

# Everest Customer Solutions | Life sciences commercial services profile (page 1 of 4)

## Overview

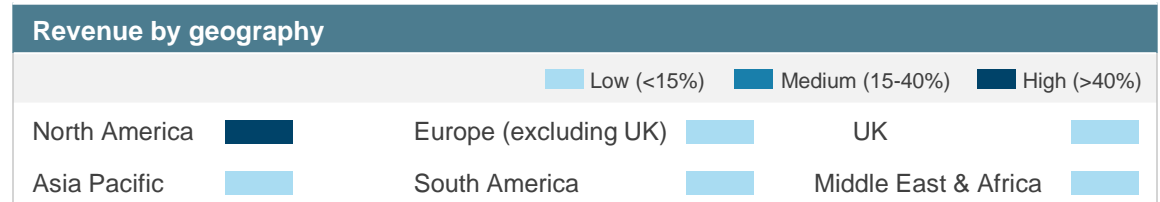
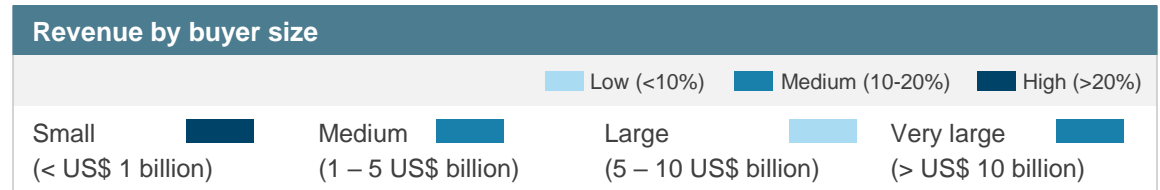
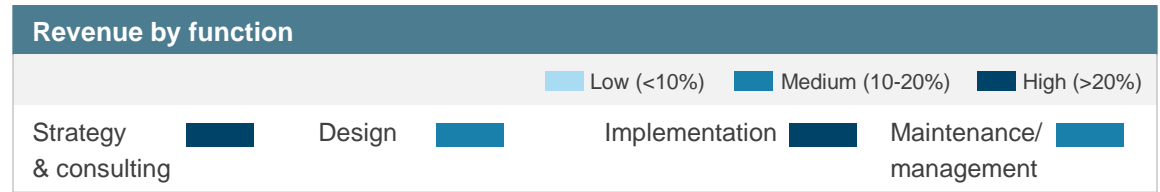
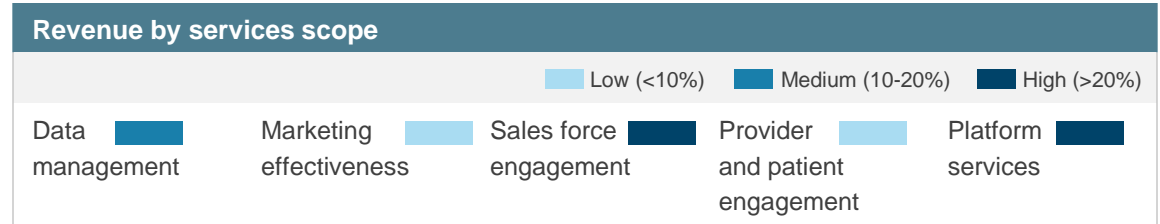
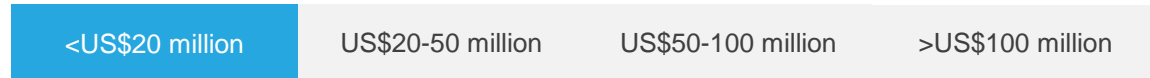
### Company mission/vision statement

Everest Customer Solutions envisions to enable commercial teams, especially start-ups, rare disease, oncology and specialty, to develop and execute efficient got-to-market strategies for new and unique therapies that don't fit established commercial models.

### Overview of client base

Everest Customer Solutions focuses on serving pharmaceuticals and biopharmaceuticals manufacturers who belong small to medium sized buyer (SMB) category (annual revenue < US\$ 5 bn.), especially the ones operating in specialty, rare and ultra-rare diseases (often start-ups or pre-commercial entities) as well as vaccines, oncology and gene-therapy

### Life sciences commercial services revenue



Source: Everest Group (2021)

# Everest Customer Solutions | Life sciences commercial services profile (page 2 of 4)

## Case studies

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### Case study 1 Commercialization of a novel gene therapy at a start-up

#### Business challenge

To assist a start-up in launching its first FDA-approved gene therapy for an inherited disease with commercialization strategy and execution consulting in order to prepare it for its unique commercial needs in an undersaturated market

