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TRANSFORMATIONAL GROWTH LEADERSHIP

A CEO Perspective

From Point Solutions to a Unified Life Sciences Platform: How Ennov Is Simplifying Enterprise Software for Life Sciences





Olivier Pâris

Founder, Ennov

in conversation with

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Life sciences organizations often rely on multiple specialized software solutions across quality, regulatory, clinical, pharmacovigilance, document management, and related functions. While these point solutions can address individual business needs, they can also create a complex technology environment in which organizations are managing multiple vendors, systems, integrations, and data repositories.

Ennov has built its approach around a different model: a unified platform designed to support multiple life sciences business functions through common core capabilities, shared data, and configurable applications. Founded in 1999, Ennov serves over 600 customers globally, including over 450 life sciences customers, with its platform supporting 500,000 users globally. The company focuses on long-term customer relationships and continued investment in its unified platform.

In this Transformational Growth Leadership discussion, Unmesh Lal, Vice President, Frost & Sullivan, speaks with Olivier Pâris, Founder, Ennov, about the evolution of life sciences software, Ennov's unified platform strategy, reducing technology complexity and total cost of ownership, artificial intelligence (AI) and agentic AI, customer expansion, the replacement of legacy point solutions, global growth, and the company's next phase of expansion.

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From Point Solutions to a Unified Platform

Unmesh Lal: *Olivier, Ennov has been building software for the life sciences industry for more than two decades. How has the company evolved, and what is at the heart of the platform you have built?*

Olivier Pâris: Ennov was founded in 1999, and today we have around 400 full-time professionals, over 600 customers globally across life sciences and healthcare, including over 450 life sciences customers. We have customers across more than 32 countries, and our average customer relationship is around 10 years.

One of the things that differentiates us is the level of investment we make in R&D. We invest around 22% of our annual revenue in continuously improving the platform. We have grown over the past six years at an average rate of around 18%, and last year's revenue was approximately €67 million.

But from the beginning, we developed a unified platform. It is the same solution whether you are a small biotech or a large pharmaceutical company. We do not create completely different products for different company sizes. The same platform can address different business needs through configurable solutions.

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Building Around the Mid-market Customer

Unmesh Lal: *You have customers ranging from large pharmaceutical companies to smaller biotechs, CDMOs (Contract Development and Manufacturing Organizations), CROs (Contract Research Organizations), and medtech companies. Where do you see the strongest fit for Ennov today, and where do you see the biggest opportunity to grow?*

Olivier Pâris: Our ideal customer profile is really the mid-market. When I say mid-market, I mean companies from around

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> —Olivier Pâris, Founder, Ennov

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250 or 500 employees up to approximately 15,000 employees. We do have several top 10 and top 20 pharmaceutical companies in our portfolio, but our goal is to expand more in the mid-market.

The reason is that we have a platform, and we can expand within those customers. A company may initially use one of our solutions, but the goal is to cross-sell and expand from one solution to two, three, or four solutions.

That is an important part of our strategy because once a customer is using the platform, there is an opportunity to address additional business needs without introducing another technology environment.

Simplifying a Fragmented Technology Environment

Unmesh Lal: ***One of the things that stands out about Ennov is the ability to address multiple functions through one platform. How do you see that changing the way life sciences companies think about their technology environment?***

Olivier Pâris: The key difference is reducing the number of vendors and reducing the total cost of ownership. If you look at a typical company, they may need an EDC (Electronic Data Capture) and then a CTMS (Clinical Trial Management System) and an eTMF (Electronic Trial Master File) for clinical. They may need another solution for pharmacovigilance and another one for quality. They can end up with five, eight, or even ten vendors addressing different needs.

The question is whether you want that many vendors or whether you want to reduce the number of vendors. With Ennov, you pay for the core capabilities and then use different solutions on top of the platform. You do not pay separately for the same core capability every time you expand into another function.

For example, if you already use the platform for quality and then want to extend it to regulatory, users who are already using the core capabilities do not need to pay again for the same document management capability. That is one of the ways we expand within customers while also reducing their overall cost.

One Platform, Multiple Business Functions

Unmesh Lal: ***You have talked about the value of having everything on one platform. What does that actually look like when you move across functions such as quality, regulatory, clinical, and pharmacovigilance?***

Olivier Pâris: The platform has common core capabilities including document management, workflow management, and data management. On top of those capabilities, we have solutions for quality, regulatory, clinical, pharmacovigilance, transparency management, contract management, and event management.



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The important point is that these are not completely separate products that have to be integrated. They use the same repository and the same platform. So, for example, you can initiate a regulatory activity that raises a change control, and once that is completed, the information can flow back into regulatory without having to move documents between separate systems.

The same applies across pharmacovigilance and clinical. If you have a clinical study and an adverse event occurs during that study, it can be managed within the same environment. Everything is stored in the same location, with access controlled according to the user's role and location.

