

# ZAGENO

## 2025 COMPANY OF THE YEAR

*Driving impact across the customer value chain*

*RECOGNIZED FOR BEST PRACTICES IN THE  
GLOBAL LIFE SCIENCES  
E-COMMERCE INDUSTRY*

F R O S T & S U L L I V A N

## 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. Zageno excels in many of the criteria in the life sciences e-commerce space.

| RECOGNITION CRITERIA                          |                               |
|---|-------------------------------|
| <i>Visionary Innovation &amp; Performance</i> | <i>Customer Impact</i>        |
| Addressing Unmet Needs                        | Price/Performance Value       |
| Visionary Scenarios Through Megatrends        | Customer Purchase Experience  |
| Leadership Focus                              | Customer Ownership Experience |
| Best Practices Implementation                 | Customer Service Experience   |
| Financial Performance                         | Brand Equity                  |

## The Transformation of the Life Sciences E-commerce Industry

Technological innovation, evolving consumer expectations, and the pursuit of operational efficiency currently drive the global life sciences e-commerce sector. Organizations in this space increasingly adopt

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**- Amartya Bose  
Senior Consultant**

digital platforms to streamline procurement, optimize supply chains, and engage customers more effectively. In 2025, e-commerce fuels a substantial portion of sales and marketing in the life sciences research sector, reflecting a shift toward digital-first operations and stronger reliance on online solutions for purchasing, inventory management, and data-driven decision-making. Advanced technologies, such as artificial intelligence (AI), machine learning, and analytics, enable faster, more precise decisions and support efficient workflows across procurement and laboratory operations.

Despite this growth, Frost & Sullivan notes that the pre-clinical research and development segment faces structural challenges that slow adoption. The laboratory supply market remains highly fragmented, with millions of stock-keeping units (SKU) distributed across thousands of suppliers. Scientists navigate inefficient procurement processes, laboratories encounter operational bottlenecks, and accounts payable teams handle high volumes of

disjointed invoices. Manufacturers, global distributors, and existing platforms rarely solve these pain points end-to-end, creating strong demand for integrated, technology-driven solutions that simplify procurement and operational workflows.

Frost & Sullivan research indicates that organizations tackling these challenges proactively achieve a strategic advantage. By adopting sophisticated e-commerce systems, harnessing the power of data analytics, and optimizing procurement processes, life sciences firms enhance efficiency, increase operational visibility, and accelerate research progress. Solutions that consolidate procurement, supply chain oversight, and analytical capabilities enable teams to prioritize innovation while providing a smooth experience for all participants. As the life sciences sector grows even more digital and competitive, Frost & Sullivan analysts conclude that such integrated approaches define the market leaders.

### Streamlining Supply and Procurement

The life sciences e-commerce market continues to transform in lieu of researchers and procurement teams demanding greater efficiency, transparency, and digital-first solutions. To this end, the market requires an integrated, technology-driven platform that consolidates products, streamlines procurement, and enables smarter, data-informed decision-making. Founded in 2015 and headquartered in Cambridge, Massachusetts, ZAGENO is a leading AI-powered, end-to-end procurement platform for biotech and pharma companies that streamlines workflows and serves as a single platform for all lab supply needs.

ZAGENO responds directly to these challenges by redefining how researchers and institutions access lab supplies. The company aggregates more than 40 million SKUs from over 5,300 brands, giving scientists access to widely used and niche products at competitive prices.<sup>1</sup> The platform balances supply and demand while pursuing its mission to accelerate scientific achievement. The user-friendly interface mirrors consumer e-commerce platforms, and its AI-driven algorithms automate supplier selection, recommend alternatives, and ensure compliance with procurement strategies.

Additionally, the company delivers measurable value for buyers and suppliers. Scientists purchase supplies through a seamless and transparent process that saves time and reduces disruption to research. Procurement teams gain full visibility and control over spending patterns. The platform onboards new suppliers within 24 to 48 hours, adapts quickly to market needs, and drives cost savings averaging 19% by comparing prices and enabling bulk purchasing strategies.<sup>2</sup> ZAGENO integrates with major enterprise resource planning (ERP) and accounting systems, automating workflows and reducing administrative burdens so organizations can focus resources on research and innovation.

