



Everest Group MedTech Operations PEAK Matrix[®] Assessment 2023

Focus on Wipro
December 2023



Introduction

While the global medical technology industry is gradually recovering from the disruption caused by COVID-19, it is facing several new challenges such as changing consumer preferences, staffing shortages, supply chain disruptions due to geopolitical tensions, and evolving regulatory frameworks and standards across different markets. Additionally, the surge in interest in generative AI and advanced technologies, such as wearables, digital therapeutics, and medical robots, is mandating service providers to expand their digital portfolio.

To effectively cater to the evolving enterprise needs, service providers are adopting a personalized approach and are revamping their offerings across the MedTech operations value chain. They have invested in a host of avenues such as providing data-driven insights for manufacturing patient-friendly devices, augmenting their advanced analytics capabilities for supply chain efficiencies, constant and timely adherence to changing regulations, and developing effective launch strategies amid the competitive environment, among other investments, to keep pace with the rapidly evolving needs of the market.

In this research, we present an assessment and detailed profiles of 15 service providers featured on [MedTech Operations PEAK Matrix® Assessment 2023](#). The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading life sciences providers, client reference checks, and an ongoing analysis of the MedTech BPS market.

The full report includes the profiles of the following 15 leading service providers featured on the MedTech Operations PEAK Matrix:

- **Leaders:** Cognizant, IQVIA, TCS, and Wipro
- **Major Contenders:** Eviden, Fortrea, Genpact, HCLTech, ICON, NAMSA, ProPharma Group, and Syneos Health
- **Aspirants:** Avania, Medpace, and WNS

Scope of this report



Geography
Global



Providers
Avania, Cognizant, Eviden, Fortrea, Genpact, HCLTech, ICON, IQVIA, Medpace, NAMSA, ProPharma Group, Syneos Health, TCS, Wipro, and WNS



Services
MedTech operations

MedTech Operations – Services PEAK Matrix® characteristics

Leaders

There are four service providers in the Leaders category – Cognizant, IQVIA, TCS, and Wipro.

- Leaders offer a well-balanced MedTech operations portfolio across the value chain – product design and development, clinical trials, manufacturing, supply chain and distribution, marketing and sales, complaints management, regulatory and medical affairs and quality and thus, do not limit themselves to a specific pocket of services
- Leaders have a global delivery footprint, and they exhibit capabilities to cater to clients from all tiers – ranging from emerging MedTech companies to large established enterprises
- Along with driving superior client engagement, they have showcased high levels of proactiveness in taking their innovations and next-generation service offerings to clients, thereby positioning themselves as strategic partners. Their offerings coupled with consulting-based solutions are appreciated by clients
- Majority of the Leaders have established a wide partnership network, enabling them to broaden their offerings and establish enterprise mindshare

Major Contenders

The Major Contenders category has eight service providers – Eviden, Fortrea, Genpact, HCLTech, ICON, NAMSA, ProPharma Group, and Syneos Health

- While Major Contenders may not have an integrated and comprehensive coverage of the MedTech operations value chain, they have been able to deliver value by strengthening their capabilities in certain areas of the value chain
- They have also made small acquisitions to expand their capabilities
- To bridge the gap to the Leaders, Major Contenders are investing in cutting-edge technology and increased investments in AI/ML solutions, while simultaneously increasing their scale of operations

