

# Life Sciences Commercial Analytics & AI Trailblazers

**Focus on ACTO**  
October 2022



## Background of the research

- Life sciences commercial analytics & AI solutions can be described as those that help sales and marketing teams analyze large-scale unstructured data into datasets, and harness proprietary, cognitive capabilities to provide real-time insights around customer data management, customer engagement, and field sales effectiveness improvement among many others
- Life sciences enterprises are actively investing in transforming their commercial operations to meet their business demands. Industry-agnostic technologies in the commercial space lack the real-time or data integration capabilities specific to the life sciences domain (that analytics & AI solutions offer), due to which enterprises find it difficult to achieve visibility over various stakeholders in the life sciences commercial landscape, and fail to attain the best value for their commercialization efforts
- Recognizing this opportunity, multiple analytics & AI start-ups with a focus on transforming life sciences commercial operations have emerged over the past decade. These start-ups are constantly innovating to provide agile, scalable, and easily integrable out-of-the-box solutions, which focus on delivering deep insights, prescriptive suggestions, and precision forecasting
- In this research, we present an assessment of start-ups that offer proprietary life sciences commercial analytics & AI solutions, primarily focusing on their core capabilities and market impact. We present an assessment and detailed profiles of leading life sciences commercial analytics & AI start-ups
- The assessment is based on secondary research and analysis. It is based on Everest Group's ongoing tracking of exponential technology companies including start-ups

### Scope of this report



**Geography**  
Global



**Industry**  
Life sciences



**Technology**  
Analytics & AI



**Trailblazers**  
Seven leading life sciences commercial analytics & AI start-ups

## Introduction and overview

Everest Group recently released its report titled [Life Sciences Commercial Analytics & AI Trailblazers: Top Seven Start-ups Creating A Buzz in The Life Sciences Commercial Technology Landscape](#), where present an assessment of start-ups that offer proprietary life sciences commercial analytics & AI solutions, primarily focusing on their core capabilities and market impact

Based on the analysis, **ACTO was named a Trailblazer**. This document highlights **ACTO's** experience and capabilities in the life sciences commercial analytics & AI market.

Buyers can use the full report to identify and evaluate leading start-ups in life sciences commercial analytics & AI space. It helps them understand the vendors' relative strengths and gaps. However, it is also important to note that while the report is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements and match them against vendor capability for an ideal fit.

# Commercial analytics and AI for life sciences | scope of research



Advanced analytics and next-generation services	BI & visualization	Enterprise data management
<ul style="list-style-type: none"><li>• Life sciences-specific commercial analytics use cases</li><li>• Predictive and prescriptive analytics</li><li>• Cognitive tools (NLP/NLG, AR/VR, computer vision, etc.)</li><li>• Recommendation engines</li><li>• AI/ML and deep learning</li><li>• Big data, IoT, and edge analytics</li><li>• Next-Best-Action (NBA) support</li></ul>	<ul style="list-style-type: none"><li>• Implementation and management of all BI tools</li><li>• Collaborative BI</li><li>• Dashboarding/reporting and customization</li><li>• Self-serve BI</li><li>• Canned reports</li><li>• Mobile BI</li></ul>	<ul style="list-style-type: none"><li>• Data discovery, ingestion, and transformation tools</li><li>• Data warehousing and data lakes</li><li>• Master data management tools/platforms</li><li>• Metadata management</li><li>• Data cataloging</li><li>• Data quality assurance</li></ul>

**Artificial Intelligence (AI):** the ability of a machine to perform cognitive functions (the process of acquiring knowledge and understanding through thought, experience, and senses) and replicate the functioning of the human brain

**Analytics:** the process of collecting, analyzing, and ultimately acting upon data gathered from a wide range of available digital sources

