



# Everest Group PEAK Matrix<sup>®</sup> for Life Sciences Digital Services Provider 2022

Focus on Wipro  
September 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 services 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

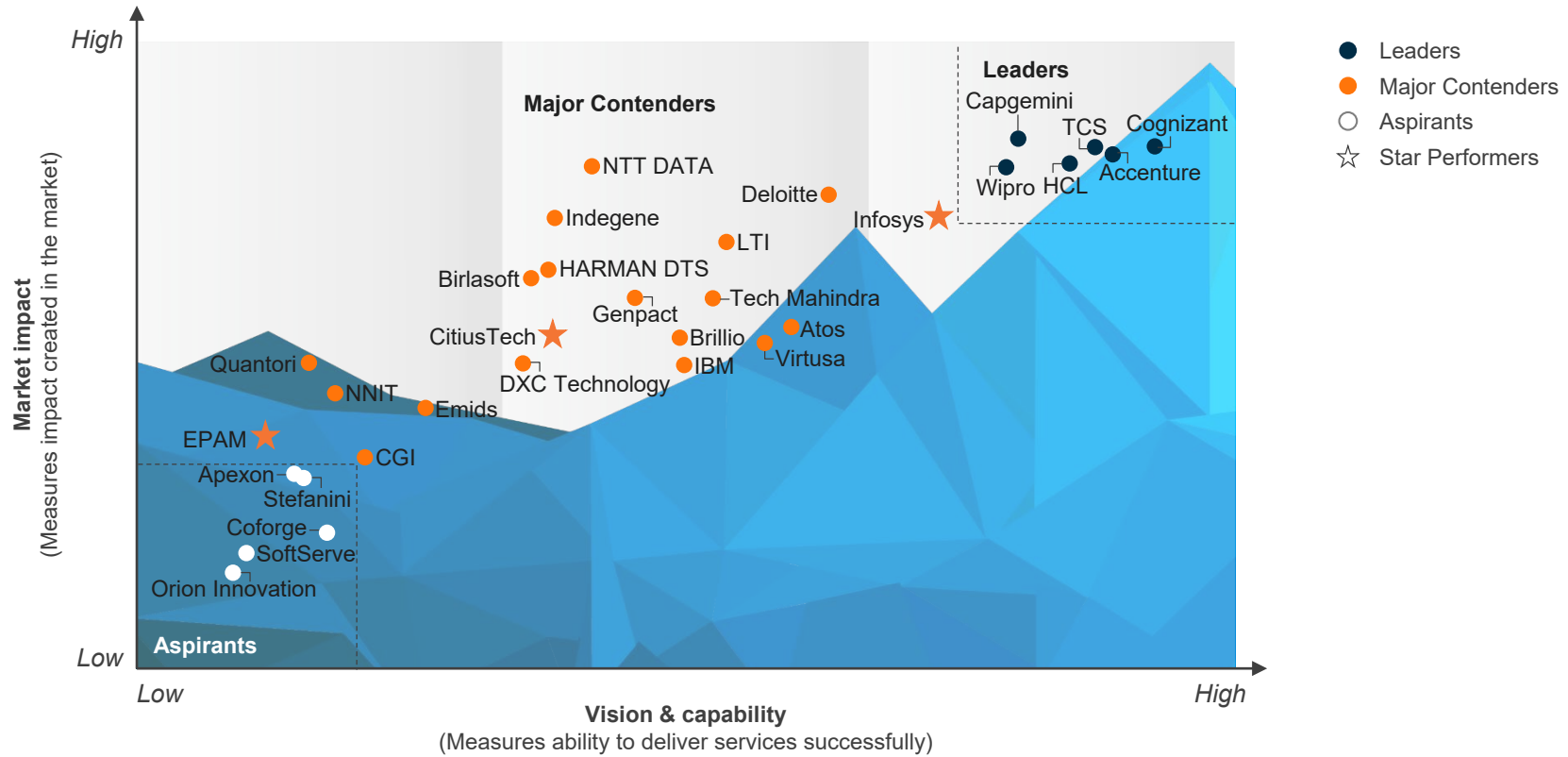
- Aspirants have a dedicated focus on capturing the relatively less competitive small and mid-sized buyer segment
- These players are making selective bets in selecting focus area(s) within the broader life sciences domain to expand their digital capabilities and capture market share
- Therefore, they 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 | Wipro positioned as Leader



