



Everest Group PEAK Matrix[®] for Life Sciences Digital Services Provider 2022

Focus on CitiusTech
October 2022



Background of the research

The pandemic necessitated and accelerated the rapid adoption of digital services across the Life Sciences (LS) value chain. Therefore, there has been a conscious shift in enterprise mindset to focus on delivering products and services in a more customer-centric and agile manner. As such, there is a historic surge in investment in digital services such as cybersecurity, cloud migration, virtual engagement models for clinical trials and sales and marketing, AI/ML for drug discovery, and digital twins in manufacturing and supply chain operations. These enterprises are looking for thought leaders and innovation partners that can help them on their transformation journeys. Consequently, service providers are ramping up capabilities by building industry-specific tools and accelerators and engaging in life sciences-specific partnerships and co-innovation initiatives. Everest Group's Life Sciences ITS research program analyzes service provider capabilities and their impact on the life sciences digital services market.

In this research, we present an assessment and detailed profiles of 31 life sciences digital service providers featured on the [Life Sciences Digital Services PEAK Matrix® Assessment 2022](#). 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 calendar year 2022, interactions with leading life sciences service providers, client reference checks, and an ongoing analysis of the digital services market.

This report includes the profiles of the following 31 leading life sciences digital service providers featured on the life sciences digital services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, HCL Technologies, TCS, and Wipro
- **Major Contenders:** Atos, Birlasoft, Brillio, CGI, CitiusTech, Deloitte, DXC Technology, Emids, EPAM, Genpact, HARMAN DTS, IBM, Indegene, Infosys, LTI, NNIT, NTT DATA , Quantori, Tech Mahindra, and Virtusa
- **Aspirants:** Apexon, Coforge, Orion Innovation, SoftServe, and Stefanini

Scope of this report



Geography
Global



Providers
Life sciences
(biopharmaceuticals, medical
devices, and Contract Research
Organizations or CROs)



Services
Life sciences digital
services

Life sciences digital services PEAK Matrix® characteristics

Leaders:

Accenture, Capgemini, Cognizant, HCL Technologies, TCS, and Wipro

- Leaders have strengthened their domain-focused digital services portfolio by leveraging a trifecta of partnerships (domain- and technology-focused), acquisitions, and talent investments; hence, fortifying their positioning as thought leaders and strategic & innovation partners for large life sciences customers
- These players are proactively showcasing impactful use-cases in emerging areas such as decentralized clinical trials, commercial life cycle, and medical devices based on next-gen technologies such as digital twin, cybersecurity, 5G, and intelligent automation
- These players have made progress in offering better cost-effectiveness and improving their footprint in small and midsize buyers; however, they still face a stiff competition from progressive Major Contenders in these avenues

Major Contenders:

Atos, Birlasoft, Brillio, CGI, CitiusTech, Deloitte, DXC Technology, Emids, EPAM, Genpact, HARMAN DTS, IBM, Indegene, Infosys, LTI, NNIT, NTT DATA , Quantori, Tech Mahindra, and Virtusa

- The Major Contenders segment comprises a varied mix of global MNCs, large & midsize firms, and life sciences specialists
- While some have built meaningful capabilities to deliver a wide range of digital services across the life sciences LoBs and value chain, others focus on differentiating by specializing in specific areas within the life sciences domain (such as medical devices and/or clinical R&D and/or sales & marketing)
- The service portfolios of Major Contenders are not as balanced as those of Leaders, and also tend to be less comprehensive in value chain coverage
- However, these players are offering the Leaders stiff competition by making high-profile investments and meaningful partnerships around digital offerings

Aspirants:

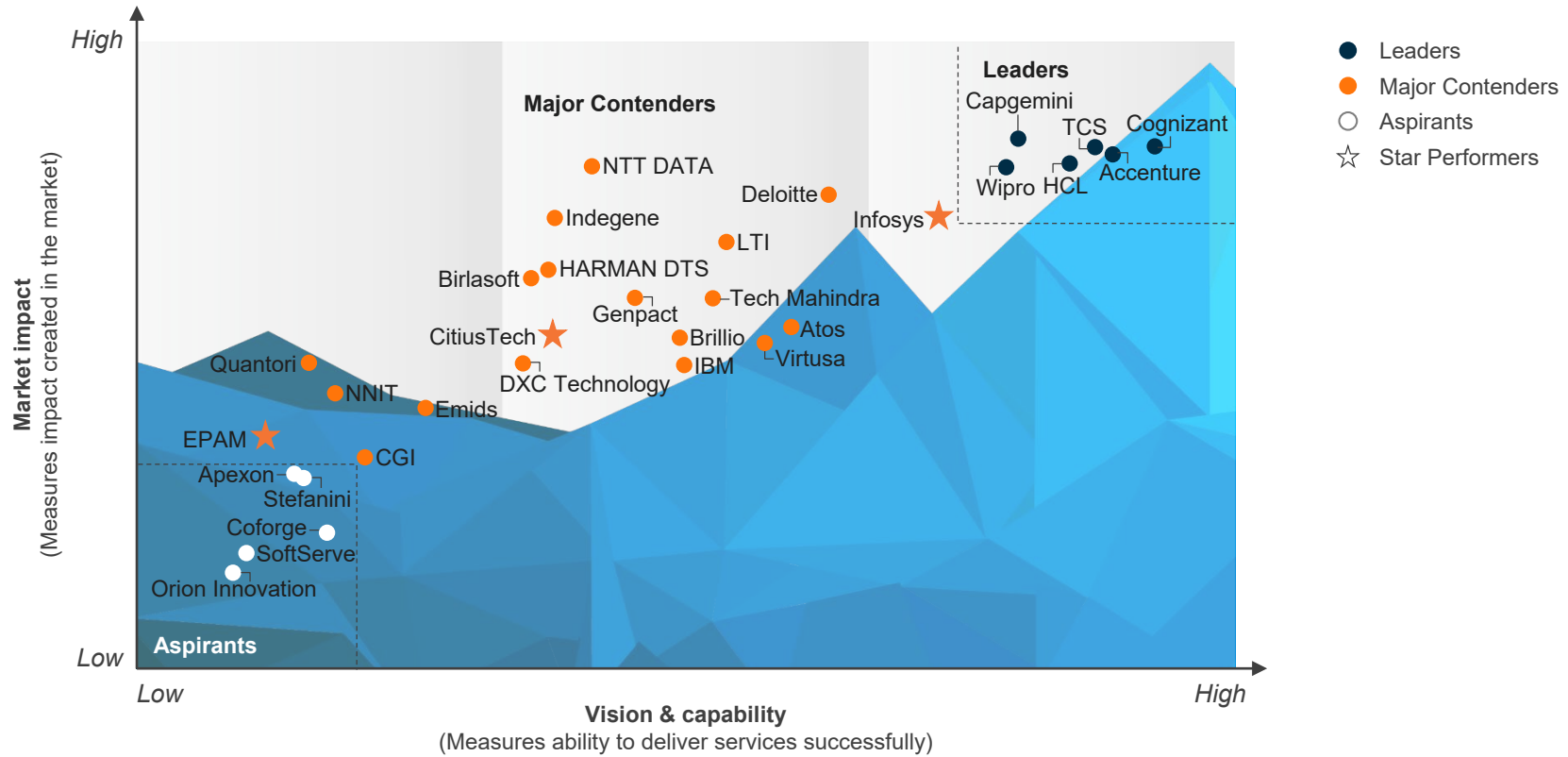
Apexon, Coforge, Orion Innovation, SoftServe, and Stefanini

- Aspirants have a dedicated focus on capturing the relatively less competitive small and mid-sized buyer segment
- These players are making selective bets in selecting focus area(s) within the broader life sciences domain to expand their digital capabilities and capture market share
- Therefore, they are increasing their investments in CoEs and strategic partnerships to build niche expertise, but currently lack substantial proof points to gain client confidence

Everest Group PEAK Matrix®

Life Sciences Digital Services PEAK Matrix® Assessment 2022 | CitiusTech positioned as Major Contender and Star Performer

Everest Group Life Sciences Digital Services PEAK Matrix® Assessment 2022^{1,2}



1 Assessments for Atos, CGI, Deloitte, DXC Technology, EPAM, IBM, and Infostretch exclude provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group’s interactions with life sciences firms that are buyers of digital services

2 Infostretch merged with Apexon. New entity is known as Apexon. In this assessment we have considered capabilities relevant to pre-merger Infostretch