Aspirants

Avania, Medpace and WNS are the Aspirants on the PEAK Matrix

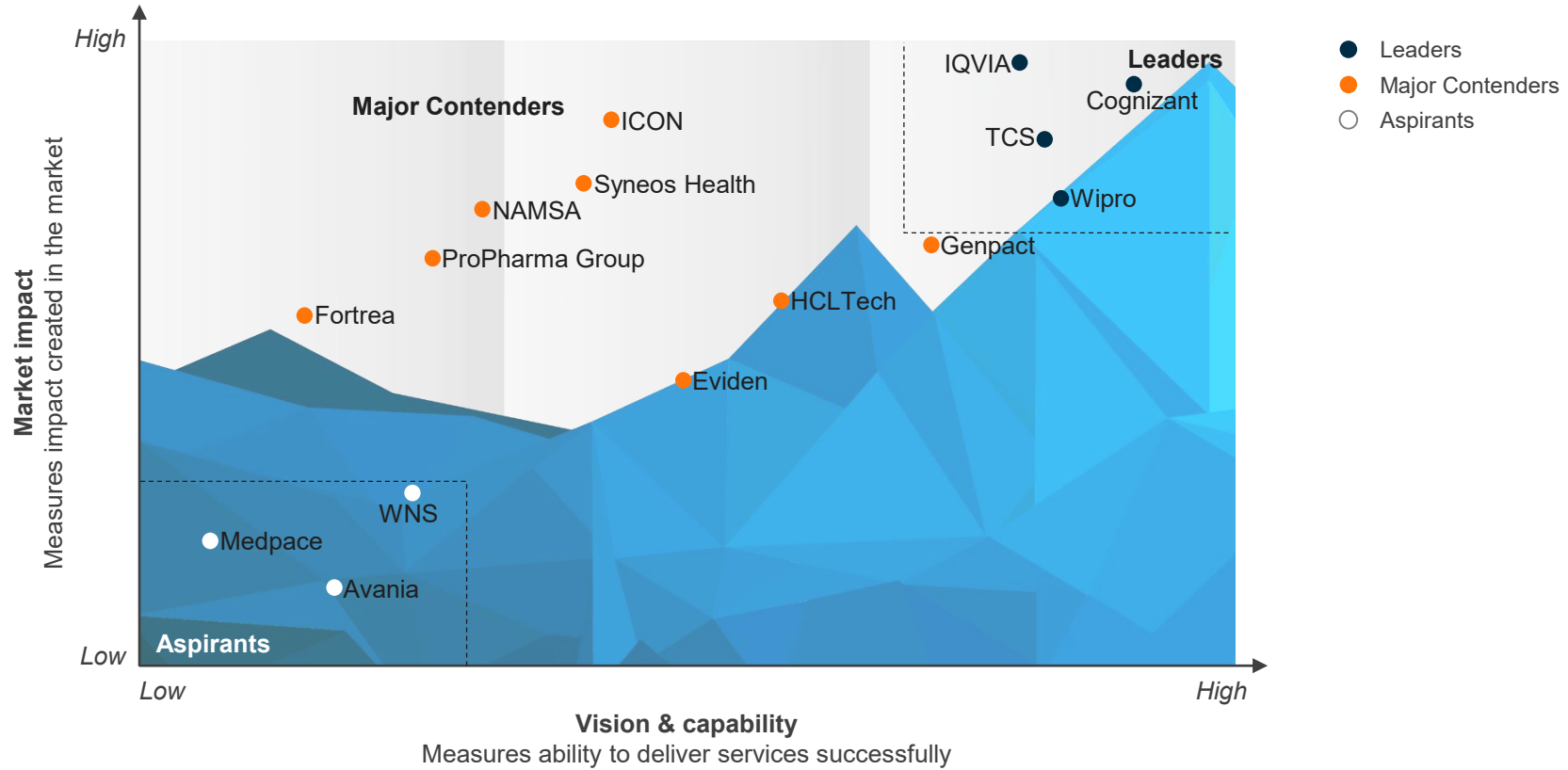
- Majority of the Aspirants are focused on selective areas, be it in terms of value chain segments, buyer type or geographies
- Aspirants in the MedTech operations arena seek to carve out their niche by strategically directing investments toward unique capabilities and specialized use cases, positioning themselves for future growth and innovation in the market
- They have relatively limited domain and technology capabilities as compared to the Leaders and Major Contenders

Everest Group PEAK Matrix®

MedTech Operations PEAK Matrix® Assessment 2023 | Wipro is positioned as a Leader



Everest Group MedTech Operations PEAK Matrix® Assessment 2023^{1,2}



1 Assessment for Avania, Fortrea, Genpact, ICON, Medpace, NAMSA, Syneos Health, and WNS 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

2 The assessments for Eviden and IQVIA were assisted by the respective service providers through briefing calls

Source: Everest Group (2023)

Wipro profile (page 1 of 6)

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, Enterprise Futuring
- **Jagmohan Babra**, Head of Enterprise Services, Digital Operations, and Platforms
- **Saikat Biswas**, Global Head of Life Sciences and Energy and Utilities, Digital Operations, and Platforms