By combining user convenience with an enterprise-level procurement strategy, ZAGENO establishes itself as a transformative force in life sciences e-commerce, differentiating itself by focusing specifically on scientists, lab operations, procurement, and finance leaders. Large pharmaceutical companies currently leverage the platform, confirming its scalability and market acceptance. The company meets the immediate needs of researchers and procurement teams while setting the standard for the future of lab

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<sup>1</sup> Discussion with ZAGENO's Florian Wegener

<sup>2</sup> Ibid

supply management. As the industry accelerates its digital shift, ZAGENO positions itself to lead by unifying procurement, supply chain management, and analytics into a single solution.

### Technology-Driven Solutions for Life Sciences

ZAGENO aligns closely with key technology trends shaping the life sciences industry by combining upstream integration, AI-driven automation, and personalized user experiences. The platform positions itself early in the procurement process, capturing product data directly from experiments through integrations with electronic lab notebooks and workflow automation tools. By automatically generating pre-filled shopping carts and notifications, the company streamlines purchasing while preserving flexibility for researchers. This proactive, upstream approach allows the platform to influence purchasing decisions before orders are finalized, reducing manual effort and accelerating research workflows, a capability that sets it apart from traditional procurement solutions.

At the enterprise level, ZAGENO leverages AI-powered guided buying to strengthen procurement strategies and differentiate itself from other competitors. By consolidating millions of SKUs from

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**- Samantha Fisher  
Best Practices Research Analyst**

thousands of suppliers and continuously updating product availability and pricing, the platform equips procurement teams with real-time analytics to implement supplier strategies, allocate purchases across equivalent SKUs, and ensure compliance. Unlike legacy ERP systems or peer-to-peer platforms, the company integrates automation, analytics, and supplier benchmarking into a single interface, enhancing efficiency, reducing costs, and providing oversight that competitors cannot deliver. This combination of scale, intelligence, and operational transparency positions ZAGENO as a next-generation procurement solution.

ZAGENO further distinguishes itself through its emphasis on personalization and scalability. Moving beyond traditional click-through navigation, the platform is developing fully integrated AI agents that guide researchers through experiments and auto-populate carts based on real-time needs. This user-centric, data-driven approach aligns individual researcher requirements with enterprise procurement goals, creating a seamless experience that few competitors currently match. By combining workflow insights with AI-driven recommendations, the company improves operational efficiency and enhances the researcher experience, establishing a benchmark for innovation in life sciences e-commerce.

Beyond technology, ZAGENO reinforces its competitive position by aligning with broader market trends. Its commitment to sustainability and ethical practices resonates with younger generations and socially conscious organizations. The company's digital-first marketplace streamlines procurement, reduces costs, and improves resource management while providing access to innovative biotech materials that support the growing health and wellness market. Additionally, by connecting suppliers and researchers globally, ZAGENO enables collaboration and knowledge sharing across borders, strengthening its role as a

transformative, differentiated platform that drives scientific progress and enterprise-level procurement excellence.

### Combining Strategic Leadership with Measurable Business Results

ZAGENO establishes itself as a leading marketplace in life sciences e-commerce by combining technological innovation, operational excellence, and strategic market positioning. The platform delivers an Amazon-like experience for scientists and integrates AI-powered tools that guide procurement decisions. Researchers efficiently find, compare, and purchase the products they need, while algorithms manage supplier selection and product allocation in the background. By consolidating millions of SKUs from thousands of suppliers and continuously updating pricing and availability, procurement teams can implement supplier strategies, optimize spending, and ensure compliance without disrupting scientists' workflows.

The company reinforces its market leadership through strategic partnerships and operational impact. Collaborating with consulting firms, software providers, incubators, and service organizations allows ZAGENO to reach emerging biotech companies and enterprise pharmaceutical clients. Large pharmaceutical firms rely on the platform to streamline back-office processes, reduce headcounts, and optimize lab supply costs, while early adopters provide credibility and reference points for further expansion. These collaborations strengthen its reputation as a trusted, transformative platform in the life sciences sector.