Everest Group Life Sciences Digital Services PEAK Matrix® Assessment 2022<sup>1,2</sup>



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)

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

## Overview

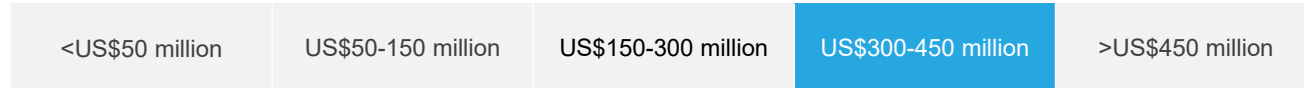
### Company mission/vision statement

Wipro's life sciences vision is to provide digital services to pharma and device clients' and be an innovation and transformation partner of choice to address long-standing business and operational challenges while meeting the urgent needs of the day. It wants to accelerate discovery and development of new drugs in therapeutic areas with great unmet needs such as oncology, immunology, and vaccines and improve health outcomes for patients that need new medical treatments, medical devices, and/or digital services to prevent and control chronic conditions such as diabetes, hypertension, renal disease, and congestive heart failure.

### Overview of the client base

Wipro engages with 8 of the top 10 pharma/biotech organizations, 2 of the top 3 generic companies, and 9 of the top 10 medical device organizations

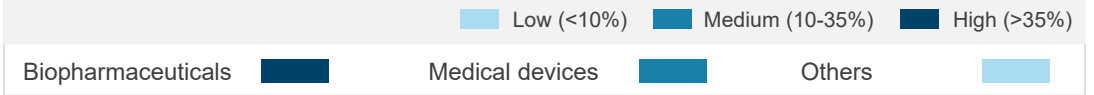
### Life sciences digital services revenue



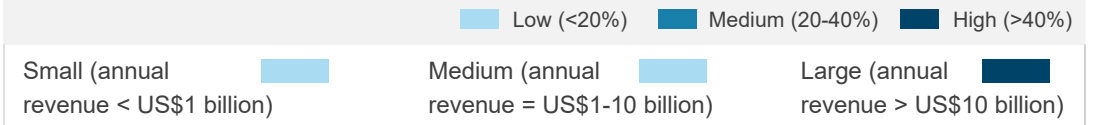
### Scope of digital services

Big data and analytics, blockchain, cloud, cognitive computing, and data integration from multiple sources including IoT devices, mobility, social, and digital UX

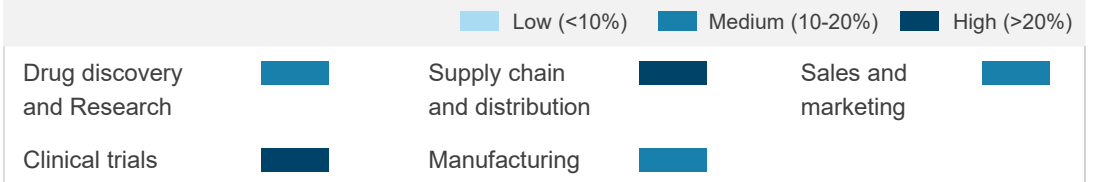
### Revenue by line of business<sup>1</sup>