Suite of services

- Product design and development
- Clinical trials
- Manufacturing, supply chain, and distribution
- Sales and marketing
- Regulatory and medical affairs
- Quality
- Complaint capture

| MedTech operations | 2020 ¹ | 2021 | 2022 ¹ |
|------------------------|-------------------|--------------|-------------------|
| Revenue (US\$ million) | 54 | Confidential | Confidential |
| Number of FTEs | 1,500 | 1,950 | 2,600 |
| Number of clients | 16 | 19 | 21 |

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

Recent acquisitions and partnerships

- **2022:** partnered with QPPV, PRRC Biomapas providing Local PV/PQC and Regulatory responsible Person (LPPV) services globally
- **2021:** partnered with Transcell Oncologics to develop Wipro NeuroSafe; it is a robust process automation-based platform, predicting the risk of neurovirulence during vaccine 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 pharmaceutical, biotech, and MedTech industries for augmenting the current PV services offering
- **2020:** partnered with doDOC for medical devices and pharmaceutical automation in quality, regulatory, and clinical services
- **2020:** partnered with Witty Parrot, an intelligent communication and knowledge automation platform, to help in cloud-based SOP life cycle management
- **2019:** partnered with Medidata to provision a cutting-edge cloud platform to ensure the highest standards, compliance, and value to its clients

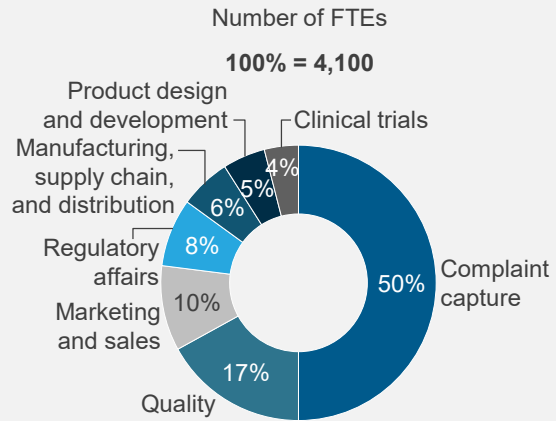
Recent developments

- **2023:** developed the iSMRT platform for medical devices complaint process automation
- **2023:** upgraded Talosafe for comprehensive literature monitoring and regulatory reporting
- **2023:** developed generative AI-based accelerators for content and summary generation in medical device complaint processing
- **2023:** Wipro has committed an investment of US\$1 billion for the Wipro ai360 initiative to enhance the entire range of services including medical devices services by utilizing digital transformation to streamline its existing capabilities, including R&D
- **2022:** developed AR-driven training modules for medical devices
- **2020:** launched Talosafe, an upgrade to the existing Smartance platform for PV automation
- **2020:** launched the Cognitive Complaint Intake (CCI) tool for medical devices complaint intake automation

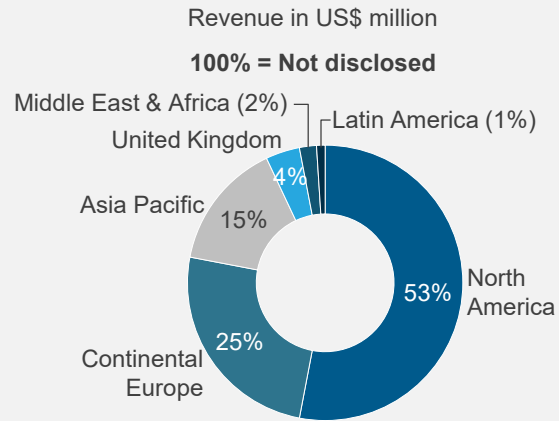
Wipro profile (page 2 of 6)