ZAGENO raised over \$120 million to support its growth, innovation, and expansion in the life sciences e-commerce sector.<sup>3</sup> The company attracts investment from a diverse group of institutional and strategic investors, including General Catalyst, California Public Employees' Retirement System (CalPERS), Kaiser Permanente, ATHOS, Oak Ridge Management Group, HighSage Ventures, Grazia Equity, and Capnamic Ventures. This strong backing underscores investor confidence in ZAGENO's technology-driven platform, market strategy, and ability to deliver value across biotech and pharmaceutical clients, positioning it for continuous innovation and global expansion.

Strong financial performance underscores ZAGENO's leadership. Reporting 50% revenue growth in 2025, the platform benefits from technological innovation, enhanced user experience, and measurable cost savings for clients.<sup>4</sup> Leveraging advanced technology, data analytics, strategic partnerships, and operational excellence allow the company to expand its footprint, outperform the market, and solidify its position as a transformative force in life sciences e-commerce. This combination of technological differentiation, operational impact, and financial success positions the platform to lead as the industry increasingly embraces digital procurement solutions.

### Aligning Cost with Measurable Business Benefits

ZAGENO delivers exceptional price-to-performance value in life sciences by directly linking costs to measurable operational and financial outcomes. The platform tailors its solutions to match the size and purchasing volume of each client, supporting small to mid-sized biotech firms with an annual lab supply

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<sup>3</sup> [https://tracxn.com/d/companies/zageno/\\_syzWR\\_o7NpfZzFbTyLnt3vKTdwOPiUoGqpfSsqf6AxQ](https://tracxn.com/d/companies/zageno/_syzWR_o7NpfZzFbTyLnt3vKTdwOPiUoGqpfSsqf6AxQ)

<sup>4</sup> Discussion with ZAGENO's Florian Wegener

spending limit of only a few thousand dollars, as well as large pharmaceutical companies managing hundreds of millions in annual purchases. By structuring pricing around the value it generates, the company ensures clients receive a solution proportional to their needs while maximizing return on investment.

ZAGENO reinforces value creation through detailed, customized business cases. It analyzes procurement data line by line, identifies inefficiencies, and quantifies potential savings from reductions in manual invoice processing, administrative overhead, and high-volume payment transactions. Framework contracts streamline supplier onboarding, eliminating lengthy internal legal reviews and accelerating procurement cycles. These operational optimizations translate directly into measurable financial benefits, allowing clients to recover the cost of the platform rapidly while improving workflow efficiency.

ZAGENO's price/performance approach also strengthens its strategic differentiation in the market. Customers perceive the platform not just as a purchasing tool but as a comprehensive solution that drives cost reduction, operational efficiency, and compliance. By integrating AI-driven procurement intelligence, automated workflows, and strategic supplier management into a value-focused model, the platform demonstrates that it pays for itself while delivering additional savings. This approach provides a strong economic case for adoption, making the company an attractive choice for life sciences organizations seeking efficiency and measurable financial impact.

### **Redefining the Customer Experience in Life Sciences Procurement**

#### *Purchase Experience*

ZAGENO delivers a highly efficient purchase and integration experience tailored to the needs of biotech and pharmaceutical customers. The platform connects seamlessly to existing systems, such as NetSuite or other ERP platforms, often requiring only minutes to set up, while biotech environments benefit from near plug-and-play onboarding that allows scientists to begin using the platform overnight. Customers maintain a single source of truth for approvals, accounting, and procurement processes, supported by optional training to ensure effective adoption. Its Amazon-like interface spans over 40 million SKUs across 200 product categories, with innovative features like chemical structure search and transparent supplier comparisons that enable informed purchasing decisions and cost savings. The company further enhances efficiency through AI-powered tools that predict product availability and shipping times, optimize supplier selection, and guide buying to balance cost, speed, and performance. By combining rapid integration, intuitive design, price transparency, and intelligent automation, the platform streamlines procurement, reduces friction, and delivers a differentiated, high-value marketplace experience for life sciences organizations.

