Everest Group®

Everest Group Life Sciences Electronic Data Capture (EDC) Products PEAK Matrix® Assessments 2024

Focus on Viedoc Technologies

September 2024

PEAK MATRIX®

Introduction

Electronic Data Capture (EDC) systems are an integral part of clinical research enabling the collection, storage, and management of clinical data. EDCs represent the major shift from paper-based Case Report Forms (CRFs) to digital and web-based trial data collection. The importance of EDC systems was further underscored during the COVID-19 pandemic, as the need for remote and decentralized clinical trials surged. The pandemic highlighted the necessity for robust, flexible, and secure data capture solutions that could support the rapid development and approval of treatments and vaccines.

In response to the evolving sponsor needs, EDC providers have constantly innovated and upgraded their offerings. It has transitioned from being a medium of data collection and stand-alone system to a comprehensive and well-integrated data management solution. Providers are investing in real-time data analytics, Artificial Intelligence (AI), and Machine Learning (ML) to improve data quality and trial efficiency. Providers are also emphasizing interoperability, ensuring their systems can seamlessly integrate with other clinical trial technologies such as Electronic Health Records (EHRs), Electronic Medical Records (EMRs), and Laboratory Information Management Systems (LIMS). Integration with a larger number of Real-world Data (RWD) sources, investments in AI, analytics, and creating an intuitive user experience would help providers to stay competitive in this market.

In the report, we assess the capabilities of 20 EDC providers. The providers are mapped on the Life Sciences Electronic Data Capture (EDC) Products PEAK Matrix® Assessment 2024, 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 EDC providers featured on the EDC products PEAK Matrix:

- **Leaders:** Medidata Solutions, Zelta (Merative), Oracle, Veeva Systems, and Viedoc Technologies
- **Major Contenders:** Castor, Cloudbyz, CRScube, Crucial Data Solutions, EDETEK, Emmes, Mednet, Medrio, OpenClinica, and REDCap Cloud
- **Aspirants:** Clinion, Cliniv, Jeeva Clinical Trials, JNPMEDI, and SyMetric

Scope of this report

Geography: Global

Industry: Life sciences (biopharmaceuticals, medical devices, and Contract Research Organizations (CROs))

Products: Electronic Data Capture (EDC)

Life sciences EDC products PEAK Matrix® characteristics

Leaders

Medidata Solutions, Oracle, Veeva Systems, and Viedoc Technologies, Zelta (Merative)

- Leaders demonstrate comprehensive EDC capabilities—data ingestion, study design, mid-study changes, data management, review, and reporting. Their integration with devices, wearables, EMR/EHR providers, and RWD sources set them apart from competitors
- Clients appreciate them for their ease of use and low-code functionalities, enabling smooth operations with minimal/no technical and programming skills
- The majority of the Leaders stand out for their native SDTM transformation capabilities; offering a data ingestion pipeline, taking data from sources and directly converting them into SDTM standard formats
- Leaders are investing in AI and ML to enhance EDC capabilities within areas such as protocol generation, data extraction, remote SDV automation, and AI-based query management and anomaly detection

Major Contenders

Castor, Cloudbyz, CRScube, Crucial Data Solutions, EDETEK, Emmes, Mednet, Medrio, OpenClinica, and REDCap Cloud

- While they are investing toward improving the User Interface/User Experience (UI/UX), they need to equally focus on enhancing integration capabilities with RWD sources and incorporating more of AI and automation capabilities within the EDC product
- Major Contenders enjoy a good brand recall within the small and medium biopharmaceutical segment, while also being cost-effective EDC providers
- Most lack partnerships with System Integrators (SIs), opting for a self-service EDC deployment model, which can be challenging, particularly when scaling and expanding
- They need to augment their marketing efforts, showcasing features and success stories to increase brand recall and enterprise mindshare
- Major Contenders lag Leaders in certain EDC capabilities; especially within areas such as SDTM transformations, remote SDV, bulk query management, and reporting

