

# Unify commercial data in one governed life sciences platform

ZAIDYN® Commercial Analytics & Insights



## Deliver insights faster to act with confidence

Commercial and medical leaders need to turn data into clear, actionable decisions—yet many analytics tools provide a fragmented view.

ZAIDYN Commercial Analytics & Insights gives life sciences teams trusted, harmonized, AI-ready data in one governed platform. It brings data together from source to insight to execution using out of the box connectors, domain accelerators and 350+ automated data quality checks, so teams can move with speed and confidence.

ZAIDYN Commercial Analytics & Insights provides:

- One reliable source of truth across brands, markets and functions
- A future-ready foundation for enterprise AI and automation
- Better-performing analytics and AI models

## Creating real-world impact

ZAIDYN Commercial Analytics & Insights powers faster, smarter biopharma decisions with ready-to-use commercial insights and advanced analytics built for life sciences:

**55+**

Biopharma companies use ZAIDYN insights

**50%**

Lower ongoing operational costs

**70%**

Faster data refresh cycles

### Centralized data insights for scaled growth

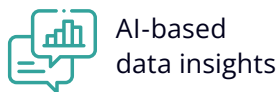
With ZAIDYN, Montreal-based Theratechnologies Inc. moved from relying on third-party partners to a commercial-stage company with its own data and analytics foundation.

[Read the case study.](#)

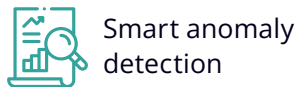
## Features



Self-serve analytics



AI-based data insights



Smart anomaly detection

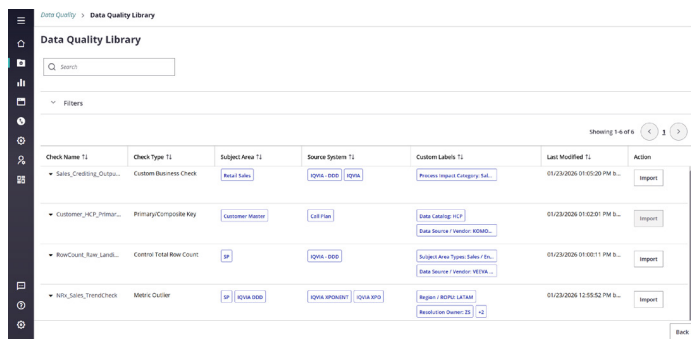


Reporting and visualization

## Core capabilities

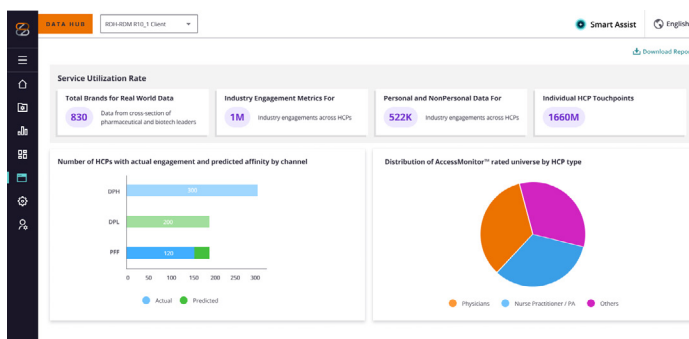
ZAIDYN Commercial Analytics & Insights provides commercial, medical and IT teams with data ready for analytics, AI and real-time action for smarter decisions and faster outcomes.

### Streamlined data validations



- Build and manage a centralized library of automated data quality checks tailored to users' specific business needs.
- Ensure accurate, consistent data across workflow executions with templated low-code business checks.

### Embedded dashboard analytics



- Eliminate tool switching by bringing reporting and visualization into a single experience.
- Deliver faster insights by combining data processing and reporting in one platform, with a consistent, governed analytics experience across applications.

Learn more: [Commercial Analytics & Insights](#)

## 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 over 40 offices worldwide. To learn more, visit [www.zs.com](http://www.zs.com) or follow us on [LinkedIn](#).