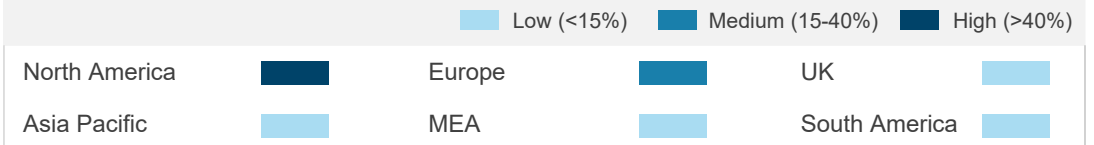
### Revenue by buyer size<sup>1</sup>



### Revenue by value chain element<sup>1</sup>



### Revenue by geography<sup>1</sup>



<sup>1</sup> All the revenue components add up to a total of 100%

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

## Case studies

NOT EXHAUSTIVE

<b>Case study 1</b>	<p><b>Problem statement</b> Enabling an AI/ML/cognitive technologies-based feasibility platform to ensure feasibility evaluations</p>
<p><b>Business challenge</b> A US-based pharmaceutical &amp; medical devices manufacturer was looking for AI/ML/cognitive technologies-based feasibility platform to enable data-driven decision on <b>go or no go</b> by benchmarking, feasibility, and survey analysis of harmonized internal and external data.</p> <p><b>Solution and impact</b></p> <ul style="list-style-type: none"> <li>• Wipro provided next-generation and cognitive technologies-based data-driven, device agnostic, clinical trial feasibility platform solution that can be leveraged by multiple clinical development stakeholders such as business leaders, data scientists, feasibility managers, and external users to accelerate clinical trial operations with enhanced user experience</li> <li>• Reduced IND/NDA rejections, early trial registration</li> <li>• Reduced nonperforming site/investigators, increased data quality</li> <li>• Reduced CRA costs and time to market cost</li> </ul>	

<b>Case study 2</b>	<p><b>Problem statement</b> Designing and developing home monitor for cardiac implant</p>
<p><b>Business challenge</b> An Ireland-based large medical technology development company wanted to design and develop home monitor for cardiac implant and at the same time meet cost reduction target, undertake customization of embedded platform integration of custom platform services, initiate a technologies feasibility analysis, and the selection of optimal solution apart from porting/migration issues.</p> <p><b>Solution and impact</b></p> <ul style="list-style-type: none"> <li>• Used existing off-the-shelf embedded Linux platform Montavista Linux (MVL). Removed all components that were not required from base line MVL platform. DBUS based Inter Process Communication (IPC) between custom services. Rapid prototyping &amp; benchmarking. Enabled identification of platform differences between MVL and Android platforms &amp; rapid prototyping to resolve those differences. Architecture on Linux platform, HW (ARM A8), SW implementation, ASIC development for RF front end, verification, support for validation, transition to manufacturing</li> <li>• Reduced cost of old monitor to new monitor to virtual solutions</li> <li>• Successfully demonstrated the home monitor functionality on the functionality on the Android phone (ICS 4.0)</li> <li>• Saved LMB cost</li> </ul>	

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

## Digital frameworks

NOT EXHAUSTIVE

### Consultative frameworks (representative list)

Framework	Details
AssureNXT	AssureNXT is a next-generation QA, testing & validation services delivery framework, designed to ensure business applications resiliency through highly automated processes, analytics, and end-to-end collaboration in a stand-alone or integrated manner.
Data-driven Investigator / Clinical Trial Feasibility Solution	Cognitive technologies, advanced analytics, and ontology-based harmonization of investigators data across databases with common data elements, to provide insights on feasibility of the study across different geographies, identification and selection of right investigators, and improve the patient identification and recruitment.
Wipro Smart Track Digital Supply Chain & Anti Counterfeiting Platform	A digital framework enabled platform to drive real-time visibility of supply chain network and monitor cold chain and counterfeit attempts to ensure patient safety and brand protection. The digital platform is built ground up on OT, Blockchain and cloud technologies.

