



Everest Group Life Sciences Enterprise Platform Services PEAK Matrix® Assessment 2025

Focus on Zensar

July 2025



Introduction

Over the past few years, the life sciences industry has accelerated its digital transformation journey, driven by the need for greater agility, patient-centricity, and regulatory compliance. Enterprise platforms such as SAP, Oracle, and Salesforce have evolved from traditional Systems of Record (SoRs) to strategic enablers supporting Research and Development (R&D) innovation, supply chain resilience, and commercial excellence. Today, cloud adoption, data-driven decision-making, and intelligent automation are emerging as critical levers of enterprise transformation.

Despite the growing momentum, many life sciences enterprises continue to operate with fragmented legacy systems, limiting their ability to drive integrated, insights-led operations. As the industry transitions to next-generation enterprise platforms, key challenges persist, including complex migrations from legacy ERP/CRM systems, balancing global standardization with local compliance, and ensuring interoperability across clinical, manufacturing, and commercial functions.

To meet the evolving needs of life sciences enterprises, service providers are investing in industry-specific solutions and accelerators to simplify migrations and expedite deployments. They are building compliance-driven architectures tailored to GxP, General Data Protection Regulation (GDPR), and other

regulatory needs, while scaling expertise across SAP, Oracle, and Salesforce platforms. In parallel, they are expanding their AI/ML and automation capabilities to enable intelligent operations, positioning themselves as end-to-end transformation partners in an increasingly complex digital landscape.

In the report, we present an assessment of 20 life sciences enterprise platform service providers. The providers are mapped on the Everest Group [Life Sciences Enterprise Platform Services PEAK Matrix® Assessment 2025](#), which is a composite index of a range of distinct metrics related to a provider's capability and market impact.

The full report includes the profiles of the following 20 leading life sciences enterprise platform service providers featured on the Life Sciences Enterprise Platform Services PEAK Matrix:

- **Leaders:** Accenture, Cognizant, Deloitte, IBM, Infosys, and TCS
- **Major Contenders:** Atos, Birlasoft, Capgemini, Customertimes, HCLTech, LTIMindtree, NTT DATA, Tech Mahindra, Tenthpin, Wipro, and Zensar
- **Aspirants:** Jade Global, Navigator Business Solutions, and Peloton Consulting Group

Scope of this report

Geography: global

Industry: market activity and investments of 20 leading enterprise platform service providers

Services: Life Sciences Enterprise Platform Services

Life Sciences Enterprise Platform Services PEAK Matrix® characteristics

Leaders

Accenture, Cognizant, Deloitte, IBM, Infosys, and TCS

- Leaders are characterized by their ability to execute large-scale, complex, and end-to-end transformation programs across SAP, Oracle, and Salesforce within the life sciences industry. They offer a full spectrum of services, from advisory to implementation, and ongoing support, and are often perceived by clients as strategic or consultative partners
- These providers bring a combination of life sciences-specific IP, strong global delivery networks, and a large, certified talent base across both onshore and offshore locations. Some have further strengthened their capabilities through targeted acquisitions and have built a robust partner ecosystem, especially in areas such as AI and generative AI. Their maturity is also reflected in their recognition and certifications across the three platforms, with several receiving industry and partner awards

Major Contenders

Atos, Birlasoft, Capgemini, Customertimes, HCLTech, LTIMindtree, NTT DATA, Tech Mahindra, Tenthpin, Wipro, and Zensar

- Major Contenders have demonstrated the ability to deliver enterprise platform services at scale, with strengths primarily concentrated in one or two platforms, though several are actively expanding capabilities across the third. While many have proven delivery experience and life sciences specificity, especially in the form of differentiated case studies or domain-aligned offerings, this remains limited for some. These providers are generally regarded as strong implementation partners, with opportunities to deepen their role through more advisory-led engagements
- A few players are already mature platform partners, recognized through certifications, awards, and strong global delivery, while others are still building vertical depth. However, across the board, providers are investing in industry solutions, growing certifications, and strengthening delivery and partnerships