Source: Everest Group (2022)

CitiusTech | life sciences digital services profile (page 1 of 6)

Overview

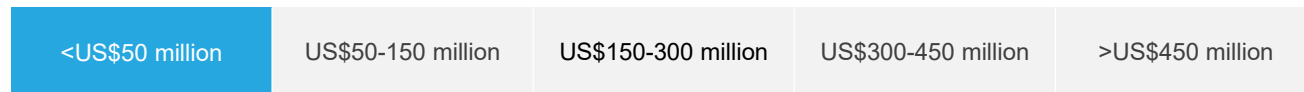
Company mission/vision statement

CitiusTech’s vision is to enable pharmaceutical and life sciences organizations drive digital transformation through a strong portfolio of technology solutions and services by leveraging its knowledge across various enterprise initiatives such as clinical trial optimization, digital health, patient engagement, real-world evidence, and health outcomes. It also focuses on providing consulting services across launch planning & management, commercial operations, multi-channel marketing, brand management, and IT to its pharmaceutical and life sciences clients via its subsidiary, FluidEdge Life Sciences.

Overview of the client base

CitiusTech serves CROs, pharmaceutical, and biotechnology organizations across the world to help them accelerate their IT innovation across big data, cloud, mobile, and analytics and transform the way they engage with patients, execute clinical outcomes, and leverage real world intelligence. With over 7,500 staff, years of application development experience, 250+ HL7 certified professionals, 350+ unique clinical systems integrated, and 3,200+ healthcare data interfaces at 700+ facilities, CitiusTech serves over 130 customers.

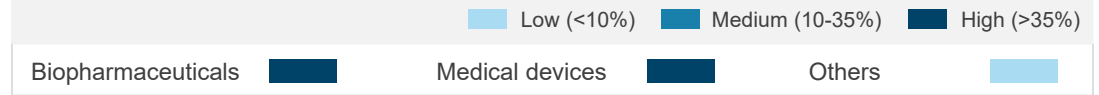
Life sciences digital services revenue



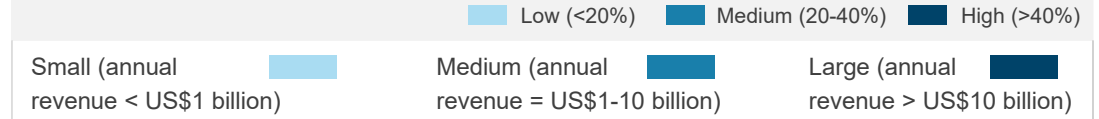
Scope of digital services

Analytics, AI/ML, big data, cloud, cybersecurity, and VR/AR

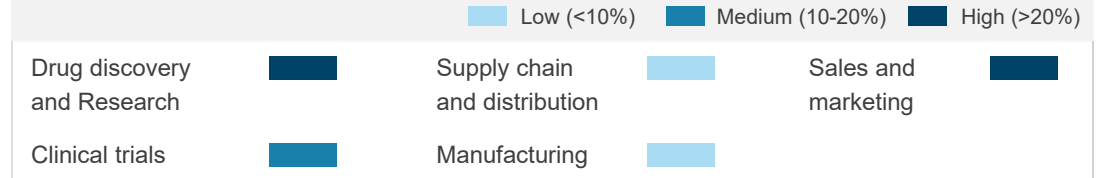
Revenue by line of business¹



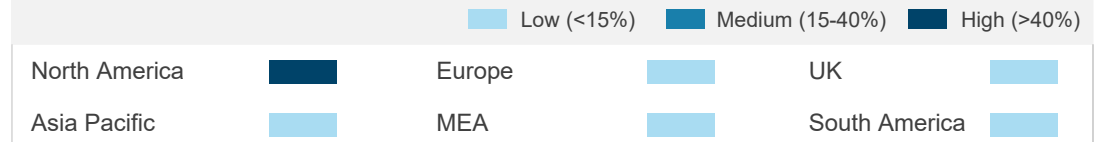
Revenue by buyer size¹



Revenue by value chain element¹



Revenue by geography¹



¹ All the revenue components add up to a total of 100%

CitiusTech | life sciences digital services profile (page 2 of 6)

Case studies

NOT EXHAUSTIVE

Case study 1

Problem statement

A global pharmaceutical company wanted to assist clinicians and patients with clinical trial consultations to detect and measure wrinkles and view age progression images.

