

Model N

# Global Tender Management

The global tendering and bidding process is a critical part of doing business internationally for pharma and medtech manufacturers. The number of tenders is only growing, with 126,228 Pharma and 182,784 MedTech tenders published globally in 2017. Governments and payers are increasingly using tenders to lower costs, which require proactive management and global visibility. These payers are growing in purchasing power and demanding lower prices, while the costs for manufacturers of failing to respond competitively can mean being locked out of a desirable market for quite some time.

The Global Tender Management (GTM) solution from Model N is designed to help manufacturers maximize revenues by optimizing bids and streamlining processes, aligning local and global resources in the tender process, and driving organizations toward realizing the benefits of a data-based approach to tendering.



## 85%

of medtech revenue was already derived from tenders, and this amount is growing

### ***Maximize Revenue with Global Tendering Strategy***

Tender management capabilities are critical for manufacturers today because in 2018, 25% of pharma and 85% of medtech revenue was already derived from tenders, and this amount is growing. Manufacturers who don't have strong tendering capabilities can lose access to markets, with lockouts ranging from 12-36 months, and irreparable effects on long term market share and product profitability.

Tendering solutions should seek to compile information without manual processes or disconnected spreadsheet-based tools. Tendering solutions like GTM offer a global reach, enabling users to look beyond local markets to understand tender performance at a global level. Simulation tools should include competitive scoring, market access data and price transparency impact analysis. Ad hoc solutions will result in inaccurate projections, and hamper efforts to craft competitive tender offers that win. Tender solutions should also be combined with revenue management capabilities that support the end to end process as the prevalence of tender-based opportunities grows. The Model N GTM solution addresses the challenges manufacturers face when crafting tender responses, consolidating capabilities so that all information relevant to the tender offer is in one place.

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## Capabilities

Model N GTM is an end-to-end solution that gives your teams the insights and controls they need to win more tenders at the right price, by addressing the 4 major issues in the tendering process:

### **Increase sales by identifying tenders quickly.**

With tight timelines for responding, manufacturers need to identify and determine if they qualify for public tenders quickly. Tools allow teams to prioritize efforts toward the most critical opportunities.

### **Compile relevant information.**

Assemble data and competitive information required for a response. Improve margins by utilizing resources to shape bids with criteria based on pre-simulated MEAT and competitive data.

### **Reduce risk.**

Reduce the risk on non-compliance, disqualification, or penalties by improving execution through centralized documentation gathering and auditable approval workflows.