Aspirants

Jade Global, Navigator Business Solutions, and Peloton Consulting Group

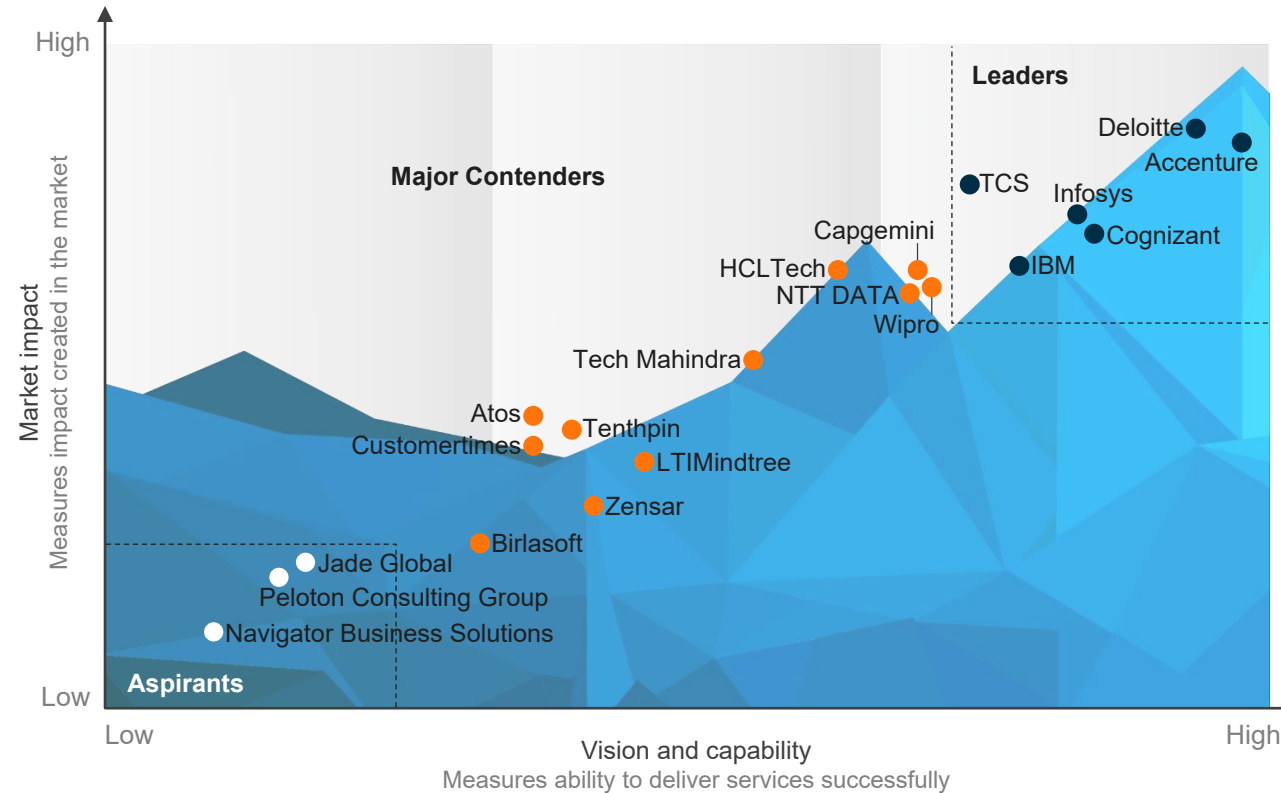
- Aspirants are in the early stages of building their enterprise platform services portfolio for life sciences, with capabilities currently centered around specific geographies, service lines, or platform niches
- These providers are actively investing in certifications, partnerships, and domain talent, while gradually enhancing their credibility in the space. With a focus on selective wins and capability building, Aspirants are working toward becoming more comprehensive transformation partners in the future

Everest Group PEAK Matrix®

Life Sciences Enterprise Platform Services PEAK Matrix® Assessment 2025 | Zensar is positioned as a Major Contender

Everest Group Life Sciences Enterprise Platform Services PEAK Matrix® Assessment 2025¹

- Leaders
- Major Contenders
- Aspirants



¹ Assessments for Accenture, Capgemini, Deloitte, IBM, Jade Global, LTIMindtree, Navigator Business Solutions, Peloton Consulting Group, and Wipro exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with enterprise buyers; Assessment for Infosys is based on partial primary inputs
Source: Everest Group (2025)

Zensar profile (page 1 of 6)

Overview

Company mission

Zensar is a leading technology solutions company with a strong engineering pedigree. Its vision, to be a leader in business transformation, guides its efforts to drive clients’ success. Through deep engineering expertise, innovative solutions, and a collaborative approach, it powers clients to achieve their goals and unlock new growth opportunities.