Business challenge

Client wants to provide consumers with a consumer grade application to make informed decisions. For this, it wanted to develop an algorithm that localized subtle discontinuities/cracks in skin texture caused by wrinkles.

Solution and impact

- CitiusTech built a deterministic benchmarked algorithm that helped localize subtle discontinuities in skin texture and developed a prediction algorithm that has been trained on extensive patient identity preservation & age classification. It evaluated the model against industry standard fairness metrics to avoid bias
- The integrated solution focused on user empowerment and satisfaction, helped in wrinkle detection and age progression application, ensured high quality care for patients and assisted clinicians with remote clinical trial consultations

Case study 2

Problem statement

A leading biopharmaceutical company wanted to leverage integrated AnalytiX approach to build a unified environment for storage and aggregation of healthcare data, advanced analytics, and visualizations.

Business challenge

As part of the client's patient-centric strategies, the client wanted to develop an integrated platform to support research analytics, patient engagement, real world evidence, and commercial analytics and provide data-driven insights across the pharma value chain.

Solution and impact

- CitiusTech built a personalized health care platform for driving evidence outcomes and collaboration portal leveraging complex data sources including genomics, imaging, EHR, clinical trial data sets, etc. It allows users to access, process, analyse, visualize, share, and publish data assets that will speed up research and help collaborate better. It is HIPAA, Fair Data Principles, GDPR, and Safe Harbor compliant solution and uses Natural Language Processing (NLP) for unstructured data for research analytics
- The solution provided unified environment for data storage, research, analytics, and reporting with secure access to interactive analytics reports to multiple stakeholders

CitiusTech | life sciences digital services profile (page 3 of 6)

Digital frameworks

NOT EXHAUSTIVE

Consultative frameworks (representative list)

Framework	Details
CitiusTech Integrated Innovation Framework (CIIF)	Helps combine CitiusTech's healthcare platforms, technology practices, and services to help clients accelerate innovation in healthcare. The framework is built to help organizations focus on four strategic business areas, namely, enterprise application development and validation, data integration and data management, clinical quality and performance management, and mobile and patient engagement, to help improve clinical outcomes and financial performance of healthcare organizations
Embedded Intelligence Framework	An outcome-based strategy to increase operational excellence and make continuous incremental innovations to make clients' current processes better, with minimal disruption to their core business processes
CitiusTech Integrated Cloud Suite (ICS)	A specialized reporting framework for governance and HIPAA compliance across multiple cloud service providers

CitiusTech | life sciences digital services profile (page 4 of 6)

Proprietary solutions

NOT EXHAUSTIVE

Proprietary solutions for life sciences digital services (representative list)

Solution	Details
PERFORM+ Data Scale	PERFORM+ DataScale is CitiusTech's next-generation healthcare data integration and management platform, that enables clients to make data the backbone of organizational strategy. It empowers them to effectively aggregate, transform, and standardize massive volumes of data streaming in from a variety of disparate data sources, to help establish enterprise data architecture. It comes with 1,500 pre-built data quality rules.
PERFORM+ Connect	PERFORM+ Connect is CitiusTech's industry leading solution to drive interoperability strategy and accelerate FHIR implementation and adoption across the enterprise. With flexible implementation support across Cloud & on-premise infrastructure,- PERFORM+ Connect helps healthcare organizations leverage FHIR to enable digital strategies and accelerate CMS Interoperability rule compliance. It has pre-built features for rapid FHIR implementation - including Identity Access Management & Consent Management, secure data access, and cloud support. It is backed by CitiusTech's strong interoperability practice of 250+ HL7 & FHIR certified professionals.
Data De-identification	CitiusTech's Healthcare Data De-Identification tool provides a simple and flexible approach to eliminate identifiers from health information and mitigate privacy risks associated with the secondary use of data. The tool offers an end-to-end process for creating, optimizing, and managing de-identified data sets, with the ability to choose from two methods in accordance with HIPAA - Safe Harbor and Expert Determination. It comes with out-of-the-box support for both safeharbor and expert determination methods and can be deployed on the cloud or on-prem.
Clinical Information Extractor (NLP, Deep Learning)	CitiusTech's Clinical NLP Accelerator is a next-generation tool that leverages deep domain knowledge and healthcare specific algorithms to provide fast and accurate extraction of information from unstructured clinical notes, leading to a significant reduction in manual effort. The Clinical NLP Accelerator is an effective tool for healthcare organizations looking to reduce operational costs, scale up processes to manage increasing volumes of unstructured data, or improve information availability and reuse across the organization. NLP models are trained on industry-specific algorithms for accurate and contextual data extraction.