Aspirants

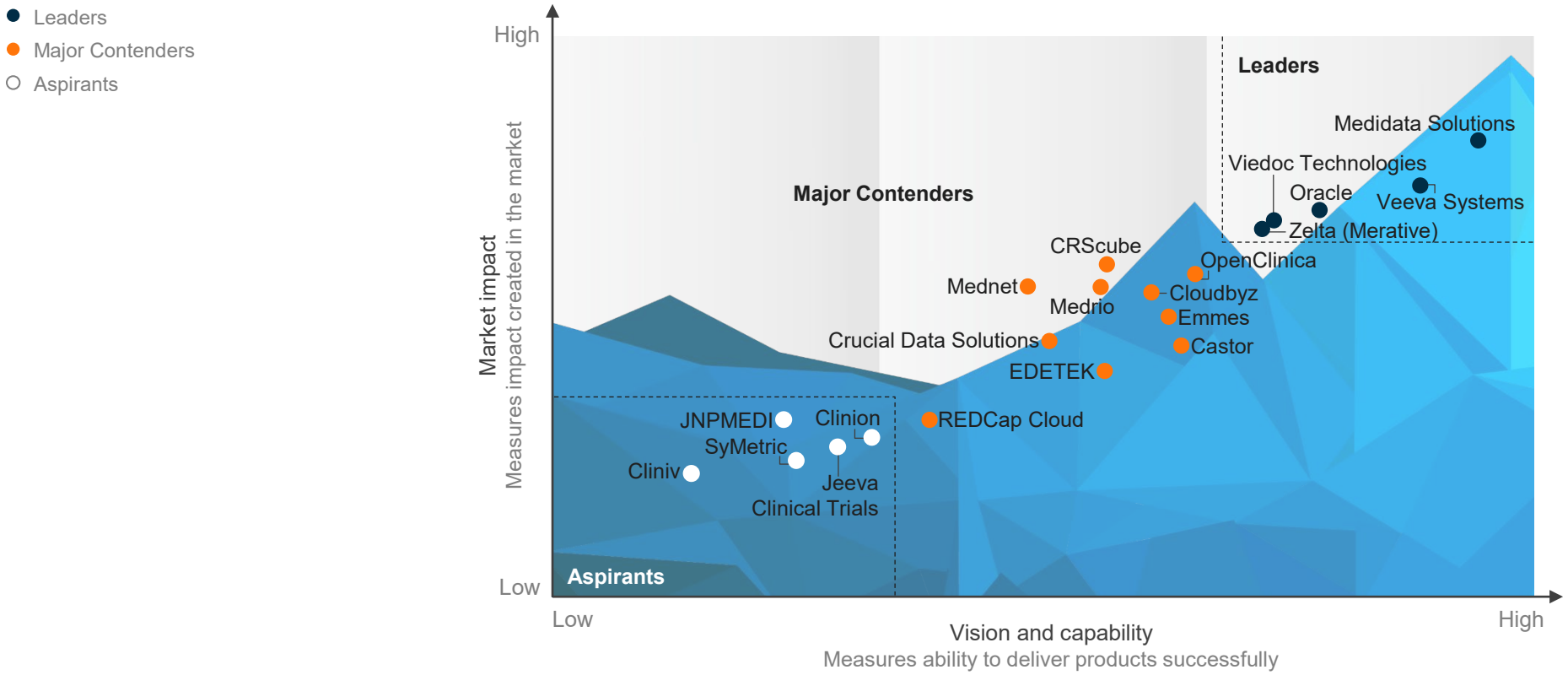
Clinion, Cliniv, Jeeva Clinical Trials, JNPMEDI, and SyMetric

- Aspirants do not have a well-defined vision, focused on developing a comprehensive data management solution (covering data integrations, investments in AI/ML, and improving the UI/UX)
- They lack a robust partnership network – minimal collaboration with CROs, SIs, hospital and site networks, and industry consortia
- Clients mention about limited in-built reports and express desire to improve on capabilities such as implementing mid-study changes, data integrations, SDTM and remote SDV capabilities, and analytics and reporting capabilities
- They have very little investments around AI and automation capabilities within the EDC offering