Website: www.zensar.com

Overview of the client base

Zensar’s healthcare and life sciences technology solutions cater to patient safety, clinical operations, hospital management, pharmaceutical research, biotechnology, and other areas within the healthcare ecosystem. Zensar has partnerships with 20+ global pharmaceutical clients, and leading medical device companies.

Life sciences enterprise platform services revenue mix

● N/A (0%) ● Low (1-20%) ● Medium (20-40%) ● High (>40%)

By geography

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

By business lines

● Pharmaceutical	● Medical devices	● Consumer health
● Crop sciences	● Animal health	● Others

By buyer size

● Small (annual client revenue <US\$1 billion)	● Midsize (annual client revenue US\$1-5 billion)	● Large (annual client revenue >US\$5 billion)
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Zensar profile (page 2 of 6)

Case studies

CASE STUDY 1

Enabling e-commerce for a US-based medical device major

Business challenge

The client's existing e-commerce site could not handle the fast-evolving requirements. There were multiple manual interventions in the sales process. The client needed something that could seamlessly scale on demand in geographies other than North America, such as APAC and EMEA, and integrate with its different technologies. Furthermore, the client's global operations meant the system had to ensure compliance with regional regulations

Solution

The project delivered an alpha release within 16 weeks from the program's start, enabling the client's Australian and New Zealand customers to access the new eStore portal ahead of schedule. To enhance the user experience, Salesforce Einstein-powered product recommendations were implemented for more accurate offerings. The eStore was seamlessly integrated with existing business processes, including Oracle ERP, Vertex, Mulesoft/Marketo, and fulfillment and email systems. Additionally, a central repository was created to manage and administer products, descriptions, pricing, and other essential data. Ensuring compliance with regional taxation requirements was also a key focus, supporting the client's global operations.

Impact

- Sped up client's financial close cycle by 60%
- Improved inventory turnover by 25%

CASE STUDY 2

Leveraging SAP for efficiency and growth for a pharmaceutical enterprise

Business challenge

The client set out to provide affordable generic medicines while meeting the high standards of the pharmaceutical sector. Achieving this required addressing a range of operational challenges, particularly around regulatory compliance and coordination with the parent organization. To meet these demands, the client undertook transformation of key business functions including sales and distribution, materials management, finance, and controlling, using technology to improve efficiency and ensure alignment with industry requirements.

Solution

Zensar's solution was to use SAP S/4HANA as the foundation for the future with new business process blueprints in place. Within four months, Zensar implemented SAP across the client's enterprise functions, including finance, controlling, materials management, sales, and distribution. This implementation helped improve operations and business processes for the client, while streamlining the integration of specialized applications as a part of financial processing. Zensar's SAP pre-configured pharma-specific solution that embedded accelerators and frameworks catering to industry-specific processes, compliance, and regulatory requirements, and bought in customized reporting capabilities.

Impact

- Up to 50 percent reduction in manual efforts with process automation
- Insights into operational use due to early release, deployment learnings, and increased online adoption, which de-risked the primary eStore release that followed
- Better preparedness for future global releases with knowledge gained from the early release
- Insights for customers for building deeper client relationships

Zensar profile (page 3 of 6)

Frameworks

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Consultative frameworks

Framework	Details
Salesforce CoE Playbook	It is a consultative governance framework that institutionalizes delivery standards, reusable solution components, agile pod-based delivery, and DevOps practices across all Salesforce Cloud implementations.
ZenCORE Assessment Framework (SAP/Oracle)	It is a reverse engineering and transition planning framework that helps clients assess legacy SAP and Oracle environments and define cloud migration roadmaps with lower risk and faster timelines.
Cloud RAFT+ for Oracle SaaS	It is a consultative transformation framework that enables rapid assessment and planning for migrating on-prem Oracle ERP workloads to Oracle SaaS Cloud, using pre-built utilities and cost-ROI models.
CX Experience Framework	It is a design-led consultative framework that enhances Salesforce Experience Cloud implementations by applying CX principles, UI/UX design standards, and user journey mapping tailored to industry use cases.