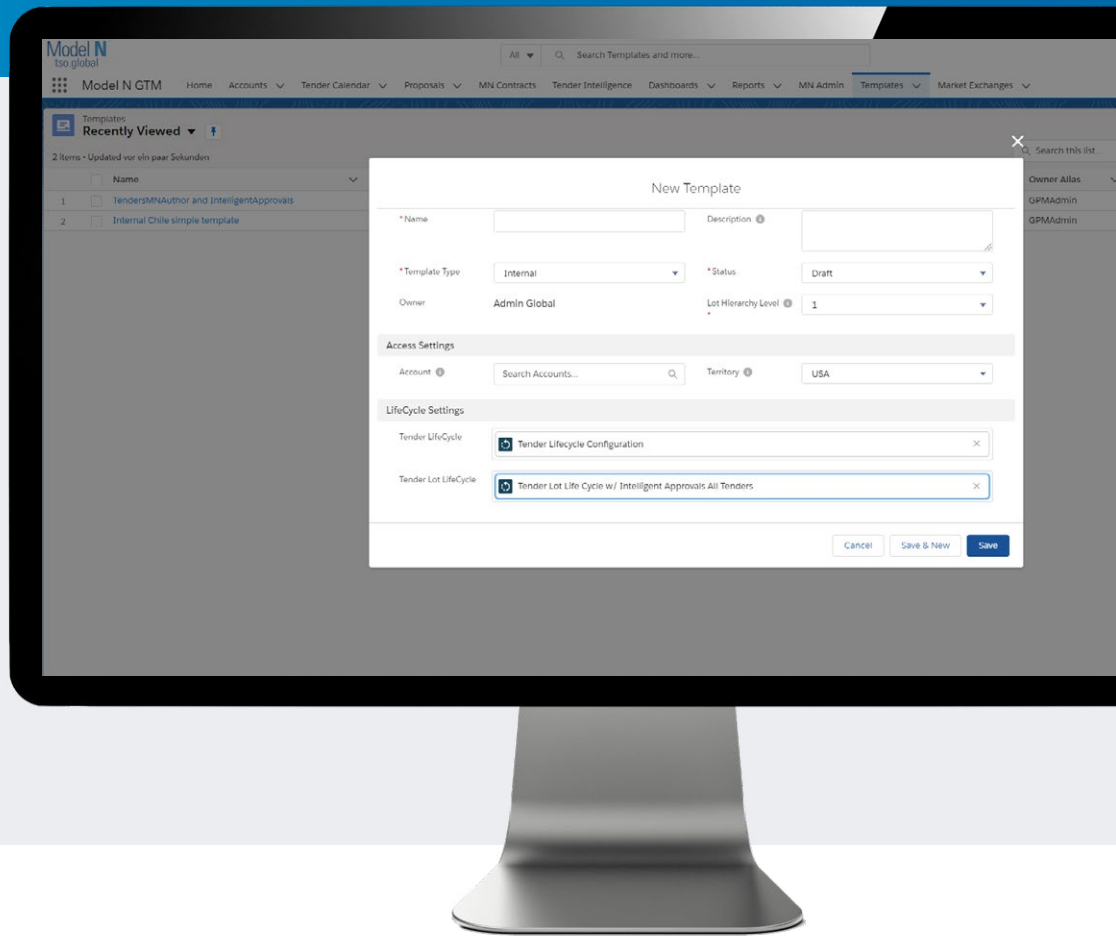
### **Tracking and analysis.**

Capture competitive information in the event of a win or loss, for analysis to improve future submissions in the event of a loss, or to fulfill the tender properly in event of a win.

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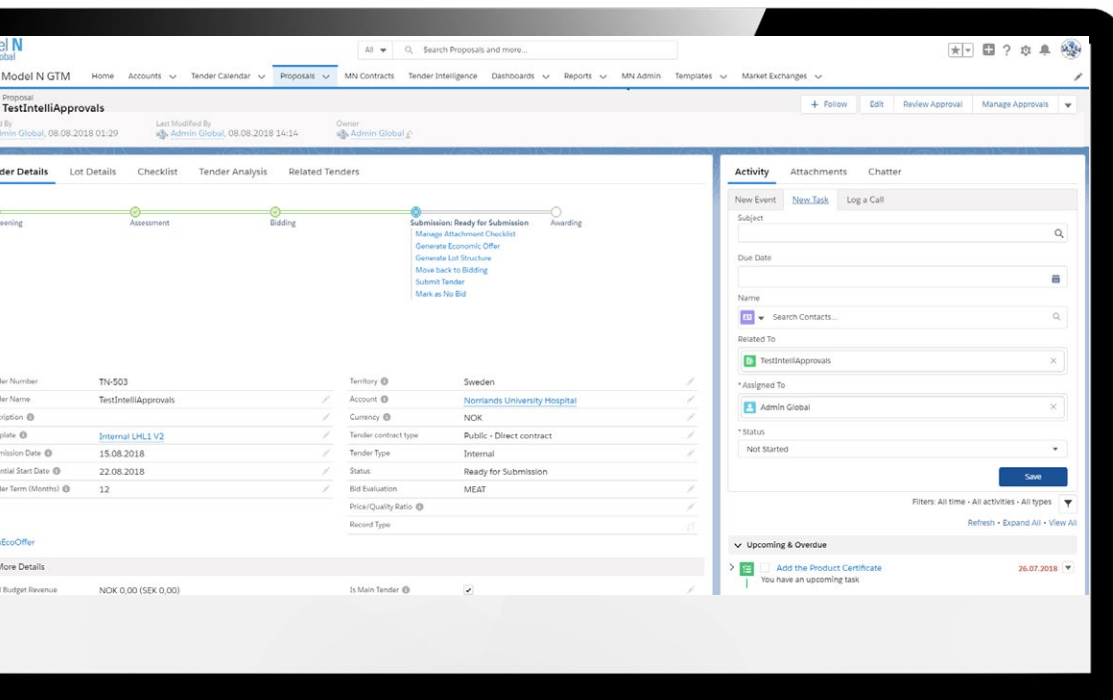
## New Template Creation

Model N GTM is an end-to-end cloud-based solution that addresses all key stages in the tender-to-contract process, starting from the beginning with new template creation. The template approach allows the platform to be global by allowing customers to configure the platform to match their local process while retaining global visibility into all tendering aspects.