Everest Group PEAK Matrix®

Life Sciences Electronic Data Capture (EDC) PEAK Matrix Assessment 2024| Viedoc Technologies is positioned as a Leader

Everest Group Life Sciences Electronic Data Capture (EDC) Products PEAK Matrix® Assessment 2024[1,2]



1 Assessments for Castor, Oracle, REDCap Cloud, and Veeva Systems excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers
2 Analysis for Medrio is based on partial primary inputs (no briefing and demo given)
Source: Everest Group (2024)

Viedoc Technologies profile (page 1 of 6)

Overview

Company mission/vision statement for life sciences EDC products

Viedoc's vision is to design solutions that empower greater discoveries to accelerate innovation within life sciences in a traditional, hybrid, or virtual mode. It adapts across studies in various therapeutic areas, scales to each trial phase, and makes it easy to collect data directly from the source. It reflects the fluid transition between physical and digital spaces, making clinical trials smooth and engaging regardless of identity or geographical presence.

Overview of the client base

The company is trusted by 9 of the top 10 largest pharmaceutical companies, with more than 500 customers using Viedoc in over 7,000 clinical trials. 25% of the customers are large pharmaceutical and CRO players with balance in midsized and smaller pharmaceutical, biotech, medical device, and consumer health products and CRO. Viedoc operates in all the regions globally.

Life sciences EDC product 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 lines of business (LoBs)

Pharmaceutical	Medical devices	Consumer health
Crop sciences	Animal health	Others

By buyer size

Small (annual client revenue <US$1 billion)	Medium (annual client revenue US$1-5 billion)	Large (annual client revenue >US$5 billion)

Viedoc Technologies profile (page 2 of 6)

Case studies

CASE STUDY 1

LINK Medical used Viedoc-powered remote screening and CRF in AlzeCure Pharma's trials in neuropathic pain to reach pain sufferers in an effective way.

Business challenge

LINK Medical, a full-service contract research organization, faced a significant challenge during the COVID-19 pandemic. Its client, AlzeCure Pharma, needed to conduct a pre-clinical screening process that traditionally relied on in-person interactions. With the pandemic restricting face-to-face contact, LINK Medical required a solution that could seamlessly transition to a remote screening process. The key challenges were ensuring reliable remote communication, maintaining data integrity, and adhering to strict regulatory standards – all while managing large volumes of pre-clinical data.

Solution

Viedoc developed a customized solution, specifically designed to address LINK Medical's needs during the pandemic. The EDC system was enhanced with advanced remote capabilities including integrated video call functionality and telephone communication, allowing LINK Medical to conduct screenings without the need for in-person interactions. This digital transformation was tailored to fit the specific workflow of LINK Medical and the requirements of its client, AlzeCure Pharma, ensuring that the remote screening process was both smooth and effective.

Impact

- **Successful trial** with remote pre-clinical screenings despite pandemic restrictions due to innovative technology customization of the Viedoc Clinic
- **Improved trial efficiency and speed** with no reduction in accurate and compliant data collection by using Viedoc Connect real-time video and telephone communication in the screening process
- **Innovative extension** of core EDC functionality as a result of Viedoc's focus on customers, listening to their challenges and feedback, and tuning product development to those needs

Discover more about how Viedoc supported LINK Medical by visiting the Case Study on LINK Medical

CASE STUDY 2

Tecro Research and the Division of Infectious Diseases and Tropical Medicine at LMU Klinikum collaboration on tuberculosis (TB) clinical trials utilizing Viedoc solutions

Business challenge

Tecro Research, a South Africa-based clinical research organization, faced the complex challenge of managing a TB trial across 16 countries, most of which were in Africa. The sponsor, based in Germany, required a global solution that could ensure seamless communication, data management, and compliance, with international regulatory standards. Tecro Research needed an EDC system that was not only robust and reliable, but also capable of handling the logistical and regulatory demands of a multi-country trial.

Solution

Tecro Research chose Viedoc's EDC system for its ability to streamline the data capture process across multiple locations, while maintaining high standards of data quality and regulatory compliance. Viedoc's user-friendly interface and advanced functionalities made it easier to manage the trial's complex requirements. The system's compatibility with international regulations provided the sponsor with confidence in the data's integrity, while Viedoc's Case Report Form (CRF) design capabilities allowed for efficient data collection and monitoring.