Capabilities and key clients

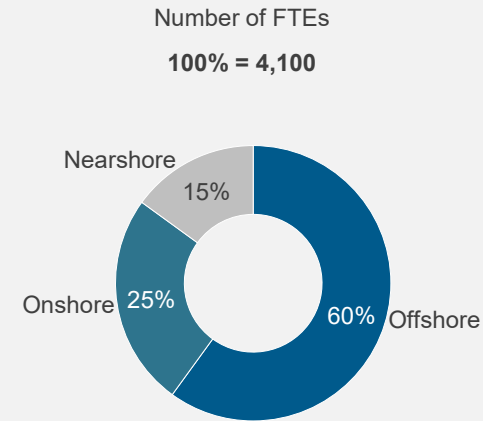
MedTech operations FTE mix by segment



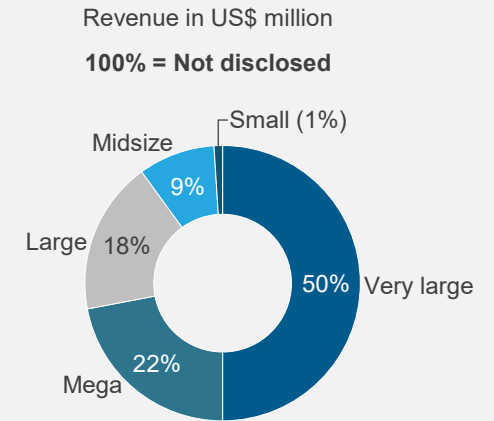
MedTech operations revenue mix by geography



MedTech operations FTE split by delivery location



MedTech operations revenue by buyer size¹



Key life sciences operations engagements

| Client name | Processes served | Region | Client since |
|--|--|---------------|--------------|
| A Europe-based leading medical devices company | Complaints management and marketing and sales | Europe | 2020 onwards |
| A US-based SaMD leader | Product design and development, complaints management, and regulatory and medical affairs | US | 2021 onwards |
| A leading medical devices company operating in the EU and the US | Clinical trials, complaints management, and regulatory and medical affairs | US and Europe | 2009 onwards |
| A US-based top global medical devices company | Manufacturing, supply chain and distribution, complaints management | US | 2016 onwards |
| A US-based top global pharmaceutical, medical devices, and consumer healthcare company | Complaints management, manufacturing, supply chain and distribution, regulatory and medical affairs, and quality | US, APAC | 2016 onwards |

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), midsize (US\$1-US\$5 billion in revenue), and small (<US\$1 billion in revenue)

Wipro profile (page 3 of 6)

Technology solutions/tools

NOT EXHAUSTIVE

| Application | Processes served | Year launched | Description | No. of clients |
|--|--|---------------|---|----------------|
| iSMRT | Complaints management | 2023 | It is a complaint management platform with AI-driven technology and helps in workflow automation, complaints intake, automated language translation, analytics, coding, and dashboarding. This is a no-code/low-code platform. | 3 |
| TaloSafe | Clinical trial and complaints management | 2023 | <ul style="list-style-type: none"> Literature vigilance services; with the help of this validated tool, Wipro can perform literature search, citation, safety alerts, reportability assessment, and regulatory report drafting Wipro used cutting-edge generative AI to accomplish high precision of PQC/AE and ICSR/NICSR classification, ensuring no false discards – a feat that was incredibly challenging with other AI/ML models. The AI classifier utilizes OpenAI APIs to achieve precision of discards, resulting in saving of lot of man-hours of work for the operation team | 21 |
| IntelliDoc | Clinical trials, complaints management, regulatory and medical affairs, and quality | 2022 | It is an intelligent document management system that operates across various domains or fields. This software is designed to streamline document-related processes and make them more efficient by AI and automation. It can encompass a wide range of features, such as document storage, retrieval, categorization, data extraction, and workflow automation. It can be applied in different industries, including finance, healthcare, and legal, to handle and manage documents more intelligently and effectively. | 1 |
| Metaverse (enabled learning and development modules for PV and complaint management and product support) | Clinical trials, complaints management, and marketing and sales | 2022 | This is a unique approach to the metaverse, treating it as a product to help 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 |
| CCI Tool | Clinical trials, complaints management, regulatory and medical affairs, manufacturing, and supply chain and distribution | 2020 | It is an automated complaints management solution built on an integrated automation approach, led by combinations of tools, technologies, and techniques such as AI and ML, including NLP, OCR, computer vision, and RPA tools. | 3 |
| Wipro-Medibot | Clinical trials, complaints management, manufacturing, supply chain and distribution, marketing and sales | 2019 | It is used for medical information, complaints, and adverse events communication (chat) for patients, consumers, physicians, or any other reporter for sharing the information/details to be captured. | 3 |
| Wipro-Voice to text (VTT) | Clinical trials, complaints management, manufacturing, supply chain and distribution, marketing and sales | 2018 | This solution supports all the voice scripts coming from call centers and converts it into text in a structured format that can be utilized by TaloSafe or customer tools for processing. | 4 |

Wipro profile (page 4 of 6)