CitiusTech | life sciences digital services profile (page 5 of 6)

Key events

NOT EXHAUSTIVE

Key events (representative list)		
Event name	Type of event	Details
HealthEdge	Partnership	A strategic partnership for joint go-to-market implementation and consulting services for HealthEdge solutions in core administration, care management, and payment integrity for healthcare organizations pursuing value-based care and streamlined operations.
SDLC Partners (2021)	Acquisition	SDLC Partners (SDLC) is a Pittsburgh, PA-based provider of technology solutions to leading payer organizations. SDLC focuses on three key areas of payer technology needs – technology transformation, consulting, and automation solutions.
Fluid Edge Consulting (2020)	Acquisition	FluidEdge Consulting (FluidEdge), is a national healthcare management consulting company headquartered in Philadelphia, PA. The acquisition aims at a potential expansion in the client base for CitiusTech.
Microsoft Azure	Partnership	CitiusTech is a Gold ISV Co-sell prioritized partner with Microsoft. CitiusTech is the preferred healthcare partner for Microsoft Azure Cloud. CitiusTech has advanced specialization for Kubernetes on Microsoft Azure.
AWS	Partnership	CitiusTech is a consulting partner and an authorized commercial reseller for AWS services. CitiusTech has achieved healthcare competency & migration competency. CitiusTech is also the preferred healthcare partner for AWS Cloud.
IBM	Partnership	CitiusTech offers technology and solutions partnership as Premier Business Partner with IBM. It is Software Value Plus authorized reseller across IBM BI/analytics and big data portfolio. It also has partnership with IBM Software Lab Services to provide internal IBM access and beta program participation.

CitiusTech | life sciences digital services profile (page 6 of 6)

Everest Group assessment – Major Contender and Star Performer

Market impact				Vision & capability				
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery Footprint	Overall

Strengths

- CitiusTech offers a good mix of digital services (ranging from drug discovery, device development, to commercial operations), coupled with domain-specific consulting capabilities, for leading biopharmaceutical and medical device enterprises
- It has a strong and strategic focus on the medical devices and technology domain, which is a high growth and high potential emerging segment
- Clients appreciate the expertise, both technical and domain, it brings onboard; they also commend its client management capabilities (especially the facetime they get with senior leadership)
- It has invested in bringing the right talent onboard (with domain and digital skillsets) and the same is well-recognized and applauded by clients

