



AVANCE CLINICAL

**20  
25** | **CUSTOMER  
VALUE LEADER**  
*Maximizing the Price/Performance ROI for Customers*

*RECOGNIZED FOR BEST PRACTICES IN THE  
GLOBAL BIOTECH CRO INDUSTRY*

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

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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. Avance Clinical excels in many of the criteria in the biotech CRO space.

| RECOGNITION CRITERIA   |                               |
|------------------------|-------------------------------|
| <i>Business Impact</i> | <i>Customer Impact</i>        |
| Financial Performance  | Price/Performance Value       |
| Customer Acquisition   | Customer Purchase Experience  |
| Operational Efficiency | Customer Ownership Experience |
| Growth Potential       | Customer Service Experience   |
| Human Capital          | Brand Equity                  |

## The Transformation of the Biotech CRO Industry

The global contract research organization (CRO) market continues to expand, with projected revenues reaching \$75.23 billion in 2025 and an annual growth rate of 13.3%.<sup>1</sup> Increasing trial complexity—particularly in oncology and rare diseases—and rising biotech funding in early-stage programs drive this growth. Sponsors increasingly seek flexible, technology-enabled CRO partners to manage complex study designs, support global regulatory submissions, and enable faster time-to-patient. Outsourcing to full-service CROs with geographic flexibility and deep therapeutic expertise continues to accelerate across international markets.

Biotech companies, which account for over 70% of the global drug development pipeline, face persistent resource constraints and limited internal clinical infrastructure.<sup>2</sup> These firms increasingly require centralized clinical and laboratory services to manage operational complexity and cost pressures. Partnering with CROs that offer integrated early-phase capabilities and regulatory alignment allows biotech companies to streamline trial execution, reduce development timelines, and ensure data quality for submission to global health authorities.

As global biotech companies seek agile partners, Australia has become the leading destination for early-phase clinical research, offering a unique combination of speed, cost-efficiency, and international

<sup>1</sup> Growth Opportunities in Pharmaceutical Clinical Contract Peripheral Services Landscape, Forecast to 2030 (Frost & Sullivan, January 2025)

<sup>2</sup> Ibid

regulatory alignment. The country enables ethics approvals within five days, provides a 43.5% R&D tax incentive, and generates data accepted by the United States Food and Drug Administration (FDA). Its advanced scientific ecosystem, efficient site activation processes, and broad patient access make it an attractive location for accelerated first-in-human development.

With a focus on agility, Avance Clinical is a trusted CRO partner, offering end-to-end services tailored to biotech firms' shifting needs. The company provides adaptive trial designs, regulatory strategy expertise, and a strong operational base in Australia, enabling biotech sponsors to initiate early-phase trials quickly and cost-effectively. Frost & Sullivan finds that Avance Clinical drives high client satisfaction and trial success through trust-based long-term relationships and operational excellence.

### Offers AI-driven Solutions and Innovation in Clinical Research

Founded in 2009 and headquartered in Adelaide, Australia, Avance Clinical leverages AI and advanced technologies to deliver high-quality clinical research services, positioning itself as a leading CRO. The company integrates cutting-edge tools to optimize clinical trial processes, enhancing data management and medical writing. Its AI-driven solutions accelerate trial timelines while maintaining quality, allowing biotech sponsors to benefit from improved efficiency and cost-effectiveness.

*"Avance Clinical sets itself apart by partnering with specialized AI providers rather than building proprietary systems. This approach enables the company to implement validated AI solutions rapidly, reducing inefficiencies in trial design, patient recruitment, and documentation."*

**– Ain Sarah Aishah**  
**Best Practices Research Analyst**

Avance Clinical sets itself apart by partnering with specialized AI providers rather than building proprietary systems. This approach enables the company to implement validated AI solutions rapidly, reducing inefficiencies in trial design, patient recruitment, and documentation. For example, AI-driven medical writing streamlines protocol development and informed consent drafting, significantly reducing turnaround times. Additionally, automating routine tasks allows its experts to focus on high-value research activities that directly impact trial success.

As adopting new technologies involves risks such as security breaches and operational disruptions, Avance Clinical mitigates these challenges through its dedicated Technology Innovation Group. The team rigorously evaluates emerging technologies before full-scale implementation, ensuring each new system meets the company's stringent quality requirements. This structured method minimizes risk while driving technological advancements without disrupting core clinical operations.

