

Choose the right life sciences intelligence platform

Choosing a platform is about more than features. It's about how easily your teams can use it, how well it fits into your operations and how well it enables you to scale across regions and markets. The right platform should deliver measurable value by accelerating adoption, maximizing team utilization and ensuring that your investment translates into real business outcomes.

Use this checklist to go beyond the brochure and find the platform that will scale with you for the long haul.

What to look for	Questions to ask vendors	Why it matters
What can it do? Core capabilities and enterprise readiness		
☐ A true platform, not just a custom build	Do all clients receive regular platform upgrades and enhancements, or are updates handled separately for each implementation?	A true platform delivers regular enhancements to all clients through shared, versioned releases. When updates are handled separately for each implementation, it leads to delays, inconsistent experiences and missed opportunities to benefit from innovation.
☐ Embedded life sciences intelligence	How is your platform preconfigured for life sciences workflows, best practices and compliance?	Out-of-the-box life sciences-native platforms are built on decades of domain experience, which reduces onboarding time, accelerates time-to-market, improves accuracy and ensures compliance without heavy lifting.
☐ Scalability and performance	Can the platform handle a high volume of data in real time without performance issues? Are there constraints due to Salesforce overlays or legacy architecture?	Global teams need systems that scale without slowing down. If performance degrades with volume, growth becomes a risk. Make sure the platform is cloud-native, enterprise-ready and can handle the data from all the systems you work in.
☐ AI that is embedded and domain-trained	How is AI embedded in your platform? Is it trained on life sciences data and integrated into your workflows? Can it leverage our data?	Generic AI products lack context. Domain-specific AI is built for real-time decisions and regulated environments. It works as a coordinated system in the products you already use and delivers clear insights, smart recommendations and compliant execution—all in one governed environment.
☐ CRM and ecosystem interoperability	Is the platform CRM-agnostic? Can it integrate with any CRM, like Salesforce and Veeva, and with your broader data and analytics stack?	You shouldn't have to rebuild your ecosystem to adopt a platform. Interoperability protects past investments and supports future growth and scale.
☐ Global consistency + local flexibility	Can the platform support global standards while adapting to regional needs?	Pharma operates globally but executes locally. You need centralized governance that supports configurable workflows that drive consistency so local teams can adapt without rebuilding processes.

How will it work for my organization? Setting up for success and sustaining daily agility



Implementation quality and user adoption

How are your implementation and onboarding teams structured? Do business and tech experts work together to guide setup and support adoption?

Success depends on more than going live—it's about how effectively the solution is deployed, adopted and used. Look for a partner that brings strategic expertise and long-term experience in life sciences to drive change and deliver impact while supporting your requirements to operate self-serve or through managed services.



Business user empowerment and operational simplicity

What percentage of changes (workflows, rules, updates) can be made by business users? How easy is it to manage the platform day-to-day without constant vendor or IT support?

A scalable platform should empower business teams to self-configure, govern and operate the system independently with their own development teams or using agentic AI. This reduces cost, accelerates agility and ensures the solution keeps pace with changing business needs.

Will it keep delivering value over time? Driving sustained ROI and strategic evolution



Customer success and enablement

What support is provided beyond go-live? Are there dedicated success teams, roadmap visibility, certifications and peer forums?

Long-term value depends on proactive partnership, not just initial delivery. Having a customer success manager assigned to you ensures continuous adoption of new features and therefore your investment's optimization throughout your journey.



Security and compliance

Is the platform built to meet global privacy and pharma compliance standards?

Security and compliance aren't negotiable in life sciences. Your platform must meet the highest standards—by design.



Flexibility for innovation pilots and co-creation

Can the platform support innovation pilots or co-create new use cases with your team?

The right partner doesn't just meet your needs today, they evolve with you and the needs of the life sciences industry across all brands and markets.

ZAIDYN® is a modular life sciences intelligence platform powered by AI that connects insights, workflows and activation.

Learn how global pharma leaders are scaling faster, innovating smarter and staying ahead with [ZAIDYN](#).

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 15,000 employees in 40-plus offices worldwide.

