PSI

2025 ENABLING TECHNOLOGY LEADER

Leveraging Vital Technology to Enhance Products and Applications

RECOGNIZED FOR BEST PRACTICES IN THE EUROPEAN CLINICAL TRIAL FINANCIAL PLANNING INDUSTRY

FROST & SULLIVAN

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. PSI CRO excels in many of the criteria in the clinical trial financial planning space.

RECOGNITION CRITERIA	
Technology Leverage	*Customer Impact*
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

The Strategic Imperative 8: Factors Creating Pressure on Growth



- **Innovative Business Models**: A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning

- **Customer Value Chain Compression**: Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys

- **Transformative Megatrends**: Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives

- **Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way consumers, industries, or businesses operate

- **Internal Challenges**: The internal organizational behaviors that prevent a company from making required changes

- **Competitive Intensity**: A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance

- **Geopolitical Chaos**: Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security

- **Industry Convergence**: Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

The Transformation of the Clinical Trial Industry

According to Frost & Sullivan independent research, the global Contract Research Organization (CRO) industry was valued at $66.39 billion in 2024, and it is expected to register a compound annual growth rate of 10.7% from 2024 to 2030, reaching $122.13 billion in 2030.[1] The clinical trial landscape is experiencing a significant evolution, with financial planning emerging as a pivotal area of innovation. As trials become more intricate and expansive, traditional budgeting and financial oversight methods are proving insufficient. The industry is increasingly adopting integrated, technology-driven solutions to address these challenges, aiming to enhance efficiency and reduce costs.

In this dynamic environment, the role of financial planning in clinical trials has become more strategic. Organizations seek solutions that streamline budgeting processes and provide real-time insights into financial performance. They prioritize transparency and accountability as stakeholders demand more precise and timely financial information.

Integrating advanced technologies is at the forefront of this transformation. Organizations can enhance forecasting accuracy and improve decision-making by leveraging data analytics and automation. These technological advancements enable more proactive financial management, allowing teams to anticipate and address potential issues before they impact trial outcomes.

Moreover, the emphasis on collaboration is reshaping financial planning practices. Cross-functional teams work more closely to align financial strategies with operational goals, ensuring they integrate monetary considerations into every trial phase. This collaborative approach fosters a more cohesive and efficient trial execution, ultimately contributing to the study's success.

As the industry continues to embrace these innovations, the future of clinical trial financial planning looks promising. With the right blend of technology and collaboration, organizations can navigate the complexities of modern trials more effectively, paving the way for more successful and cost-efficient outcomes.

[1] *Pharmaceutical Clinical Contract Peripheral Services, Global, 2025–2030* (Frost & Sullivan, March 2025)

Breaking Silos, Accelerating Trials

PSI CRO (PSI) demonstrates a robust commitment to innovation through its strategic investment in a proprietary, cloud-based platform, INTELIA™, purpose-built to transform clinical trials planning, budgeting, and execution. Beyond conventional eClinical solutions, INTELIA™ embodies PSI's philosophy of crafting integrated, operationally informed technologies that address longstanding inefficiencies in clinical trial management.



What began as a solution to eliminate fragmented, manual financial processes has evolved into a comprehensive, artificial intelligence (AI)-driven platform that unifies feasibility, budgeting, and operational planning into a single, dynamic ecosystem. The result is a digital infrastructure that ensures trial performance, data quality, and operational precision consistently outperform industry standards, particularly in complex, global studies across oncology, hematology, gastroenterology, and infectious diseases, including platform and umbrella designs, trials in targeted immunotherapy, radiopharmaceuticals, and cell and gene therapies.

> *"By continuously investing in purpose-built, interconnected technologies like INTELIA™, PSI has established itself as a benchmark of operational excellence and creative, data-driven problem-solving in the contract research organization space."*
>
> ***-Ana Victoria Dominguez, Best Practices Research Analyst***

At the core of INTELIA™ is VISIONAL™, an AI-powered study modeling and enrollment forecasting tool that analyzes vast internal and external data sources to predict optimal study timelines, site-country configurations, and budgets. VISIONAL™ models and compares hundreds of enrollment scenarios in

minutes, accounting for site performance, historical enrollment rates, regulatory factors, standard-of-care variations, and real-time operational intelligence. The system identifies the fastest, most cost-efficient pathways for patient enrollment while simulating budget outcomes in parallel, an unprecedented capability in the CRO landscape.