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

## Proprietary solutions

NOT EXHAUSTIVE

### Proprietary solutions for life sciences digital services (representative list)

Solution / accelerator name	Value chain	Details
Digital Integrated Clinical Enterprise (DICE)	Clinical and pre-clinical trials	Virtual Trials driven by AI, advanced data analytics, and digital technologies
Talospace	Clinical and preclinical trials, Pharmacovigilance	Validated platform to support both pharma as well as medical devices value chain. It has integrated literature search/analysis capabilities through acquisition of Springer Nature. Thus, provides services to 15+ life sciences clients.
Digital Connected Health Platform	Across the value chain	To enable connected health ecosystem for patient engagement / access / reimbursement support to improve the health outcome/increase access of the drug/provide support to patients and drive value-based care: Enable transition to value-based care for payors, provider, and life science companies
Wipro Smart Track Digital Supply Chain & Anti Counterfeiting Platform	Manufacturing, Supply Chain	A digital platform to drive real-time visibility of supply chain network and monitor cold chain and counterfeit attempts to ensure patient safety and brand protection. The digital platform is built ground up on IOT, blockchain, and cloud technologies.
Data-driven Clinical Trials Feasibility Platform	Clinical and pre-clinical trials	Cognitive technologies, advanced analytics, and ontology-based harmonization of investigators data across databases with common data elements, to provide insights on feasibility of the study across different geographies, identification and selection of right investigators, and improve the patient identification and recruitment.
HOLMES (AI and ML)	Across the value chain	Proprietary platforms for data discovery and text analytics, Wipro Assure Health, Wipro Assure Care, and Home Care.
Medical Image Segmentation	R&D and Clinical	It helps with classifying medical image and identifying body parts and disease using clustering techniques.



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

### Key events

NOT EXHAUSTIVE

#### Key events (representative list)

Event name	Type of event	Details
LeanSwift (2022)	Acquisition	Announced acquisition of LeanSwift, US headquartered system integrator of Infor Products to invest and expand its cloud transformation business through Wipro FullStride Cloud Services. The combined entity will provide Wipro an edge in key transformation deals, especially in the manufacturing and distribution sectors.
Edgile (2022)	Acquisition	Announced acquisition of Edgile, a transformational cybersecurity consulting provider to expands Wipro's capabilities in strategic cybersecurity.
Pandorum (2022)	Partnership	Partnered with Pandorum, a biotechnology company to develop technologies that reduce the time to market period and improve patient outcomes during R&D and clinical trials of regenerative medicine.
TrackWise (2021)	Alliance	Collaborated with TrackWise Sparta systems – providing comprehensive suite of Quality Management Solutions for the life Sciences.
Veeva (2021)	Alliance	Collaborate with Veeva certified practitioners to support leading Veeva Vault Platform/ Suite rollouts QualityDocs , RegulatoryOne, Clinical Suite, Medcomms & Promomats.
Transcell (2021)	Partnership	Partnered with Transcell Oncologics to transform vaccine safety assessment using augmented intelligence (AI).
Ampion (2021)	Acquisition	Acquired Ampion, an Australian provider of cyber security, DevOps and quality engineering services.
Capco (2021)	Acquisition	Acquired Capco, a business and technology management consultancy firm, to help Wipro strengthen life sciences strategic consulting capability.
4C (2021)	Acquisition	Acquired 4C, a customer-centric consultancy in Europe and the Middle East, which has capabilities across multiple Salesforce clouds and specializes in transforming quote-to-cash processes with Salesforce's Configure, Price, Quote (CPQ) and billing solutions.
PARI (2020)	Acquisition	Acquired PARI, a leading provider of turnkey solutions in industrial automation and robotic automation.