Impact

- **Faster decision-making**, reduced costs, and improved overall trail efficiency as a result of Viedoc Clinic's ability to manage complex trial data. "In one other trial with another EDC, it took me about two hours to import the data. It takes me 20 minutes with Viedoc." – Jacques Booth, Senior Programmer at Tecro Research
- **Focus on the scientific aspects** of the trial with confidence due to Viedoc Clinic's ability to handle complex multi-country trials while maintaining regulatory compliance
- **Shorter study design** and build process enabled by Viedoc Designer, which simplifies study build workload and reduces training time for clinical teams and site staff

For more insights on how Viedoc adds value to clinical trials, visit the Case Study on Tecro Research and LMU's TB Trial.

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Summary of capabilities and features

Capability/feature available | Capability/feature not available

Product features

Form (eCRFs) and survey builder	Integrations with other systems	Adaptive study design support
Real-time data validation and quality control	Study and site performance monitoring	Data management capabilities (such as storage, extraction, and standardization)
Compliance with regulatory standards (such as HIPAA, GDPR, and ISO)	Comprehensive reporting, analytics, and data visualization	Role-based access management and task interface

Product capabilities

Easy to use and intuitive designer interface (such as single sign-on and drag-and-drop form designer)	Library of reusable templates (supporting industry standards such as CDISC and CDASH)	Data entry and collection in multiple languages (language and localization support)
APIs to connect lab data, eCOA/eDiaries, connected devices and wearables, CTMS, and third-party systems	Direct EHR/EMR connectivity	Data review and standardization (such as targeted SDV, CDISC ODM, and SDTM mapping support)
Mobile compatibility (using native browser and applications on smartphones or tablets)	In-built report templates and flexibility to create ad hoc reports	Protocol amendments with zero downtime and no migrations
Privacy data masking to handle accidental privacy data entry	Alert and notification functionalities (such as email/SMS/webhooks)	Medical coding functionalities (manual, automatic / WHO-Drug, and MedDRA)

Viedoc Technologies profile (page 4 of 6)

Product capabilities and features

[NOT EXHAUSTIVE]

Product capabilities and features (representative list)

Product capabilities/features	Details
Viedoc Clinic	It helps to access, manage, review, and share clinical trial data from any device, at any time through one modern, streamlined interface. This system is ideal for small or large trials in any phase and has been used through market approval. The cloud-based software has multiple instances (US, EU, China, Japan), meets information security and data privacy requirements, and is localized in seven languages. With a self-service approach, many organizations use a low-code/no-code approach to launch new studies or modify the existing ones with no down time.
Viedoc Designer	It is the customization endpoint where certified Viedoc designers configure their studies. It includes ready-to-use templates and drag-and-drop technology to create professional input fields and questionnaires tailored for specific study. This module is included with the EDC license.
Viedoc Admin	It provides full control by setting up clinical studies, managing sites and user roles, and closing everything once done, without having to go through a helpdesk or technical manager. This module is included with the EDC license.
Viedoc Reports	It is a fully integrated application for viewing and analyzing study progress and performance. It allows one to browse data and illustrate it in reports and graphs. The data is collected from the Viedoc study according to the design, and the information is updated on a consistent 24-hour cycle. This module is included with the EDC license.
Viedoc Me	It helps with data collection and is fully integrated with Viedoc. This ePRO/eCOA module lets subjects report their own data via their smartphones, tablets, or computer for maximum flexibility. This module requires an additional license.
Viedoc Connect	It is a fully integrated telemedicine solution enabling flexible investigator and patient interaction with the help of secure video calls. It facilitates the econsent process, runs pre-screening and recruitment activities, and conducts follow-up visits. This module requires an additional license.
Viedoc Logistics	It is a fully integrated supply management system, designed to optimize and secure trial inventory. Easily configured and with a wide range of features when combined with randomization built into Viedoc Clinic, it provides a high value RTSM capability. This module requires an additional license.
Viedoc TMF	It is a study-level digital repository for capturing, monitoring, sharing, and storing essential documents for clinical trials. The TMF reference model categorizes documents in zones, sections, and artifacts in a hierarchical structure and includes documents in all different phases and sites of a clinical trial. This module requires an additional license.