**After a detailed assessment of 47 start-ups, 17 emerged as those with high potential**

ACTO

AKTANA

aviso

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people.ai

tact.ai

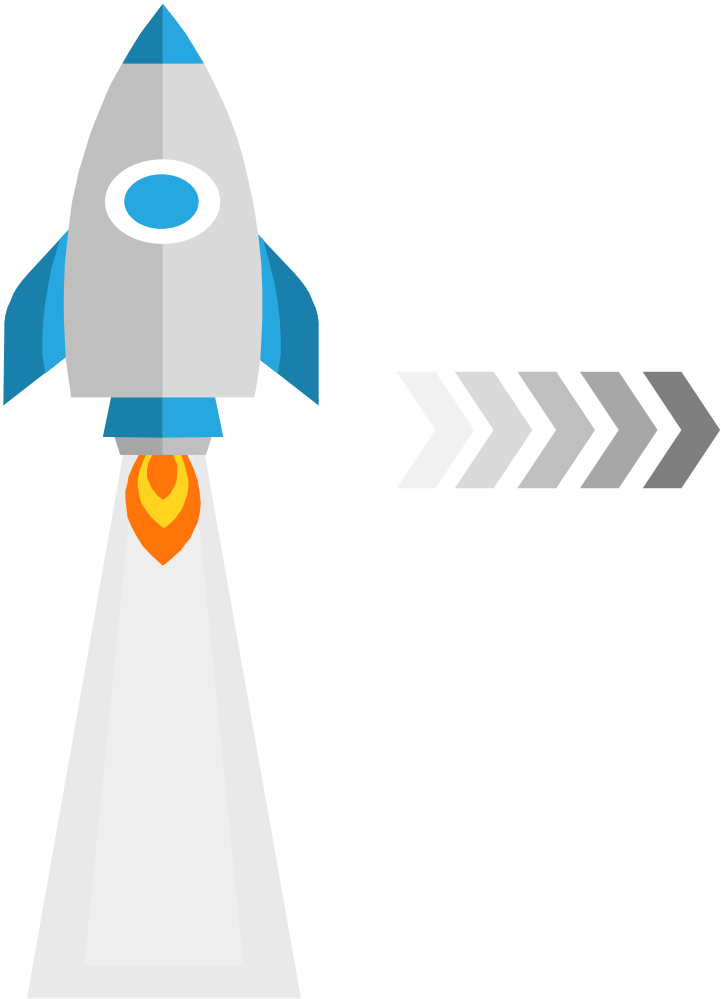
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**Seven of the shortlisted 17 high-potential start-ups were identified as trailblazers after an in-depth dimensional analysis**