# Wipro | life sciences digital services profile (page 6 of 6)

## Everest Group assessment – Leader

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

### Strengths

- Wipro has a good portfolio of life sciences-focused solutions including tools, accelerators, and platforms (e.g., Wipro NeuroSAFE, Smart Track, Talosafe, and DICE), which are well-recognized and appreciated in the industry
- It has invested in making, both domain-specific and technology-focused acquisitions (IVIA, Capco, Ampion, 4C, and LeanSwift) and partnerships (Transcell, Innovaccer, and 4baseCare) to expand its life sciences digital service delivery capabilities
- It has strengthened its innovation capabilities (existing innovation labs and vertical-specific CoEs) with co-innovation and partnership initiatives with start-ups and academia
- It has a strategic focus on expanding MedTech-focused domain expertise by building on its industrial engineering, connected healthcare (IoMT), and medical device supply chain expertise
- Clients cite technology-led execution-focused approach and timely delivery of complex, digital transformation engagements as Wipro’s strengths

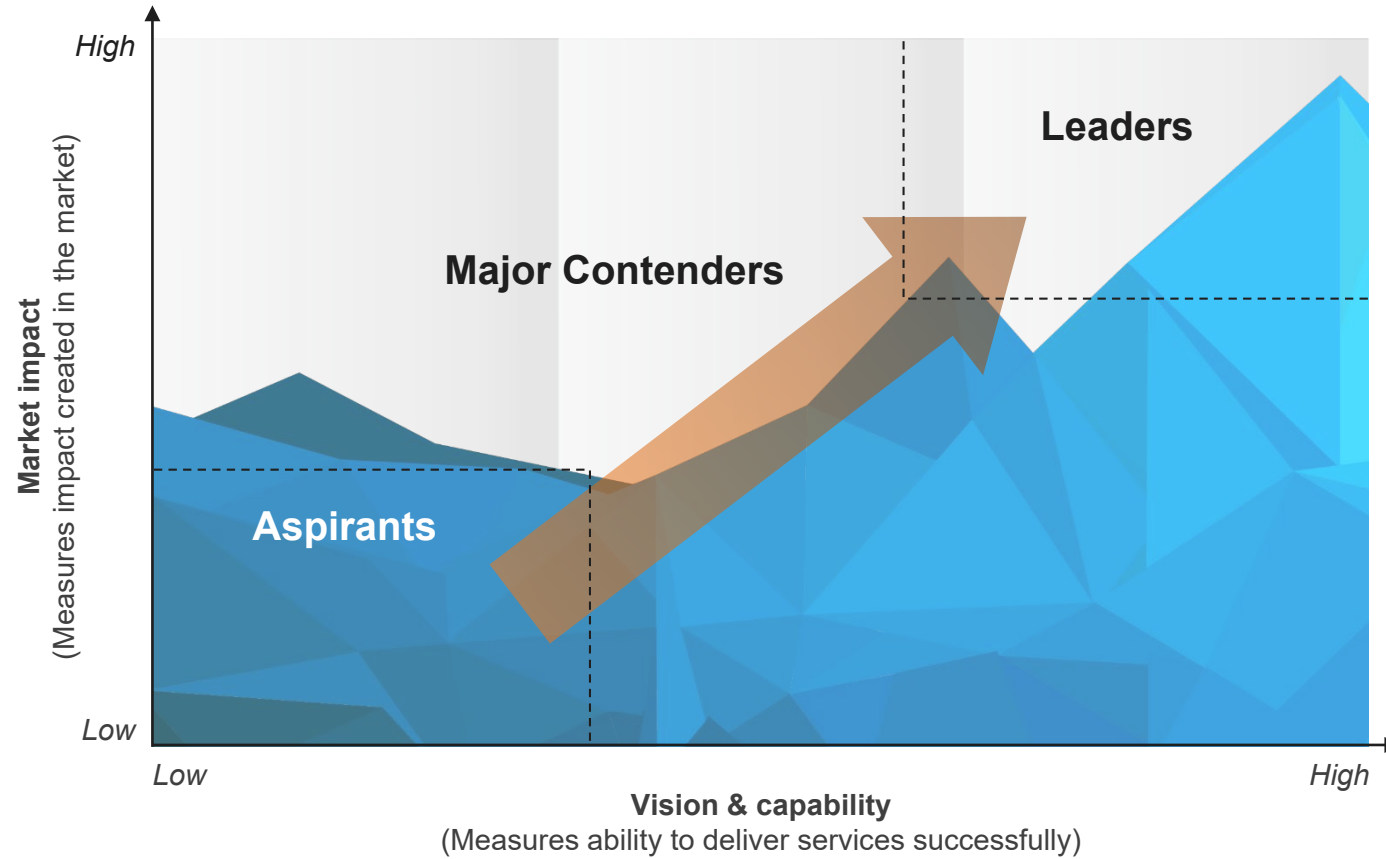
### Limitations

- Wipro should leverage its innovation labs and vertical-specific CoEs to develop more solutions in emerging areas such as digital surgery, and digital twin, hence expand vertical-specific solutions, especially in manufacturing and sales & marketing
- Clients expect Wipro to proactively identify improvement avenues and recommend relevant innovative solutions, thereby engaging as a strategic partner more regularly
- While clients appreciate its focus on pitching solutions in emerging areas, they expect Wipro to offer flexible engagement options such as co-innovation and outcome-based pricing in these engagements
- Although clients cite timeliness as Wipro’s strength, they have highlighted the need for better talent management in terms of timely onboarding of relevant project leaders on select occasions