Viedoc Technologies profile (page 5 of 6)

Recent developments

[NOT EXHAUSTIVE]

Key events (representative list)

Event name	Type of event	Details
Product enhancements	Initiatives	Viedoc has made significant investments in enhancing the software platform's functionality, scalability, and user experience.
Geographic expansion	Investments	Its expansion in Australia led to strengthening its presence in the APAC market, similarly, strengthen US and China markets with centres in Europe and Japan.
Information security and data privacy	Initiatives	The company achieved ISO 27001 certification and continues to improve information security and data privacy toward an SOC 2 objective.
CRO partner program	Partnership	Viedoc offers focused business and technical support and product training for CROs that enter a CRO Partner Program. More than 60 partners currently participate across all regions.
Industry forums	Alliance	Viedoc actively participates in industry leadership and special interest groups with a focus on policy and regulation. Groups include Association for Clinical Data Management (ACDM), Society for Clinical Data Management (SCDM), eClinical Forum, Children's Oncology Group (COG), European Contract Research Organisation Federation (EUCROF), and ASCRO.
PCG Solutions Intressenter AB	Acquisition	Viedoc was acquired by PCG Solutions Intressenter AB in 2019. It is a holding company owned to a majority by the Private Equity Company Monterro Investment AB located at Stockholm, Sweden.

Viedoc Technologies profile (page 6 of 6)

Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
									

Strengths

- Clients appreciate Viedoc EDC for its simple, easy-to-use, and adaptive UI. From eCRF design to data entry and data review, all activities can be performed with limited technical knowledge
- It is rated highly for its validated system, with quality documentations easily available for all users, integrations with other systems, and native SDTM capabilities
- Viedoc is considered reasonably priced in the market with the pricing model considering the number of subjects and sites
- Clients appreciate Viedoc's reliability, quality, and reputation, citing these factors as key reasons for choosing its EDC product
- It offers highly responsive customer support ensuring a smooth user experience

Limitations

- Clients desire enhancements in the product functionalities such as bulk query management, partial SDV, and AI-based medical coding
- Clients mention that the number of standard reports can be increased, and it is not easy to generate custom report (requires some programming skills or assistance from Viedoc support)
- The performance of the EDC product can improve for large studies (multiple sites, more patient visits, and increased number of activities) – in terms of standardized integrations and speed of the system