## New Task Creation

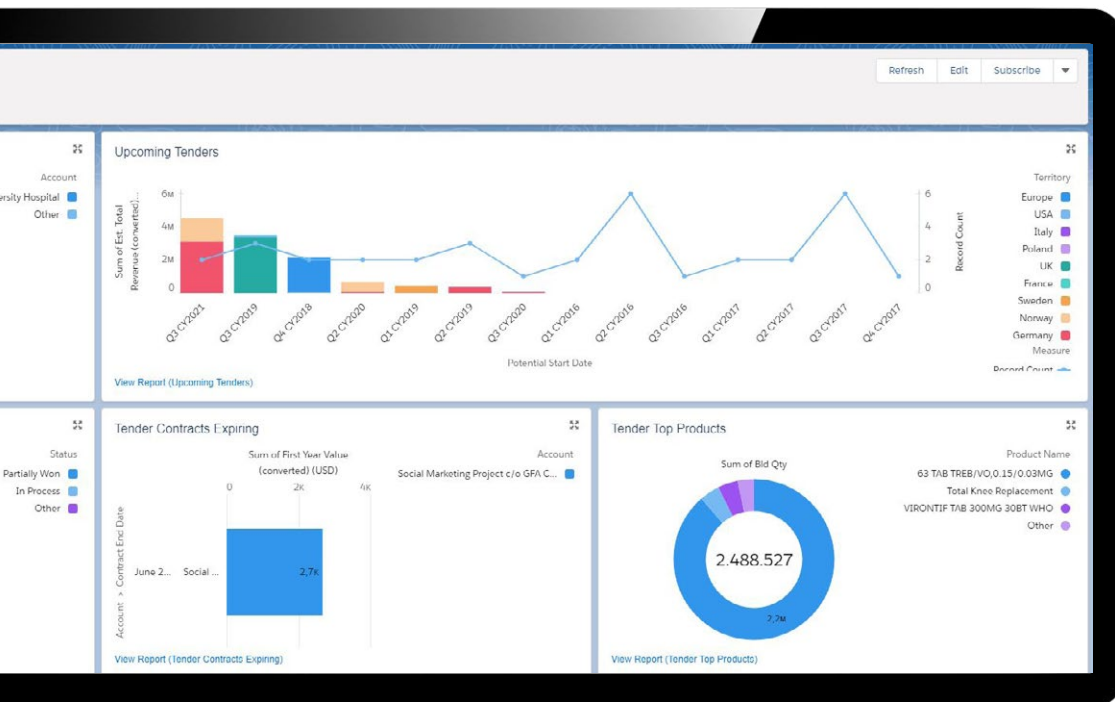
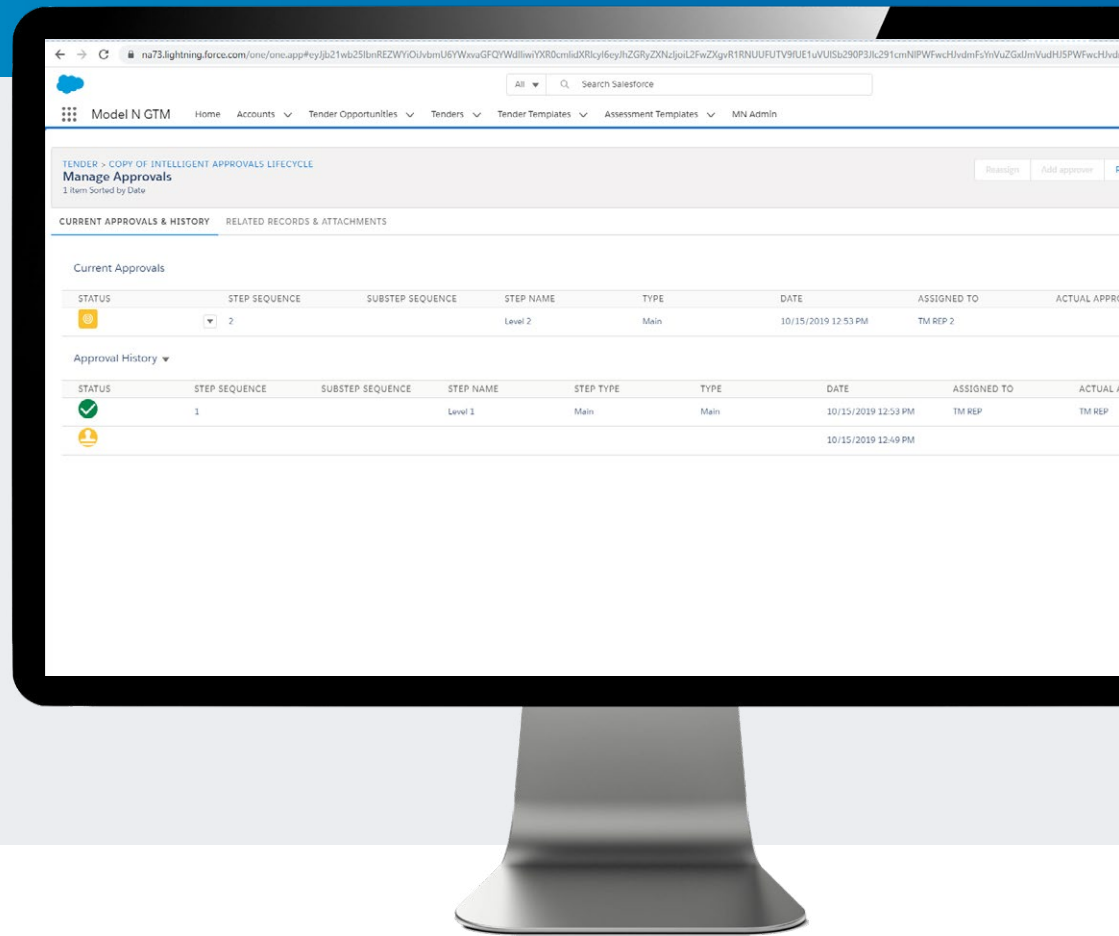
Templates and tasks are key elements of the workflow support provided by GTM. Assignment of tasks within the system ensures all information is tracked and auditable, while streamlining the process of preparing and working the tender. Task assignment and tracking is crucial to success as most tenders require a response within 35 days and it's not uncommon to have as many as 6 different departments providing input into the materials.



