

# Aktana Named Trailblazer in Commercial Analytics & AI Assessment by Everest Group

Nov 09, 2022 7:00 AM

*Of 47 companies, Aktana achieved the highest rating in impact on the life sciences commercial landscape*

SAN FRANCISCO--(BUSINESS WIRE)-- [Aktana](#), the leader in intelligent customer engagement for the global life sciences industry, today announced being named a trailblazer in Everest Group's assessment report, "[Life Sciences Commercial Analytics & AI Trailblazers](#)." The new report, issued last month, assessed 47 startups primarily on core capabilities and market impact, looking specifically at domain focus, market buzz, product capabilities, and human capital (talent and leadership). Aktana received the highest overall and tied for the highest rating in both domain focus and human capital.

"Aktana has been leading and defining the category for more than a decade," said Derek Choy, president of Aktana. "Our exclusive focus on intelligent data activation for life sciences has enabled us to transform contextual engagement in healthcare and win recognition from important industry analysts, such as Everest Group, as well as grow market share."

Aktana has emerged as a trailblazer in commercial life sciences analytics and AI from more than 300 deployments across 50+ use cases. More than half of the world's top-20 pharmaceutical companies – including Novartis, GSK, Novo Nordisk, Merck, Sanofi, and Pfizer – rely on Aktana to coordinate and optimize personalized omnichannel engagement with HCPs. Aktana's Contextual Intelligence 360 platform is powered by the company's next-generation [Contextual Intelligence Engine](#), which uses AI-driven optimization to predict the value of all potential customer experiences, then prioritize and recommend Next Best Engagements that will deliver the highest ROI.

"The focus on delivering hyper-personalized customer experience is pushing life sciences enterprises to transform their commercial technology landscape. Interestingly, start-ups and niche commercial technology providers are starting to gain significant mindshare with life sciences enterprises, as they make targeted bets to address whitespaces in the commercial technology domain with their unique domain and experience-centric IP and value proposition," according to Chunky Satija, Vice President, Everest Group. "Aktana offers an AI-based platform and a suite of modular solutions to help life sciences enterprises with hyper-personalized customer engagement, customer journey management, and cognitive intelligence spanning the entire commercial function, thus resulting in it being featured as a trailblazer in Life Sciences Commercial Analytics & AI Trailblazers assessment."

Everest Group's Life Sciences Commercial Analytics & AI Trailblazers® assessment is based on two dimensions and multiple criteria:

- Market impact: Measures impact in the market via market adoption (number of customers, revenue base, year-over-year growth), portfolio mix (diversity of customer base) and value delivered to customer based on customer feedback and other measures.
- Core capability: Measures ability to deliver products successfully via five sub-dimensions, including vision and strategy; technology capability; flexibility and ease of deployment; engagement and commercial model; and support.

Aktana's modular solution enables commercial and medical teams from all-sized organizations to rapidly scale AI programs to personalize, optimize, and coordinate HCP engagement across channels and teams – allowing customers to grow sales by up to 15%.

**Additional Information:**

- Connect with Aktana on LinkedIn: [linkedin.com/company/aktana](https://www.linkedin.com/company/aktana)
- Follow @aktana\_inc on Twitter: [twitter.com/aktana\\_inc](https://twitter.com/aktana_inc)
- Like Aktana on Facebook: [facebook.com/aktanainc](https://facebook.com/aktanainc)

**About Aktana**

Aktana is the category creator and leader of intelligent engagement in the global life sciences industry. By ensuring that every customer experience is tailored to individual preferences and needs, Aktana helps life science companies strengthen their relationships with healthcare providers to inspire better patient care. Today, commercial and medical teams from more than 300 brands use Aktana's AI-enabled Contextual Intelligence Engine to coordinate and optimize personalized omnichannel engagement at scale. More than half of the top-20 global pharmaceutical companies are Aktana customers. Headquartered in San Francisco, Aktana has offices in every major biopharma region around the world. For more information, visit [www.aktana.com](https://www.aktana.com).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20221109005041/en/): <https://www.businesswire.com/news/home/20221109005041/en/>

Lisa Barbadora  
[lbarbadora@barbadoraink.com](mailto:lbarbadora@barbadoraink.com)  
(610) 420-3413

Source: Aktana