This capability is made possible by integrating VISIONAL™ and INTELIA™'s financial modules, CLARITY™ and CADENCE™. CLARITY™ enables rapid, real-time creation of detailed clinical trial budgets with cash flow projections, transforming a process that once took days or weeks into a matter of hours. CADENCE™ complements this feature by tracking financial performance against forecasts with unmatched transparency, projecting cash flows and economic health in real time.



This integration eliminates the industry's long-standing disconnect between operational feasibility projections and financial planning. Traditionally, CROs rely on separate systems (particularly spreadsheets), forcing sponsors to wait for feasibility analyses, budget reconciliations, and cross-departmental approvals. This layered, interconnected platform architecture allows PSI to reimagine trial processes through technology-driven, white space innovation, eschewing generic, off-the-shelf systems in favor of bespoke platforms grounded in operational realities.

INTELIA™'s versatility is equally critical. Its proprietary systems adapt to diverse geographies, regulatory frameworks, and trial designs, from rare disease studies to complex oncology programs. The platform integrates seamlessly with many external data sources and provides real-time data outputs for complete trial oversight.

By continuously investing in purpose-built, interconnected technologies like INTELIA™, PSI has established itself as a benchmark of operational excellence and creative, data-driven problem-solving in the contract research organization space. Its platforms actively reshape what is possible in study execution.

Precision, Partnership, Performance: The PSI Difference

PSI consistently delivers clinical trial partnership experience built on operational precision, responsiveness, and long-term collaboration. In a market where adaptive trial designs and real-time decision-making are becoming the norm beyond early-phase studies, PSI has proven its ability to navigate complexity and respond to the operational demands these designs create. The company equips its teams with agile processes and decision-making frameworks, ensuring sponsors receive tailored, reliable solutions in an increasingly competitive, fast-moving environment.

PSI's steady organic growth of 15–20% year after year stands out in an industry where many organizations have plateaued. This growth reflects the strength of the company's client relationships and the tangible value of its engaged operational model focused on on-time delivery of phase 2 and phase 3 clinical trials. PSI has maintained one of the lowest staff turnover rates in the industry, less than 10%. Rather than relying on rotating teams or transactional engagements, PSI offers continuity with experienced senior professionals who stay involved throughout the study, fostering trust, transparency, and a genuine sense of shared ownership over outcomes.

> *"In a crowded market, PSI continues to grow through referrals and repeat business, especially in challenging regions and therapeutic areas where reliable execution is critical and competitors often hesitate."*
>
> ***-Aarti Siddhesh Chitale, Senior Industry Analyst***

Operationally, PSI addresses the challenges of increasingly complex and AI-enabled trials with a structure designed for speed and adaptability. The company empowers global teams to make decisions quickly, remove bottlenecks, and adjust operational strategies in real time as enrollment rates shift, regulatory changes occur, and unforeseen issues arise. This fast, decisive service model reduces friction for sponsors and keeps trials moving forward under demanding conditions.

The company builds its reputation on operational credibility and sponsor loyalty. In a crowded market, PSI continues to grow through referrals and repeat business, especially in challenging regions and therapeutic areas where reliable execution is critical and competitors often hesitate. Consistent high performance with an on-time delivery metric above 90% has earned PSI the trust of its sponsors and reinforced its position as a dependable partner in global clinical trial execution.

Conclusion

PSI CRO (PSI) has distinguished itself through relentless operational innovation and a steadfast commitment to partnership. Its proprietary INTELIA™ platform redefines clinical trial management by seamlessly integrating artificial intelligence-powered feasibility, budgeting, and operational forecasting into a unified system, consistently outperforming industry benchmarks, particularly in complex, global studies. PSI's steady, organic growth and long-standing client relationships reflect its reputation for precision, agility, and unwavering reliability. By fostering long-term collaboration, empowering experienced teams, and delivering consistently in the most challenging therapeutic areas, PSI continues to raise the bar for operational excellence in clinical research.

With its strong overall performance, PSI earns Frost & Sullivan's 2025 European Enabling Technology Leadership Recognition in the clinical trial financial planning industry.

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What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Enabling Technology Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