Zensar profile (page 4 of 6)

Offerings

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Proprietary solutions – such as IP, platforms, accelerators, and tools

Solution	Details
ZenLife (SAP)	This solution uses the capabilities within SAP HANA to streamline operations, facilitate innovation, and run business in real time.
ZERP (SAP)	This solution helps in automation of managed services activities.
ZenAssess	The solution helps in automation of implementation activities

Zensar profile (page 5 of 6)

Recent developments

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]


Key events










Event name	Type of event	Year	Details
BridgeView Life Sciences (Salesforce)	Acquisition	2024	Zensar acquires BridgeView Life Sciences to boost healthcare and life sciences focus
Award	Recognition	2024	Zensar recognized for Excellence in Learning and Development <ul style="list-style-type: none">Best Digital Learning Initiative at the 17th Edition of the Future of L&D Summit & Awards 2024Best Soft Skill Development Program (Bronze) at the 3rd Edition of the ETHRWORLD Future Skills Awards 2024, by The Economic Times
New Learning Academy (Salesforce, Oracle)	Learning and development	2023	Zensar unveils its new Learning Academy in Pune

Note: Recent developments include key events from 2023

Zensar profile (page 6 of 6)

Everest Group assessment – Major Contender

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

- Zensar’s SAP offering for life sciences, ZenLife, reflects its focus on industry-specific needs, backed by strong domain expertise, technical delivery, and operational agility
- Through its acquisition of BridgeView Life Sciences, Zensar has bolstered its capabilities in delivering end-to-end Salesforce services tailored to life sciences clients. Its offshore-heavy model and cost-effective delivery structure are considered well-suited for engagements in the SMB client segment
- It is recognized for its strong execution capabilities across Oracle Cloud implementations, noted for its professional approach, access to skilled resources, and adherence to development best practices

Limitations

- Zensar is primarily positioned as a delivery-focused provider, with limited visibility in consulting-led or strategic advisory engagements
- The firm’s geographic presence is more concentrated in North America and Europe, with opportunities to expand its footprint in other key global regions
- There is room to take a more proactive role in guiding the direction of solutions and enabling risk identification at a broader, programmatic level
- The current client mix is weighted toward SMBs, presenting an opportunity to scale engagements with larger, more complex enterprises