Furthermore, Avance Clinical elevates operational excellence through data-driven workforce management. Leveraging Certinia, the company optimizes resource allocation, balancing workloads to prevent burnout while maintaining high productivity. The company employs a structured project performance review system to strengthen operational reliability. For example, functional departments conduct monthly assessments, evaluating project progress, patient recruitment, and adherence to timelines. It also applies a color-coded risk assessment framework to enable proactive intervention, ensuring projects remain on schedule and maintaining high service reliability for biotech clients.

Avance Clinical also enforces a structured training program to enhance workforce expertise. Through MasterControl, employees undergo rigorous quality training, ensuring compliance with evolving industry requirements and standards. This emphasis on professional development strengthens the company's ability to deliver scientifically robust and regulatorily compliant clinical trials.

Frost & Sullivan commends Avance Clinical's approach to enhancing trial reliability, improving data integrity, and delivering superior outcomes for biotech sponsors by integrating AI-driven efficiency with operational excellence. This commitment to innovation and quality solidifies the company's leadership in the biotech CRO space.

### **Pursues Global Expansion and Strategic Growth**

Avance Clinical's strategic expansion into major international markets underscores its commitment to supporting biotech clients worldwide. Through regional expertise, partnerships, and scalable operations, the company enables biotech organizations to accelerate drug development with cost-effective and efficient clinical trial solutions. As part of its strategy, Avance Clinical's GlobalReady program provides biotech sponsors with a seamless pathway from preclinical stages to Phase III trials. The company's in-house global regulatory affairs team supports sponsors in navigating regulatory submissions for the United States FDA, the European Medicines Agency, and the Therapeutic Goods Administration, ensuring smooth approvals. This regulatory expertise strengthens Avance Clinical's ability to streamline trial execution across diverse markets, minimizing delays and accelerating drug development.

Moreover, the company has a strong presence in Asia-Pacific (APAC), giving biotech companies access to high-quality clinical trial services. Avance Clinical facilitates early-phase trials in Australia, leveraging the country's 43.5% R&D tax incentive, which has significant cost advantages. For biotech sponsors ineligible for this incentive, the company utilizes its operations in India to provide high-quality yet cost-effective biometric services, offering financial flexibility without compromising scientific and operational excellence.

Expanding its APAC reach, Avance Clinical has entered South Korean and Taiwanese markets through collaborations. At the 2024 KoNECT conference, the company signed Memorandums of Understanding (MOU) with leading South Korean clinical trial institutions, including CHA University Bundang Medical Center, Korea University Medicine, and Dong-A University Hospital's Clinical Trial Center.<sup>3</sup> These partnerships give biotech clients access to top-tier research facilities, experienced investigators, and diverse patient populations within South Korea's advanced healthcare ecosystem.

Meanwhile, in March 2025, Avance Clinical secured partnerships with four premier institutions in Taiwan: Taichung Veterans General Hospital, Taipei Medical University, China Medical University Hospital, and Kaohsiung Medical University Chung-Ho Memorial Hospital.<sup>4</sup> Taiwan's strength in early-phase research and oncology trials aligns with Avance Clinical's expertise, further strengthening its GlobalReady model. Additionally, the company established a new office in Taipei, serving as a hub for streamlined clinical trial execution. This establishment delivers end-to-end support for biotech clients conducting trials in Asia, leveraging Taiwan's rapid regulatory pathways and high-quality research infrastructure.

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<sup>3</sup> <https://www.avancecro.com/news/avance-clinical-ceo-and-asia-director-sign-mous-with-key-clinical-trial-sites-in-korea-around-2024-konect/>

<sup>4</sup> <https://www.avancecro.com/news/global-reach-for-biotechs-avance-clinical-secures-mous-with-four-premier-taiwanese-trial-sites/>

In North America, Avance Clinical has significantly expanded its GlobalReady Site Partnership Network, which now includes 2,000 rigorously vetted clinical sites across the region. With US-based biotech companies representing over 80% of its client base, the company provides sponsors with high-quality research environments, accelerated trial startup, and improved patient access.<sup>5</sup> Avance Clinical's agile

*"While Avance Clinical has established partnerships in Europe, its long-term expansion plan involves deeper integration into the European clinical trial ecosystem. Its global service capabilities ensure seamless trial execution in multiple regions, offering biotech sponsors a consistent and high-quality experience regardless of location."*

**– Unmesh Lal**  
**Research Director, Pharmaceutical**

approach ensures that sponsors receive tailored solutions that align with the fast-paced nature of biotech.

In addition to regional expansion, Avance Clinical strengthens its global clinical research capabilities through partnerships. The company's collaboration with Mid-Ship Biomedical facilitates cross-regional clinical development, attracting Chinese biotech companies to Australia for early-phase trials while granting Mid-Ship access to Avance Clinical's international network.<sup>6</sup> This partnership enhances clinical trial efficiency between the Chinese and Australian biotech markets, delivering high-quality research that meets rigorous regulatory standards.