Technology solutions/tools

NOT EXHAUSTIVE

| Application | Processes served | Year launched | Description | No. of clients |
|---|--|---------------|--|----------------|
| Smart Scripts | Regulatory and medical affairs | 2018 | It is a coding text analytics tool to capture reportable keywords for workload prioritization. | 3 |
| Base Harmony | Not disclosed | 2018 | It is a web-based knowledge capture and program management tool. | 4 |
| MDR auto-auditor tool | Regulatory and medical affairs | 2017 | It aids in the quality audits of the MDR regulatory reports and highlights any mismatches from complaint fields vs. report fields so they can be rectified before submission to the FDA. | 2 |
| Power BI – SLA and KPI management | Clinical trials, complaints management, PMS, marketing and sales, manufacturing, and supply chain and distribution | 2017 | It provides end-to-end visibility across business operations, dashboard reporting to leadership and operations, and project and team-level status updates. | 5 |
| Robotic Process Automation (across all functions) | Clinical trials, complaints management, quality, regulatory, marketing and sales, and design | 2016 | It is an AI-based automation platform coupled with multiple technologies. | 21 |
| Shine – e-learning management and training file management solution | Not disclosed | 2016 | It is an e-learning management system that provides training compliance monitoring, a training repository for refresher and new training, training e-file management (SharePoint system), audit trail and records of completion, and an online view of staff status on training files. | 7 |
| CMS audit tool | Not disclosed | 2016 | It is a digitized internal project audit tool. | 5 |
| Customer Portal | Not disclosed | 2015 | It is a real-time dashboard on key operational KPIs and business metrics. It provides real-time insights on productivity and workload management and an eProject governance mechanism. | 7 |
| Process Manager | Not disclosed | 2014 | It provides automated case prioritization and allocation to agents. It offers warranties for effective delivery management at the task level and reduces the burden of oversight and project management. | 5 |
| ColossusNxtGen | Not disclosed | 2014 | It is a transactional quality audit tool. | 5 |

Wipro profile (page 5 of 6)










Key delivery locations



Wipro profile (page 6 of 6)

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

- Wipro has a robust portfolio of technological offerings including Wipro HOLMES, an all-in-one automation and Artificial Intelligence (AI) platform, Wipro Salesforce Practice, supporting digital transformation for its clients, and Wipro iX solutions, that have found good traction with medical device buyers
- Having already established a strong foothold in North America and Continental Europe, Wipro is also enhancing its market footprint in emerging geographies of APAC and the UK
- Wipro’s customer-focus approach coupled with its ability to accommodate unique needs has gained appreciation from the clients
- Clients are impressed with its robust operations management and dedication to process improvement