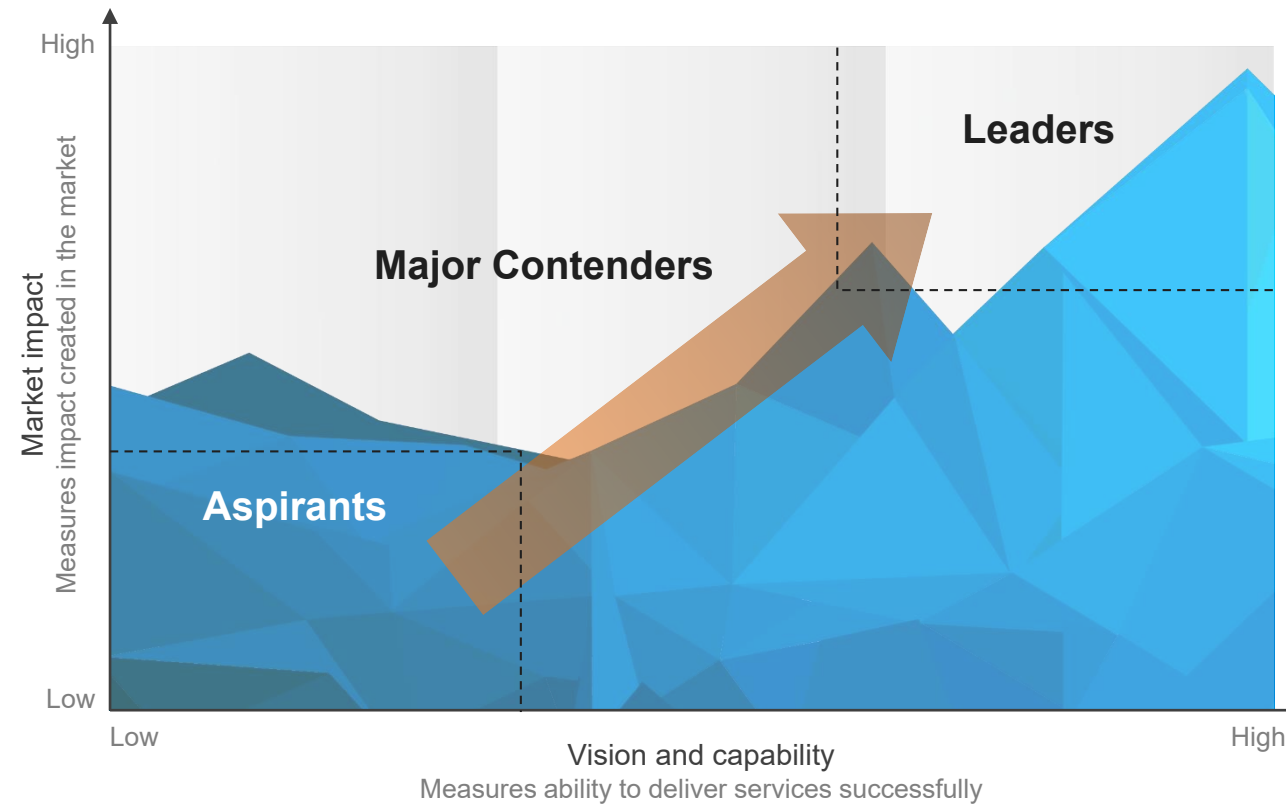
Appendix

PEAK Matrix® framework

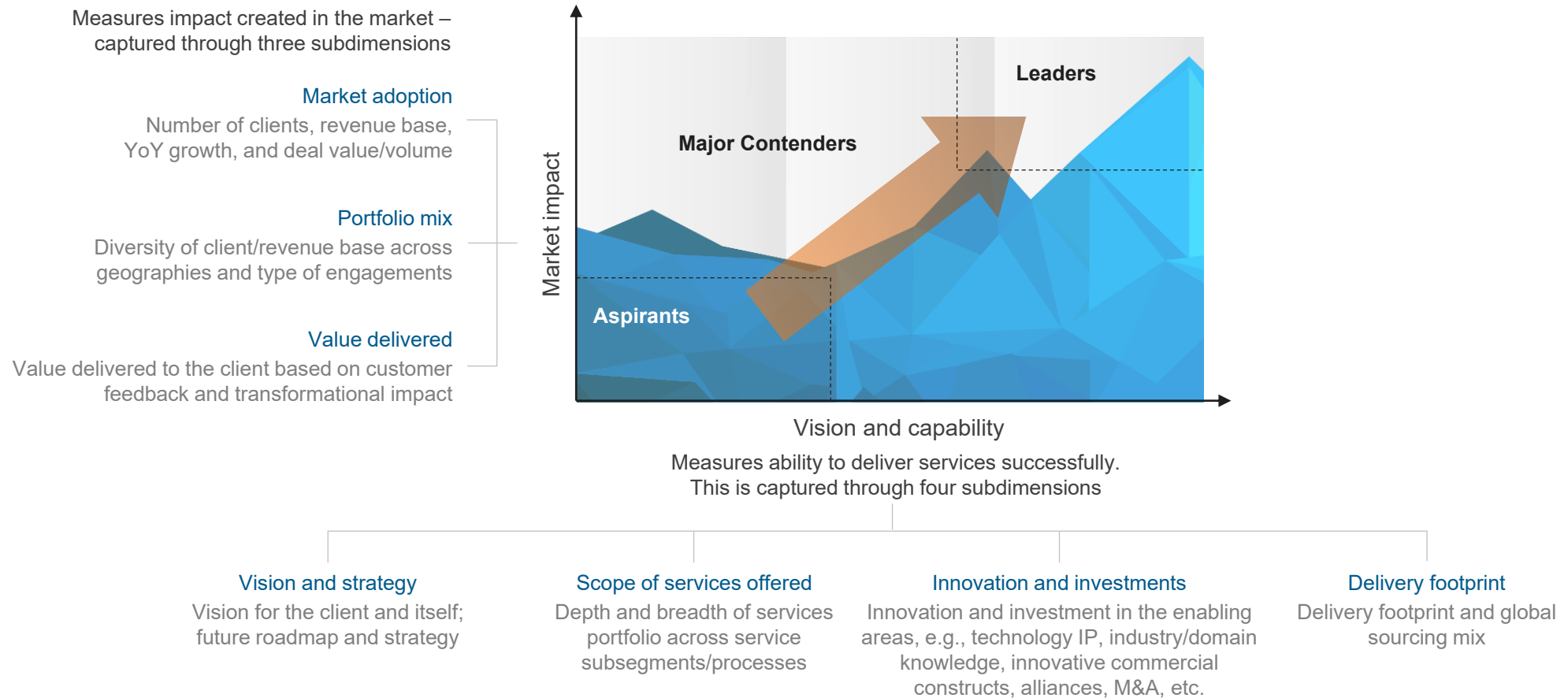
FAQs

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

Everest Group PEAK Matrix®



Services PEAK Matrix® evaluation dimensions



FAQs

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

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

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

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

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

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

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

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

For providers

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

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

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

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

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

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

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

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