Seven start-ups identified as trailblazers

ACTO

AKTANA



360

OKRA.ai

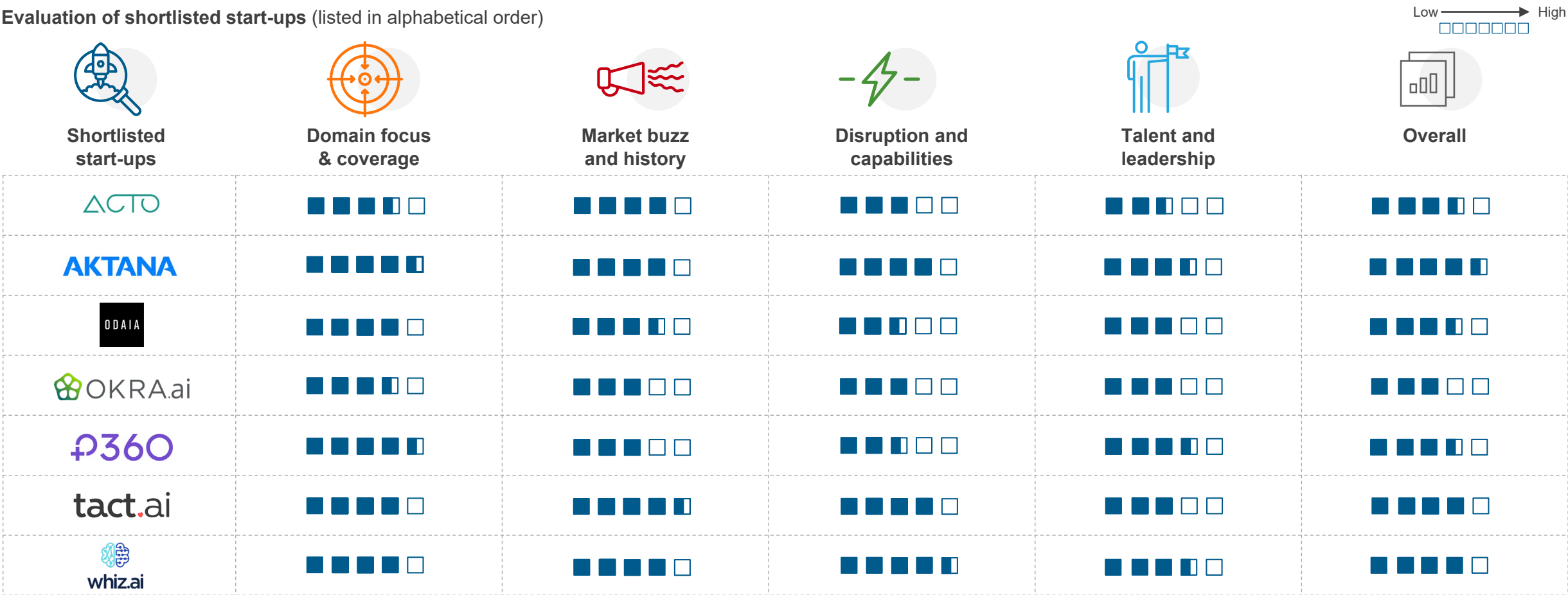
tact.ai



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# Life sciences commercial analytics & AI trailblazers | leader board

Evaluation of shortlisted start-ups (listed in alphabetical order)



Note: All the ratings are relative to the shortlisted trailblazers  
Source: Everest Group (2022)

## ACTO

SaaS platform for life sciences stakeholder training and learning management for commercial operations; offers intelligent content management and life sciences-specific conversational assistant for learning support

### Company overview

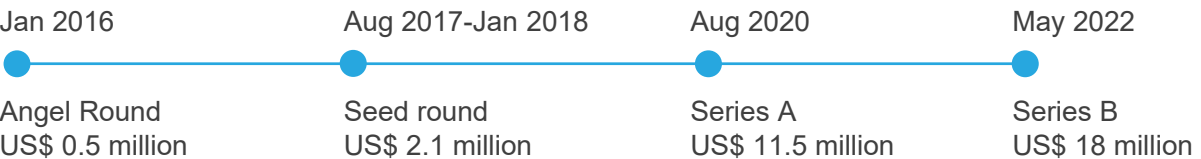
- ACTO provides an AI-powered SaaS platform to life sciences enterprises (biopharmaceutical and MedTech) for learning and education management across multiple stakeholder groups ranging from sales representatives to Medical Science Liaisons (MSLs)
- It aims at providing end-to-end learning support in an interactive and efficient manner by leveraging AI and ML tools such as conversational assistant, learning content management, and content analytics

### Fact sheet

Year of incorporation	2014
Key executives	<ul style="list-style-type: none"><li>• Parth Khanna, Chief Executive Officer</li><li>• Kapil Kalra, Chief Customer Officer</li><li>• Kumar Erramilli, Chief Technical Officer</li></ul>
Headquarters	Toronto, Ontario, Canada
Number of employees	100-150

### Investor confidence – estimated total funding of US\$32.1 million

**Key investors:** Resolve Growth Partners and Questa Capital



Source: Everest Group (2022)

Domain focus & coverage	★ ★ ★ ★ ☆
Market buzz and history	★ ★ ★ ★ ☆
Disruption and capabilities	★ ★ ★ ☆ ☆
Talent and leadership	★ ★ ★ ☆ ☆
Overall	★ ★ ★ ★ ☆