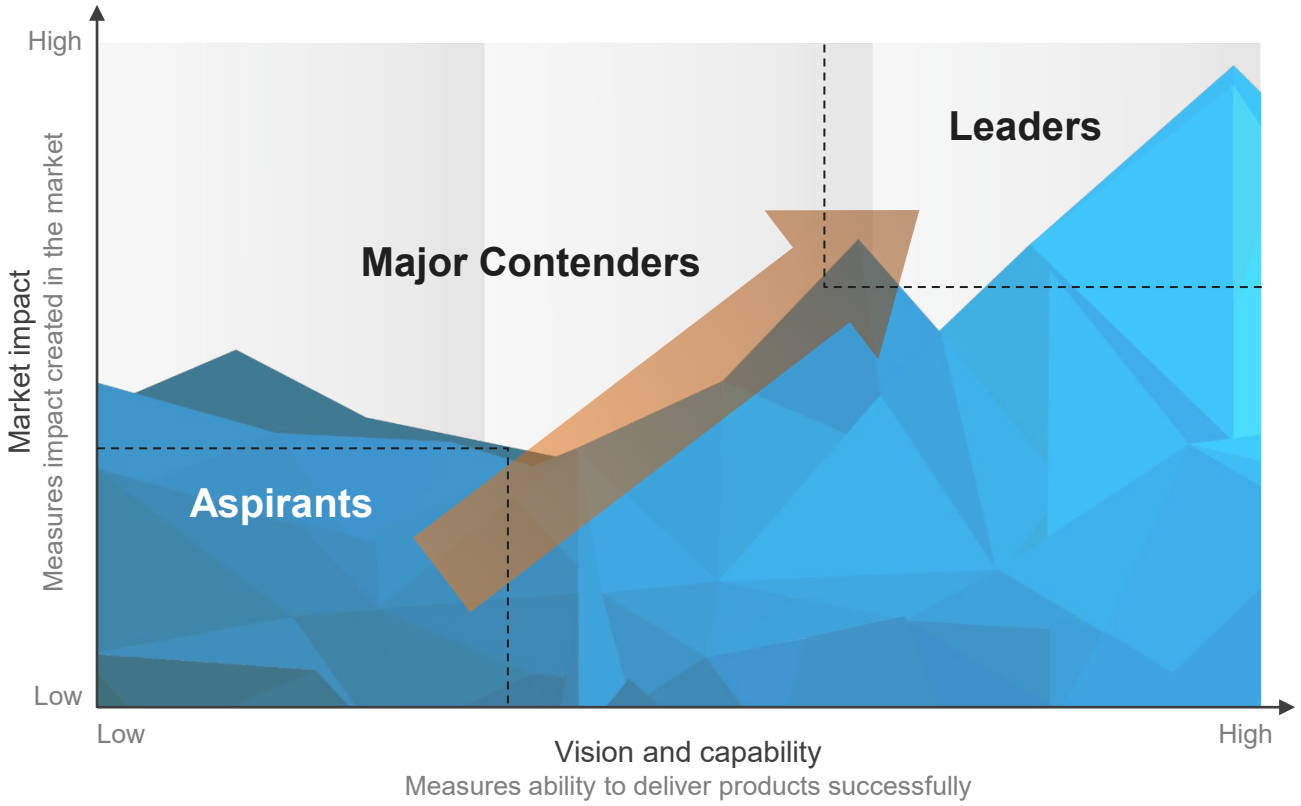
Appendix

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



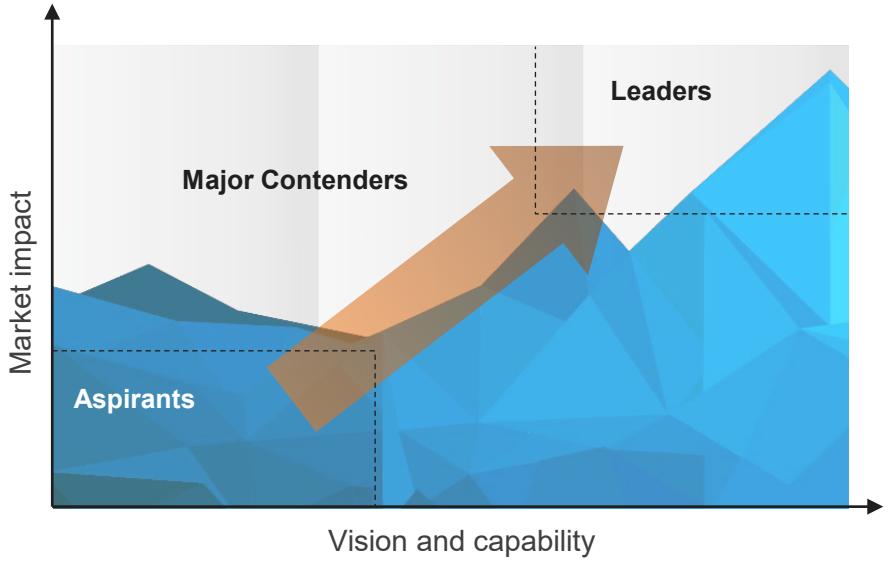
Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, and YoY growth

Portfolio mix
Diversity of client base across industries, geographies, environments, enterprise size class

Value delivered
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Technology capability
Technical sophistication and breadth/depth across the technology suite

Flexibility and ease of deployment
Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance

Engagement and commercial model
Progressiveness, effectiveness, and flexibility of engagement and commercial models

Support
Training, consulting, maintenance, and other support services

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 in 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.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

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