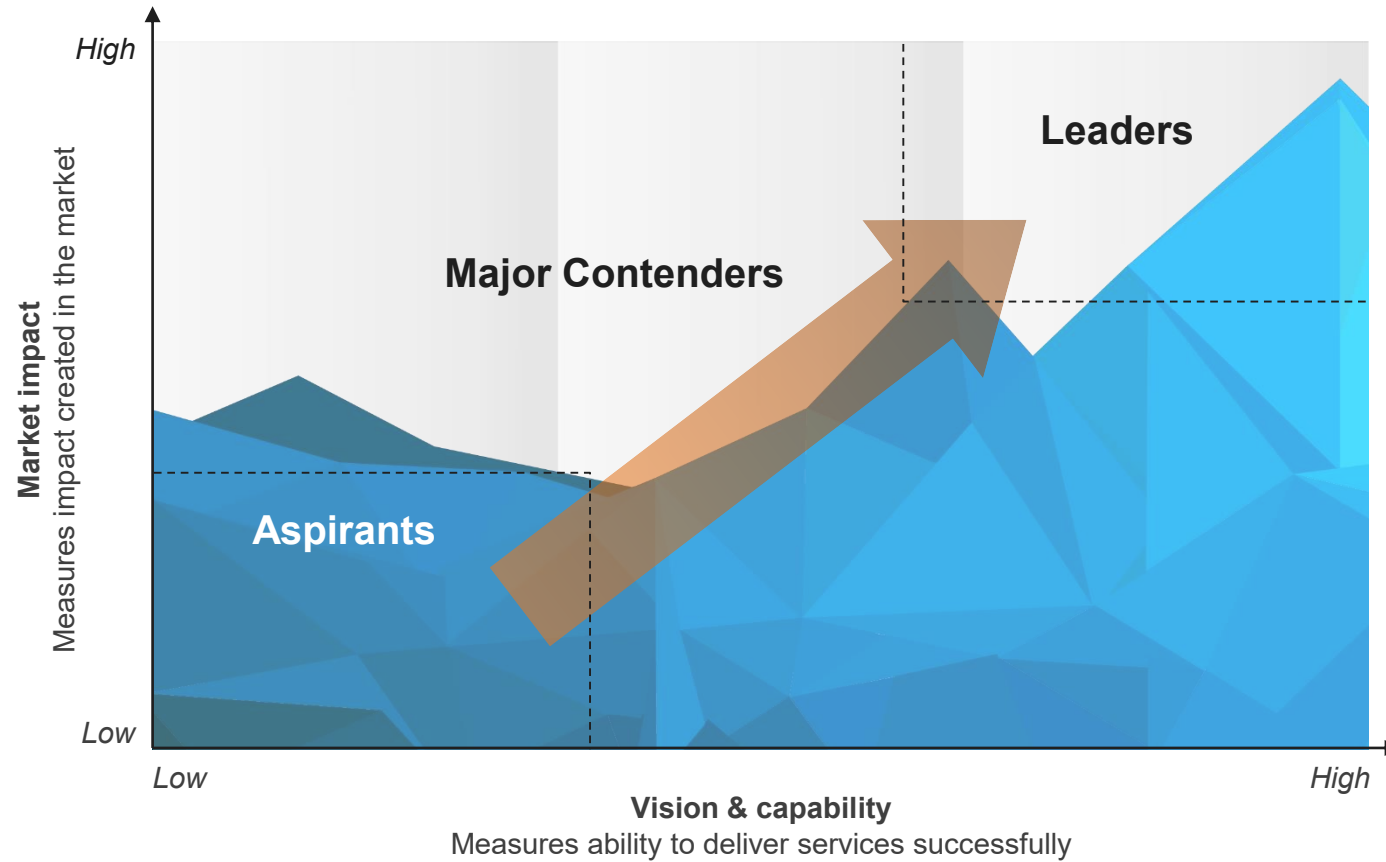
Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix
Diversity of client/revenue base across geographies and type of engagements

Value delivered
Value delivered to the client based on customer feedback and transformational impact

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability
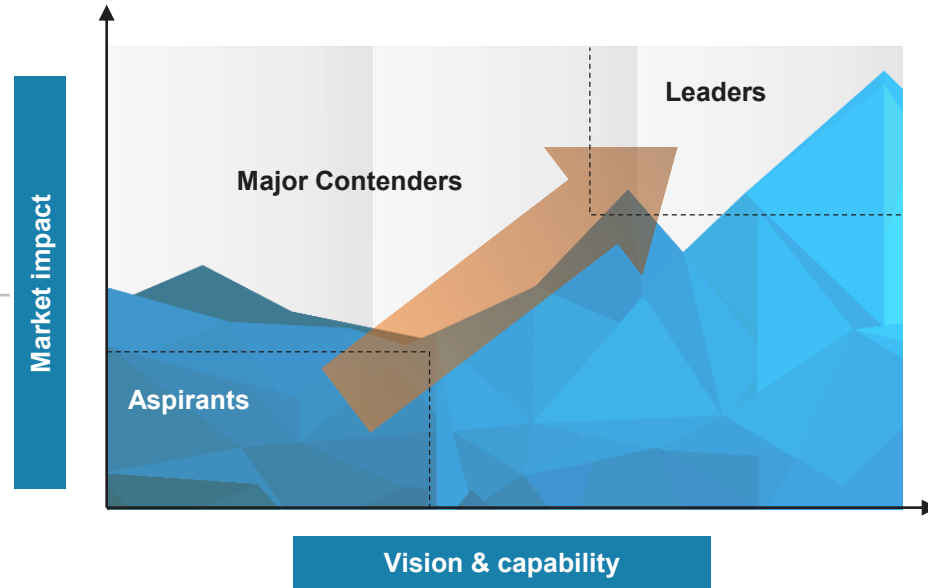
Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Scope of services offered
Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint
Delivery footprint and global sourcing mix

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:
- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
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.

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

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

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- 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 in included in our research reports

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

Does the PEAK Matrix evaluation criteria change over a period of time?
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.

Everest Group®
With you on the journey

Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at **www.everestgrp.com**.

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