That creates visibility across the different business functions without having to build integrations between separate systems.

Competing With Specialists Through Integration and Value

Unmesh Lal: ***There are obviously many highly specialized vendors across these different areas. When a customer is comparing Ennov with those point solutions, where do you think your unified approach really makes the difference?***

Olivier Pâris: It depends on the specific solution, but one of the key differentiators is the ability to reduce the number of vendors and the total cost of ownership.

We have been doing quality for 25 years, so we cover the requirements around document management, quality processes, and learning management within the platform. Everything is embedded rather than requiring another solution to be connected to the documents.

Another important difference is that customers pay for the core capabilities and then can use them across different business functions. You are not paying twice for access to the same underlying capability.

The other differentiator is our experience in life sciences. We have a strong understanding of these business processes, and we combine that domain expertise with a platform that can address multiple functions. When a customer is looking for both quality and regulatory, or clinical and quality, that is often where our approach makes the difference because we can address both requirements with the same platform.

AI as a Core Capability, Not an Add-on

Unmesh Lal: ***We have talked about the platform itself. AI is now becoming part of that platform as well. How are you using AI today, and where do you see it making the biggest difference for customers?***

Olivier Pâris: We have been working with AI for a long time. Initially, that was NLP (Natural Language Processing) and machine learning, and then we moved into generative AI and now agentic AI.

All of these capabilities are available within our solution. We also have skills that come with the core models. So, if you have quality skills, regulatory skills, and clinical skills available on the platform, once you have access to the AI component, you can use those skills to interact with the system.

The important thing is that AI is already part of the platform. It is not something we are saying will arrive in six months, one year, or three years. It already exists and is available to customers.

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We also have strong capabilities around IDMP (Identification of Medicinal Products) and master data. The platform is configurable, so customers can use our predefined core models and adapt them where necessary. In general, we do not recommend more than around 20% customization. That helps us deploy the solution faster and also provides a validation kit that can speed up validation.

Bringing Agentic AI Into Life Sciences Workflows

Unmesh Lal: *And you have now taken that a step further with agentic AI. What does that add to the platform beyond the AI capabilities you've already described?*

Olivier Pâris: Our AI capability is one of the core capabilities that can be used throughout the platform across the different business applications.

In the latest version, we released agent capabilities, which means we can build agents based on skills. We have also released an MCP (Model Context Protocol) server and an MCP client. That allows Ennov to be accessible through third-party tools, while also allowing Ennov to access data through other systems where appropriate.

We have also built libraries of pre-configured skills for different business domains. For example, we have a skill that can investigate a deviation, identify potential root causes, look for similar deviations that have happened in the past, and produce a report of the deviation analysis.

These skills are already available to customers as part of the platform.

Using Customer Needs to Drive Expansion

Unmesh Lal: *You have grown both organically and through acquisitions. When you are looking at a new capability or entering a new space, how do you decide whether to build it yourself or bring it into Ennov through an acquisition?*

Olivier Pâris: Both are important. Since I joined Ennov, we have made a number of acquisitions while also achieving strong organic growth, particularly in subscription licenses and recurring revenue.

Our approach is to establish proof points before making significant investments. If we are considering entering a new space or launching a new product, we want evidence that we understand the opportunity and that we have a high degree of confidence that we can be successful.

Once we have that conviction, an acquisition can help us accelerate. We look at the vertical and region we want to pursue, the



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opportunity to generate a return on invested capital, the intellectual property we can bring into the core platform, brand presence, regional expansion, and culture fit.

The objective is not simply to keep an acquired company separate. We want to bring the capabilities into the core platform so that they can benefit the broader Ennov ecosystem.

Expanding From Europe to the United States

Unmesh Lal: ***You have built a strong European base, and the US already represents a significant part of the business. As you look ahead, how do you see that geographic mix evolving?***

Olivier Pâris: At the moment, the US represents around 40% of the business, Europe around 60%, and Asia less than 5%. France is still our largest individual country because we started there.

The mix is now changing. We have brought in investors, including a US-based investor, to help accelerate our growth, with an initial focus on the US market. The objective over the next three to five years is to significantly increase the proportion of US customers. It could become around 60% or even more US, with the remainder coming from Europe and Asia.

This is something we are starting now, and the goal is to grow everywhere while putting particular emphasis on the US. We also expect our presence in Asia to increase, moving above the current 5% level.

Replacing Legacy Point Solutions

Unmesh Lal: ***You have talked about reducing the number of vendors and the cost of maintaining multiple systems. Are you also seeing customers actively replace some of their existing quality and regulatory platforms with Ennov? What is driving those decisions?***

Olivier Pâris: Yes. The solutions we replace most often are quality and regulatory solutions. There are different reasons for replacement. In some cases, existing products are becoming outdated and customers are being pushed toward cloud deployments.