### Life sciences commercial offerings

- **Command Center** – a central content management platform to provide life sciences commercial stakeholders, with a one-stop for complete educational content support: strategy, authoring, analytics, and management
- **LAICA** – Life sciences-focused conversational AI assistant that provides sales representatives with on-the-go, hands-free, voice-enabled learning and real-time access to clinical data (research, therapeutic areas, drugs, disease state, etc.). LAICA improves the quality of HCP interactions
- **ACTO mobile app** – AI-enabled mobile application for sales operations management customized for life sciences stakeholders – sales representatives, MSLs, and clinical research associates

### Partnerships

- Salesforce and Veeva – to enable seamless tech-stack integration
- Also offers content agency and content library partnerships

### Recognition and awards

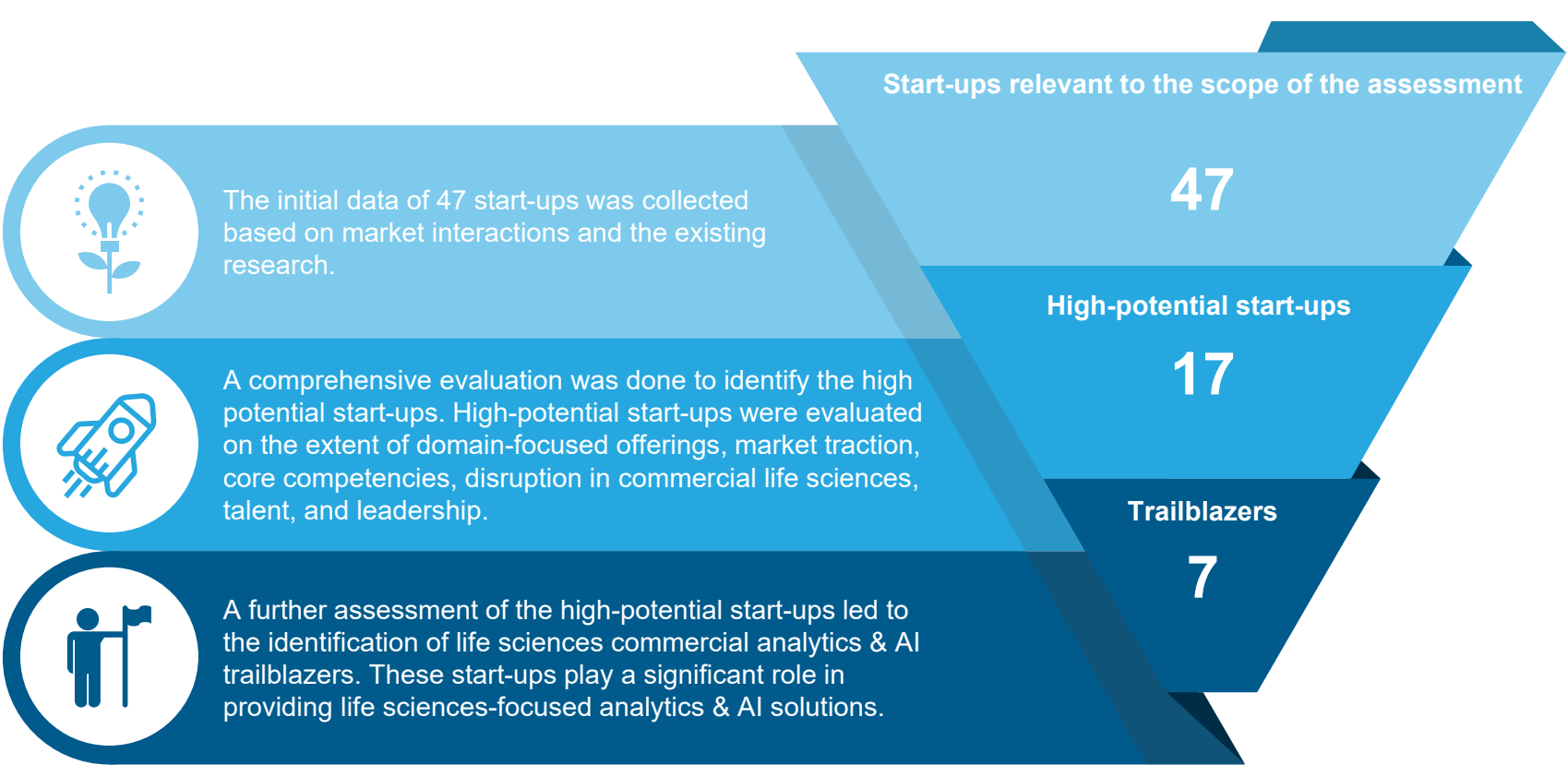
- Was awarded a Gold at Brandon Hall Technology Awards in 2021
- Was awarded the Gold Stevie Award In the Cloud Platform Category at the International Business Awards in 2019