#### **Ownership Experience**

ZAGENO delivers a seamless and reliable platform experience that prioritizes efficiency, accuracy, and customer satisfaction across scientific and procurement teams. The platform tracks key performance indicators for every customer interaction, including service response times, order inquiries, and invoice questions, while collecting feedback through standardized metrics such as Net Promoter Scores to continuously refine support and operational workflows. It ensures searches consistently return accurate results, products display correct pricing and availability, and the conversion funnel is actively monitored

to address issues such as pricing errors, missing items, or stock discrepancies. On the procurement and finance side, the company streamlines invoicing and purchase order reconciliation, reduces common errors, benchmarks supplier performance, and enforces standards for timely shipping and fulfillment. By combining proactive support, real-time monitoring, and operational safeguards, the platform delivers predictable, dependable outcomes that allow scientists and procurement teams to focus on their work, reinforcing trust and differentiating ZAGENO in customer satisfaction and operational reliability.

### **Customer Service**

ZAGENO delivers a highly efficient and user-centric customer service experience by combining a digital-first chat platform with AI-driven and human-assisted support. Scientists can request quotes, place orders, and resolve issues directly within the platform, ensuring fully documented interactions that provide transparency and consistency. While email and phone support remain available, users overwhelmingly prefer the chat functionality, reflecting broader trends toward immediate, on-platform communication in the post-COVID life sciences environment. AI agents handle routine inquiries instantly, while trained representatives address complex issues, maintaining personalized, high-quality support. By integrating intuitive digital tools with expert human assistance, the company streamlines communication, reduces friction in the purchasing process, and positions itself as a responsive, customer-centric marketplace that meets the evolving needs of the life sciences sector.

### **Leveraging Brand Equity to Drive Growth**

ZAGENO builds strong brand equity as the leading digital marketplace in life sciences by providing a technology-driven platform that simplifies lab supply procurement and accelerates innovation for research and biotech organizations. The marketplace differentiates itself from traditional distributors by providing a seamless, user-focused purchasing experience, positioning the company as a forward-thinking, customer-centric partner that consistently meets evolving user needs. Its comprehensive product range, combined with high-quality, accessible customer service, reinforces loyalty and satisfaction across the customer lifecycle. By leveraging AI, automated procurement tools, and integrated analytics, ZAGENO enhances efficiency, transparency, and convenience, establishing itself as a trusted partner in lab supply procurement.

The company attracts investment from a diverse group of institutional and strategic investors, including General Catalyst, California Public Employees' Retirement System (CalPERS), Kaiser Permanente, ATHOS, Oak Ridge Management Group, HighSage Ventures, Grazia Equity, and Capnamic Ventures. This strong backing underscores investor confidence in ZAGENO's technology-driven platform, market strategy, and ability to deliver value across biotech and pharmaceutical clients, positioning it for continuous innovation and global expansion. The company achieved substantial early growth in Europe before concentrating on the North American market for five years to solidify its presence. It has expanded into France, Belgium, the Netherlands, the United Kingdom, and Germany, and it is entering Switzerland and Denmark. ZAGENO pursues measured, strategic expansion to maintain high service quality and a seamless customer experience, even as early interest emerges from Asia, including India, China, and potentially Japan.

By combining technological innovation, operational excellence, and a customer-first approach, ZAGENO reinforces its differentiated and highly respected brand in the life sciences marketplace. Its focus on delivering efficiency, transparency, and reliability across global markets positions the company as a leading, trusted, and growth-oriented platform capable of shaping the future of digital procurement for biotech and pharmaceutical organizations worldwide.

## Conclusion

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Life sciences organizations face complex challenges in lab procurement, including fragmented supply chains, inefficient workflows, and limited visibility into spending and supplier performance. ZAGENO alleviates these pain points by delivering a technology-driven platform that streamlines procurement, consolidates millions of stock keeping units, and integrates seamlessly with existing workflows. The company combines artificial intelligence-powered tools, real-time analytics, and automation to enhance operational efficiency, reduce costs, and enable strategic supplier management. Strong financial growth, strategic funding, and a highly respected brand reinforce ZAGENO's market leadership, while its intuitive, user-centric design ensures a superior customer experience. By addressing industry pain points with innovation, measurable business outcomes, and a customer-first approach, the company positions itself as a transformative partner shaping the future of digital procurement in the life sciences sector.

With its strong overall performance, ZAGENO earns the 2025 Frost & Sullivan Global Company of the Year Recognition in the life sciences e-commerce industry.

## What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year 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 Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Visionary Innovation & Performance

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

**Visionary Scenarios Through Megatrends:** Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

**Leadership Focus:** The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

**Financial Performance:** Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

#### 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.

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

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#### 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)**