Avance Clinical has also formalized a partnership with Simbec-Orion to create a globally integrated trial execution model. This collaboration strengthens Avance Clinical's presence in Europe while expanding Simbec-Orion's reach into APAC. By combining their regional strengths, both organizations offer biotech and pharmaceutical clients a unified clinical trial experience with access to various patient populations and comprehensive regulatory expertise.<sup>7</sup>

Frost & Sullivan applauds Avance Clinical's expansion strategy, which balances organic growth and strategic acquisitions. While organic growth allows the company to build teams in new regions methodically, acquisitions accelerate the establishment of regional expertise and infrastructure. This hybrid approach ensures that Avance Clinical maintains consistent service quality across all locations and provides a seamless global trial experience for biotech sponsors with a reliable and efficient clinical trial pathway.

### **Provides Client-centric Excellence and Gains Financial Strength**

Avance Clinical's ability to have lasting client relationships drives its growth and financial success. With a customer retention rate of approximately 70%, the company's commitment to service excellence, timely project delivery, and cost predictability ensures continued trust and engagement from biotech sponsors.<sup>8</sup> This client-centric operation extends to Avance Clinical's proactive communication strategy, enhancing customer engagement. From trial initiation to post-study analysis, the company prioritizes transparency and continuous conversations with clients. Regular milestone reviews and timely check-ins enable real-time adjustments, preventing challenges from escalating and allowing smooth project execution. This

<sup>5</sup> <https://www.avancecro.com/news/avance-clinical-globalready-site-partnership-network-expands-rapidly-to-2000-site-members/>

<sup>6</sup> <https://www.avancecro.com/news/avance-clinical-signs-mou-with-mid-ship-biomedical-to-strengthen-global-clinical-research-collaboration/>

<sup>7</sup> <https://www.avancecro.com/news/simbec-orion-and-avance-clinical-consolidates-partnership-with-memorandum-of-understanding/>

<sup>8</sup> Frost & Sullivan's interview with Avance Clinical (March 2025)

hands-on and collaborative approach increases client satisfaction, securing a strong project pipeline and revenue predictability.

These customer-centric strategies directly contribute to Avance Clinical's financial performance and strategic expansion. Despite industry-wide challenges, the company has achieved a 37% year-over-year revenue increase, demonstrating its ability to adapt to evolving market conditions while maintaining strong client relationships.<sup>9</sup> The company monitors market trends closely, refining its approach and service offering to keep them aligned with the shifting industry demands, addressing longer sales cycles, and increasing due diligence from biotech sponsors. This forward-looking strategy helps mitigate market uncertainties while maintaining a strong backlog of clinical projects, strengthening operational efficiency and financial sustainability.

The company's forward-looking growth strategy includes strengthening its presence in major international markets. While Avance Clinical has established partnerships in Europe, its long-term expansion plan involves deeper integration into the European clinical trial ecosystem. Its global service capabilities ensure seamless trial execution in multiple regions, offering biotech sponsors a consistent and high-quality experience regardless of location. This strategic expansion, driven by a commitment to customer excellence, positions Avance Clinical as a leading biotech CRO with the agility to thrive in a dynamic industry.

Frost & Sullivan acknowledges Avance Clinical's sustainable business model that prioritizes client needs and long-term success by seamlessly integrating customer satisfaction with financial growth and global expansion. This approach solidifies the company's industry leadership, highlighting its role as a partner of choice in clinical research.

## Conclusion

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Avance Clinical solidifies its leading position in the biotech CRO market by addressing industry needs and delivering innovative, high-quality clinical research solutions. The company integrates AI-driven efficiency, operational excellence, and regulatory expertise to help biotech sponsors accelerate drug development while optimizing costs. Its strategic global expansion and partnerships strengthen its ability to support clinical trials in multiple regions, providing biotech companies with seamless, end-to-end research solutions. Avance Clinical prioritizes customer-centric excellence, driving long-term client relationships, financial stability, and continued growth in this competitive and dynamic market. The company proactively tracks market trends, develops its workforce, and navigates regulatory requirements to remain a trusted and preferred partner for biotech innovators globally. As the industry evolves, Avance Clinical continues to lead early-phase research with a commitment to quality, speed, and scientific rigor.

With its strong overall performance, Avance Clinical earns Frost & Sullivan's 2025 Global Customer Value Leadership Recognition in the biotech CRO industry.

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<sup>9</sup> Ibid

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value 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 Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

#### 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            | <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 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)