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## Smart Approvals

The Smart Approvals feature allows customers to reduce unnecessary re-approval steps when new tenders reuse data from existing ones, by putting only the new data into the approval process. Rules can be set to differentiate the “approvers pool” which needs to be involved with data changes.



## Dashboard

Dashboard capabilities allow your team to track tenders as they progress to contract, and track key metrics and performance.

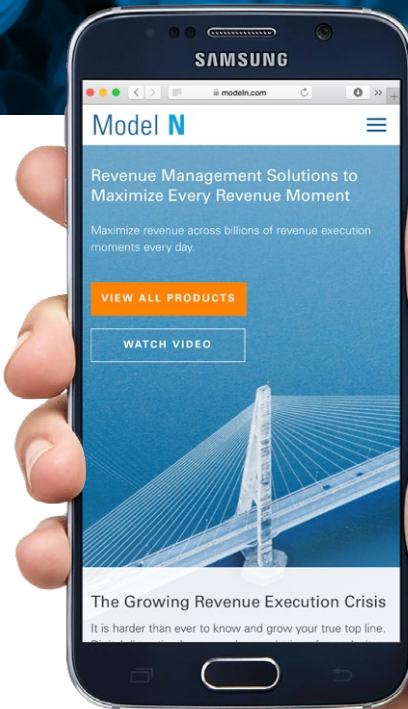


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### **MODEL N GLOBAL PRICING SUITE**

Model N GTM is a core component of Model N's Global Pricing capabilities for pharma and medtech manufacturers. GTM is complemented by the Global Pricing Management (GPM) platform, as both products are built on the same foundation. Each module can be purchased standalone and the GPM platform consists of a Foundation module, International Reference Pricing, Global Launch Execution, Competitive Pricing and Analytics modules. The GTM product includes a Foundation module and analytics. Contract Lifecycle Management, CPQ and Rebates modules are also available from Model N to complement GPM and GTM.

The combined solution can be leveraged to integrate global pricing workflow into revenue management, increasing process efficiency from contract to execution when used together by global life science companies.



Learn more at  
[Modeln.com](http://Modeln.com)

### **GLOBAL TENDER MANAGEMENT BENEFITS**



**Visibility.** Optimize 100% of global opportunities and the ability to proactively create winning strategies.



**Centralize information.** Centralize internal and external information while providing clear workflows and approval processes to manage tenders from their inception to completion.



**Accelerated information gathering.** Ensure accuracy and mitigate the risk of failed submissions.



**Increased win rates.** Leverage insights into past performance and competitive information-based simulations to improve future submissions.

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