We have replaced solutions from several established vendors, including TrackWise, Documentum, OpenText, and Veeva in specific situations. We also work with CDMOs where companies have acquired sites from large pharmaceutical companies that were using older systems. In those cases, the total cost of ownership of the existing solutions, particularly when they are not well connected, can be too high.

We have also seen customers choose to move from one platform to another after corporate changes or acquisitions. So quality and regulatory are areas where replacement is an important part of the opportunity for us.

Scaling the Platform While Maintaining Customer Focus

Unmesh Lal: ***Your customers can be very different in size and digital maturity. How do you adapt the way you work with them, particularly when you are deploying the platform for a smaller biotech versus a large pharmaceutical company?***

Olivier Pâris: We adapt our services to the type of deployment. It is not the same if you deploy a QMS (Quality Management System) for a 100-employee biotech or for Pfizer.

We have a PMO (Project Management Office) organization that coordinates projects, along with product specialists for the different solutions. So, you can have a

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single project manager coordinating a project that includes regulatory, RIM (Regulatory Information Management), publishing, and document management, while different product specialists support each area.

We use standard governance with project directors, sponsors, and the appropriate project structure. The projects themselves can be very different in scale. They can be a 10-day project for an upgrade and training, or a project lasting two years across several regions involving change management, configuration, validation, and migration.

We adapt the delivery model to what the customer needs, and sometimes customers will also use third-party companies for specific parts of the project, such as change management, migration, or validation.

Three Words That Define Ennov

Unmesh Lal: *Olivier, if you had to describe Ennov in three words, what would they be?*

Olivier Pâris: The first would be **humble and honest**. We say what we do, and we do what we say. We do not oversell, and we do not sell things we do not know how to deploy or things that do not exist. We try to bring value to our customers.

The second is **customer-centric**. Everything in the organization, whether it is product management, support, delivery, or sales, is focused on customer needs.

The third is **an engineering company**. My background is engineering, and so is François's. We develop the product first and then sell it. We are not a marketing company or a financial company. We develop a good product and make sure it can bring value to our customers and prospects who will become customers.

Closing Reflection: Building a More Connected Life Sciences Software Environment

Ennov's approach is built around a simple proposition: life sciences organizations do not necessarily need more point solutions. They need a way to address multiple business functions through a common technology foundation. By bringing quality, regulatory, clinical, pharmacovigilance, document management, data, workflow, and AI capabilities onto one platform, Ennov is working to reduce technology complexity while supporting broader enterprise needs.

The next phase of the company's journey is extending that proposition through AI and agentic capabilities, greater adoption across mid-market life sciences organizations, migration of acquired products onto the Ennov platform, and stronger expansion in the United States. Underpinning that strategy is the same philosophy Olivier describes at the heart of Ennov: engineering a product that creates customer value, while building long-term relationships around it.



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Olivier Pâris | **Founder,** Ennov

Olivier Pâris is the Founder of **Ennov**. Since founding Ennov in 1999, Olivier has driven the company's vision, strategy, and growth. Olivier has a degree in Engineering from Ecole Centrale Paris. He is 100% focused on innovation and is committed to providing the most robust, comprehensive, and user-friendly software solutions for Life Sciences companies around the world.



Unmesh Lal | **Vice President,** Frost & Sullivan

Unmesh Lal brings over 20 years of experience in healthcare strategy and consulting, with a focus on global life sciences and precision health. He specializes in identifying transformative technologies, innovative business models, and growth opportunities across pharmaceutical solutions & services. A recognized thought leader, Unmesh has authored key industry insights and presented at leading global events including J.P. Morgan, Bio-Asia, Bio-IT World Biotech Pharma Summit, Medica Health IT, Precision Med Exhibition & Summit, Blockchain Congress, Basel Life, etc. He holds a master's degree in biomedical engineering from the University of Michigan–Ann Arbor.

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Appendix: Shaping the Next Generation of Life Sciences Software

As life sciences organizations manage increasingly complex requirements across quality, regulatory, clinical, pharmacovigilance, data, and compliance, the need for connected technology environments is becoming increasingly important. The shift toward unified platforms, AI-enabled capabilities, and more integrated digital workflows is creating new opportunities for technology providers to simplify operations and support more connected business processes. Frost & Sullivan provides strategic intelligence across these developments, including:

- Growth Opportunities in Conversational AI in Healthcare, Global, 2025–2030
- Frost Radar™: Artificial Intelligence-Enabled Clinical Trials, 2026
- Growth Opportunities in Biologics Contract Development & Manufacturing Organizations, Global
- Top 10 Growth Opportunities in the European Life Sciences Industry, 2026
- Growth Opportunities in Global Pharmaceutical Industry

These analyses complement the themes explored throughout this discussion, helping life sciences leaders understand the evolution of AI-enabled software, the emergence of agentic AI, the integration of AI into clinical workflows, and the opportunities created by increasingly connected digital environments.

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