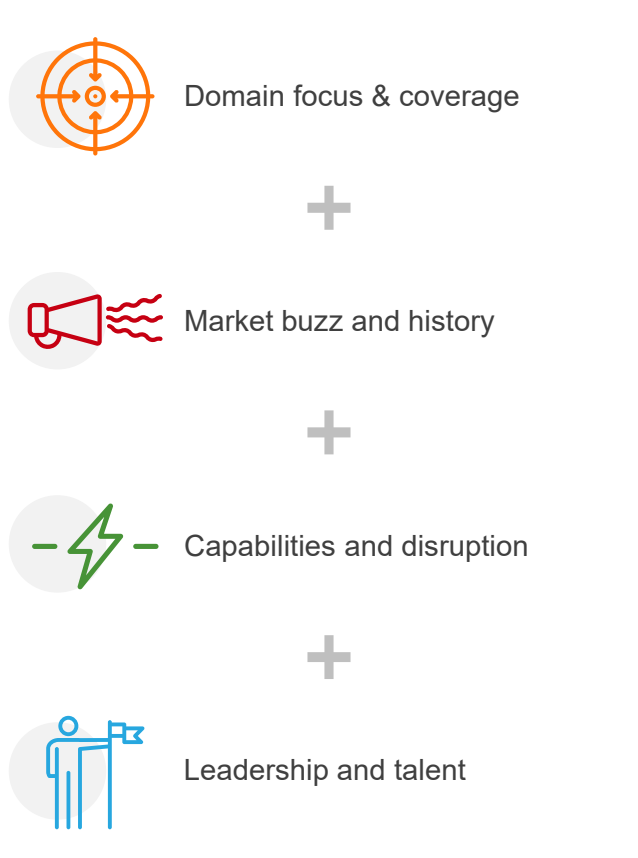
# Appendix

# Everest Group analyzed 47 start-ups on key dimensions to shortlist the top seven life sciences commercial analytics & AI trailblazers

## Approach for prioritizing start-ups



## Dimensions used for prioritizing start-ups



## The start-ups were assessed based on their domain focus, market buzz, capabilities, and human capital

### Domain focus and coverage



- Does the start-up have significant experience in catering to the life sciences industry or is life sciences a major vertical that it caters to?
- Are the start-ups' commercial offerings in line with current trends in the life sciences industry?
- What is the extensivity of commercial functions covered by the analytics and AI offerings?

### Market buzz and history



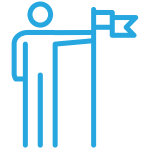
- How is the investor confidence?
- What is the client mix of the start-up like? Does it have clients across different lines of business (pharma, MedTech) and across varied buyer segments (small, midsize, and large)?
- What kind of awards and recognition has the start-up received?

### Capabilities and disruption



- To what extent has the start-up created new/innovative commercial solutions using analytics & AI?
- What is the impact of the solution provided?
- How technologically sophisticated is the solution?
- What is the partnership ecosystem of the start-up like?

### Leadership and talent



- How large and geographically diverse is the workforce?
- How strong and relevant is the leadership cohort (in terms of life sciences and from a technology experience standpoint)?
- What are the recent hiring trends of the start-up?

## FAQs

### **Does the assessment incorporate any subjective criteria?**

Everest Group's assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor inputs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

### **Does the evaluation criteria change over a period of time?**

Trailblazer assessments are designed to serve enterprises' present and future needs of the. 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 as well as serve enterprises' future expectations




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[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)  
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