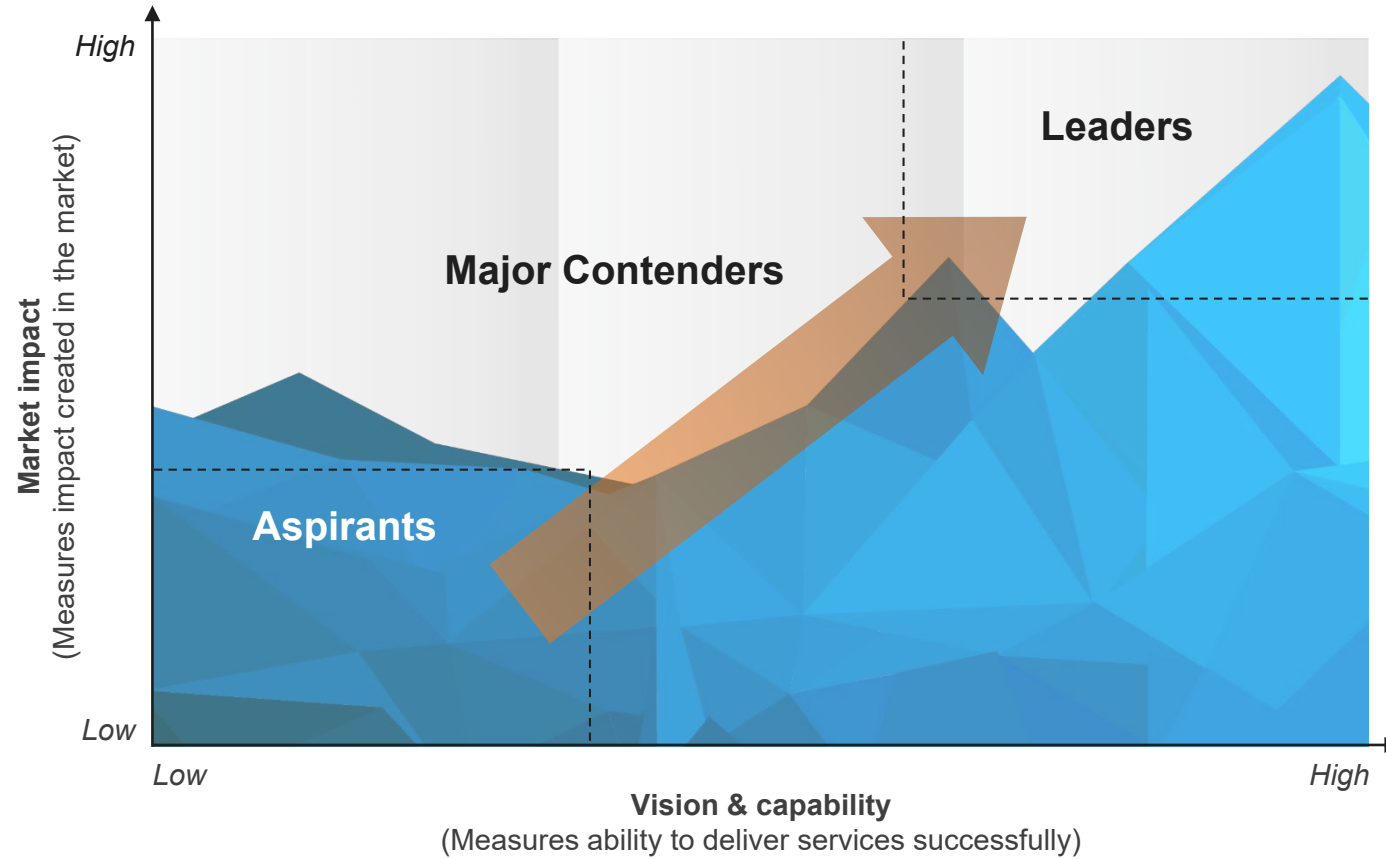
Limitations

- CitiusTech can leverage its domain and technical expertise to further expand its life sciences services portfolio by tapping into other vertical areas (such as manufacturing and supply chain) and high-growth geographies outside North America (such as Europe)
- Clients cite the need for greater proactiveness in recommending innovative solutions that add value to their businesses; CitiusTech should focus on actively communicating and proposing such solutions and establish itself as a strategic partner
- While there are select instances of innovation in commercial constructs, clients expect better price competitiveness and flexibility