# Appendix

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

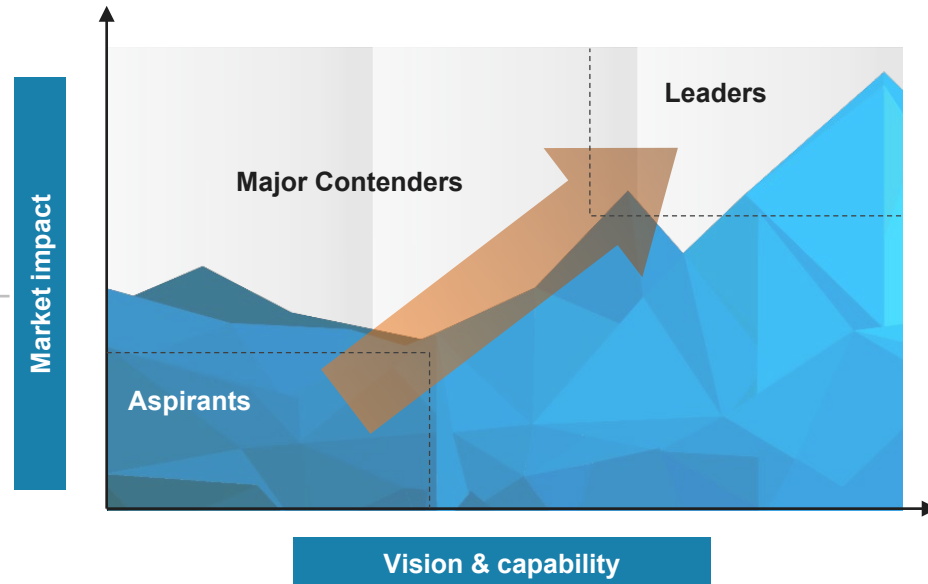
Everest Group PEAK Matrix



# 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



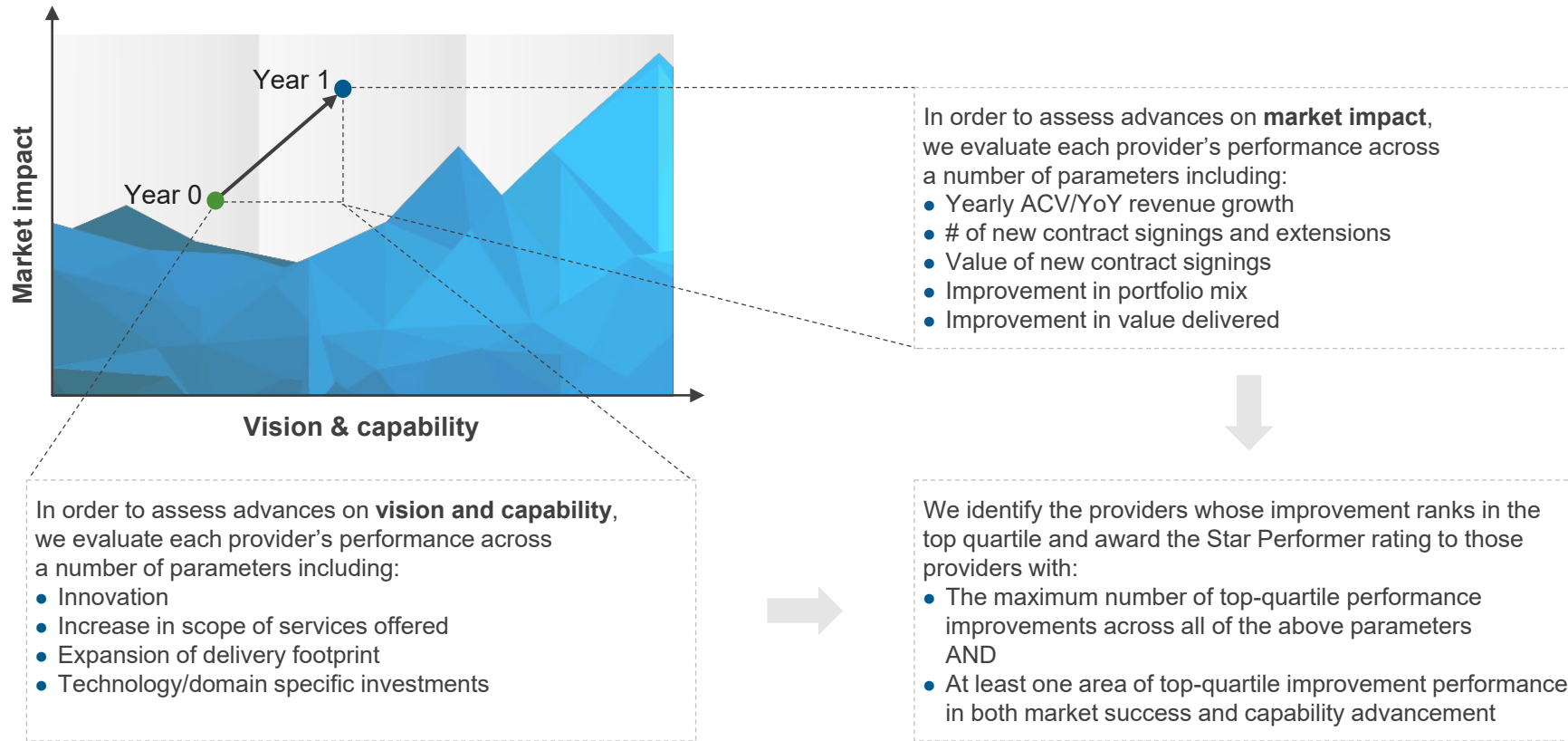
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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](http://www.everestgrp.com).

## Stay connected

### Website

[everestgrp.com](http://everestgrp.com)

### Social Media

 @EverestGroup

 @Everest Group

 @Everest Group

 @Everest Group

### Blog

[everestgrp.com/blog](http://everestgrp.com/blog)

### Dallas (Headquarters)

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-214-451-3000

### Bangalore

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-80-61463500

### Delhi

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-124-496-1000

### London

[unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com)  
+44-207-129-1318

### Toronto

[canada@everestgrp.com](mailto:canada@everestgrp.com)  
+1-647-557-3475

*This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.*