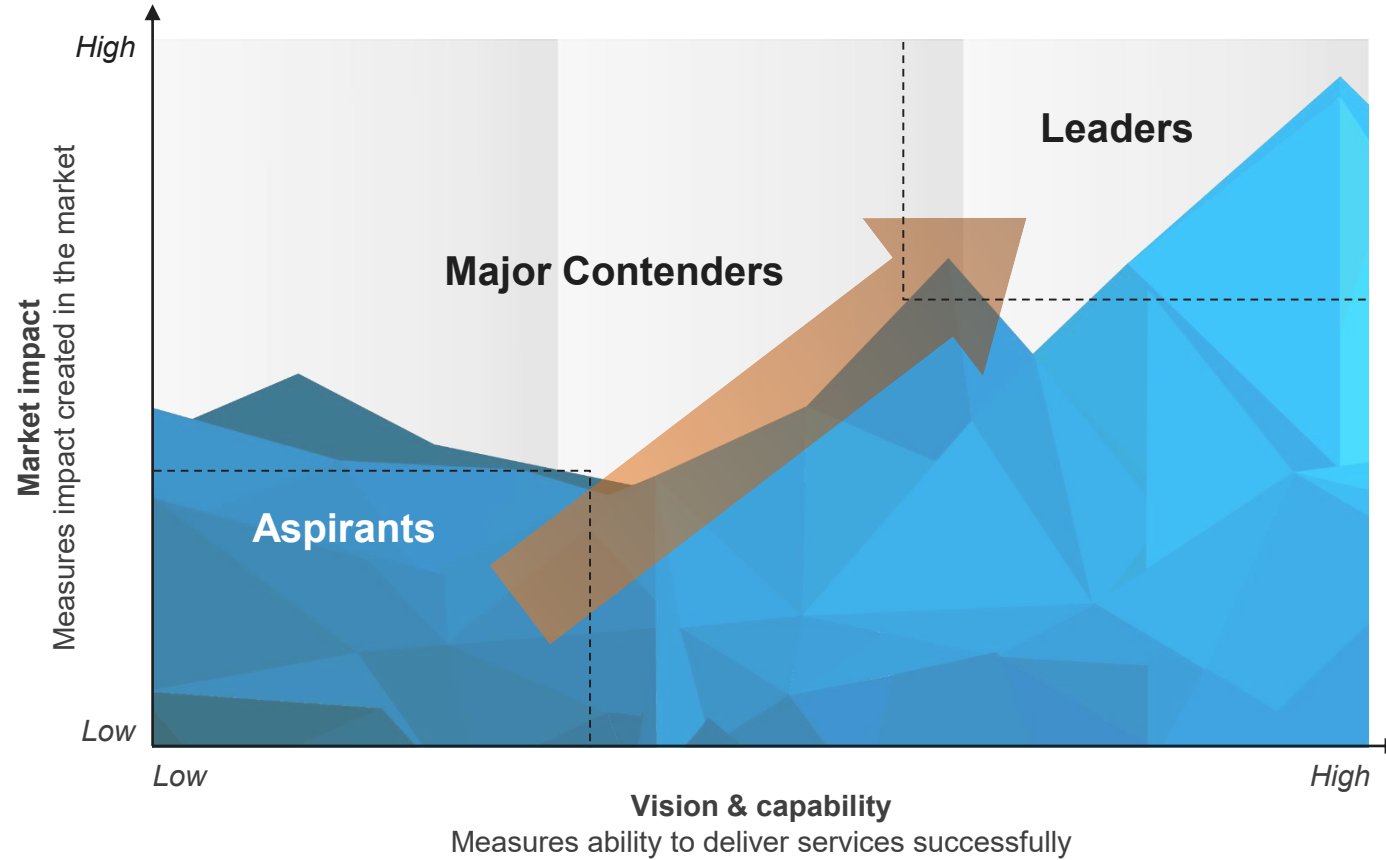
Limitations

- Wipro’s client portfolio is skewed toward midsize and large clients, with limited penetration in the small buyer category
- While Wipro has a robust suite of offerings in the commercial segment, Wipro largely concentrates in product support services with limited evidence of supporting MedTech enterprises in launch and marketing effectiveness
- Referenced clients highlight proactiveness of coming up with bespoke solutions as a potential area of improvement

Appendix

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

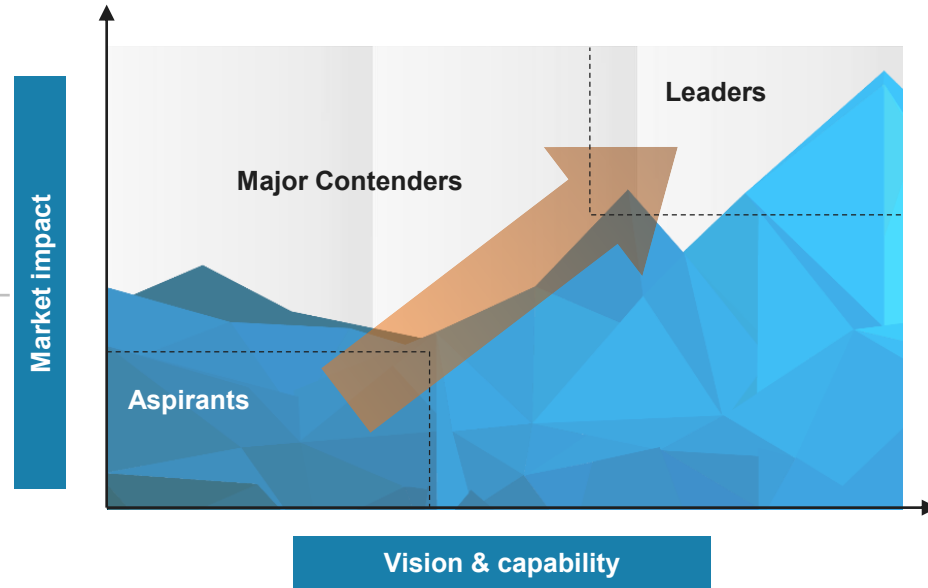
Everest Group PEAK Matrix



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

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.



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