Appendix

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

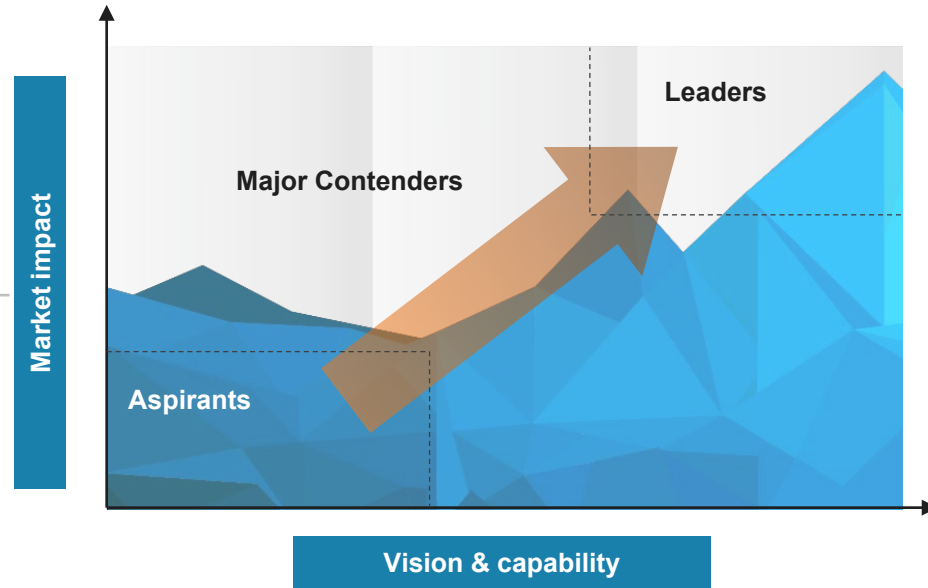
Everest Group PEAK Matrix



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



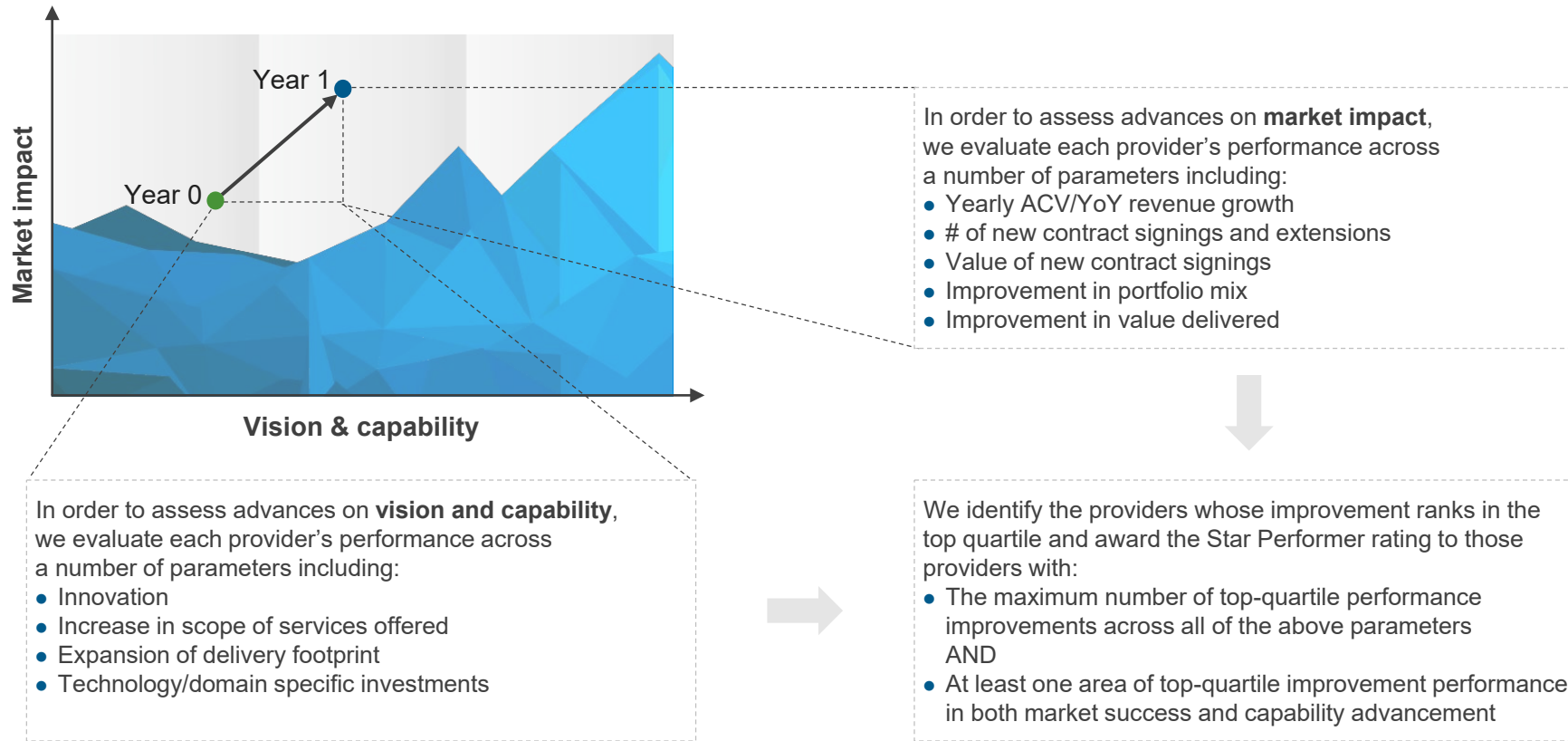
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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



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 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 is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

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