#### Solution and impact

Everest Customer Solutions provided strategic consulting regarding data and technology strategy, commercial operations enablement, and commercial process development. As a result, the customer launched with fast-track approval and achieved its first-year goals for patient-finding. With this success, client was also able to expand its salesforce in the consequent year and continue to grow

### Case study 2 Rare-disease insights and analytics platform for a start-up

#### Business challenge

To set up a master data management and data warehousing solution (capable of accommodating 40+ anticipated data feeds) for a rare-disease start-up for its initial US-company launch (first oral treatment for Lupus Nephritis)

#### Solution and impact

Everest Customer Solutions deployed customized implementations of its cloud-based life sciences solutions, including integration with Veeva CRM, Patients Services, and third-party feeds. Its IP solutions - Sherpa MW, Basecamp MDM, and Ascent DW - were implemented for commercial performance reporting and analytics including Power BI reports

# Everest Customer Solutions | Life sciences commercial services profile (page 3 of 4)

## Frameworks

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### Life sciences commercial services frameworks (representative list)

Framework	Details
Data and Technology Roadmap	The data and technology roadmap is a customer-specific life sciences commercialization strategy. The technology-agnostic approach allows Everest Customer Solutions to evaluate the processes, needs, and goals of their customer’s business and recommend tools, systems, and vendors that will fit and scale with them. They have over 20 years of experience in the life sciences industry to inform their recommendations and their services span the full project lifecycle, from planning, to building, to operation and optimization.
Technology Consulting Framework	Offer technology consulting services at any stage and for a variety of solutions, including MDM, DW, CRM, MW, and BI. The approach involves an envisioning stage to understand the needs of the business and project at hand, a design stage to define requirements and goals, a build stage that could include implementations, and a testing and delivery stage to hand the final product over to the customer.
Everest Envisioning Framework	Envisioning framework marries business objectives, engineering discipline and creative ideation to help customers form a plan for their climb. Using Value-Added Design™ principles, Everest Customer Solutions bring agility and speed to the process creating plans that are strategic and specific while still easy to consume and reference throughout customer journey.
Commercial Operations Framework	After over 20-years of helping start-up customers establish or reorganize commercial operations, Everest Customer Solutions has formalized Commercial Operations Framework to include components for specialty, rare, ultra-rare and gene-therapy operations. They guide their clients in integrating commercial operations, sales force effectiveness, marketing operations, insights and analytics, patient finding, incentive compensation and compliance operations.
Patient Compass for Rare and Ultra-Rare	Emerging biopharma commercial models require efficient patient finding models. From pre-launch account assessment accelerator to vendor, data and algorithm selection through implementation of a cohesive patient-finding strategy, patient-finding framework for rare-disease, ultra-rare disease and gene-therapy companies gives clients direction in the fog.

# Everest Customer Solutions | Life sciences commercial services profile (page 4 of 4)

## Proprietary solutions and key events

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

Solution	Details
Basecamp MDM	Master data management; Master data beyond HCPs, including HCOs and Affiliations. Define Core dimensional data specific to your business. Master geography and time dimensions. Discover important data in transactional feeds.
Sherpa MW	Middleware; Move and integrate data without heavy lifting with pre-built life sciences connectors and common transforms. Cloud-based, secure, and scalable.
Ascent DW	Data Warehouse and Reporting; Configurable life sciences data models. Agile reporting platform. Data sciences enable Power BI Visualizations and Analytics. Scalable and connected.

### Key events (representative list)

Event name	Type of event	Details
Parallax Partnership (2006)	Partnership	Everest Customer Solutions partnered with Parallax Life Sciences Consulting, a Strategy and Advisory consultancy in the Life Sciences industry, for the first time in 2006 and have since collaborated on numerous projects to bring commercialization strategies to life sciences customers of every size. Topic areas have included Market Access Forecasting and Modelling, Vaccines Pricing Calculators, Brand Pre-launch Forecast Models, Non-profit Spend Transparency, Social Sentiment Tracking and Payer Master Strategy and Execution.
Veeva Partnership (2021)	Partnership	Everest Customer Solutions became a certified Veeva Services Partner in 2021. With certifications in Business Process Strategy and Implementation Support for Veeva CRM, we bring years of experience with the solution to every project we take on and can help our customers to configure it to best fit their processes and models.
Compile (2021)	Partnership	Everest Customer Solutions enhanced relationship with new-to-market life sciences data vendor with its strategic partnership with Compile