

# Maximize revenue with a global tendering strategy

The global tendering and bidding process is a critical part of doing business internationally for pharmaceutical and medtech manufacturers. Governments and healthcare providers are increasingly using tenders to lower costs. In response, manufacturers must proactively manage tenders and increase their visibility into opportunities – or face substantial consequences.

Tender management capabilities are critical for manufacturers because at least 25% of pharma and 85% of medtech revenue is derived from tenders. Manufacturers that lack strong tendering capabilities can lose access to markets – with potential of being locked out from a provider for up to 36 months – causing irreparable effects on long-term market share and product profitability. The tools companies have traditionally used to manage tenders expose them to missed opportunities, unfavorable pricing, and supply chain misalignment.

Model N Global Tender Management helps you maximize revenues by optimizing bids, aligning local and global resources in the tender process, and enabling you to capitalize on the benefits of a data-based approach to tendering.

Unlike spreadsheet-based tools that require you to compile information manually, Global Tender Management enables users to look beyond local markets to understand tender performance at a global level. Because inaccurate projections can hamper efforts to craft competitive offers that win, Model N has included simulation tools like competitive scoring, market access data, and price transparency impact analysis. Furthermore, Global Tender Management integrates with Model N Revenue Cloud to support revenue management as the prevalence of tender-based opportunities grows.

## 3 years

Poor tendering capabilities could mean losing access to a market for up to three years.

## Solving the four challenges with tenders

Global Tender Management addresses the challenges of crafting tender responses, consolidating capabilities so that all information relevant to the tender offer is in one place. This end-to-end solution gives your teams the insights and controls they need to win more tenders at the right price.

### 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 presimulated most economically advantageous tender (MEAT) and competitive data.

### Reduce risk

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

### Track and analyze success

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.

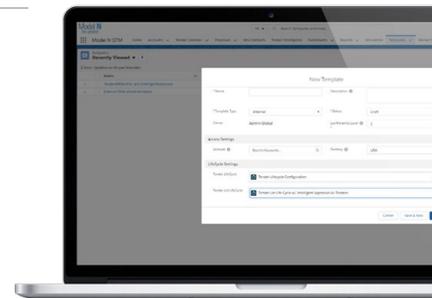
## Get the insights and controls you need

### New template creation

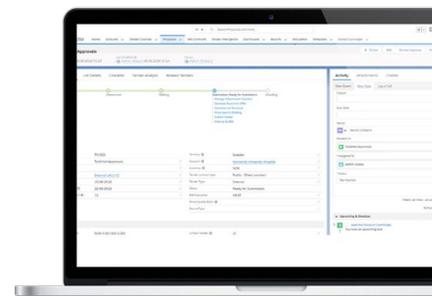
Address all key stages in the tender-to-contract process, starting with new template creation. The template approach allows customers to configure the platform to match their local process while retaining global visibility into all tendering aspects.

### New task creation

Assign tasks within the system to ensure all information is tracked and auditable and streamline tender preparation. Task assignment and tracking are crucial to success as most tenders require a response within 35 days and may require up to six different departments to provide input into the materials.



*New template creation*



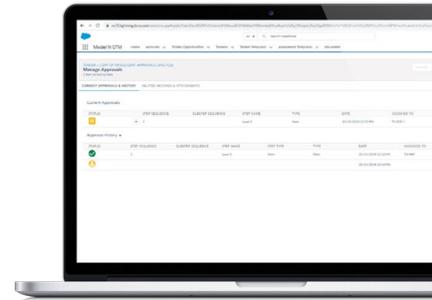
*New task creation*

## Smart approvals

Reduce unnecessary reapproval 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” that needs to be involved with data changes.

## Dashboard

Track tenders as they progress to contract and monitor key metrics and performance.



Smart approvals



Dashboard

## Increase tender win rates with a better process and greater visibility

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**Optimize 100% of global opportunities and proactively create winning strategies.**
- 
**Accelerate information gathering and ensure accuracy to mitigate risk of failed submissions.**
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**Centralize internal and external information while providing clear workflows and approval processes to manage tenders from their inception to completion.**
- 
**Leverage insights into past performance and competitive information-based simulations to improve future submissions.**
- 
**Effectively evaluate opportunities so you can prioritize your efforts on those that offer higher likelihood of success.**
- 
**Track order fulfillment to ensure contract conditions are met.**

## Streamline global tendering processes and optimize your bids.

Schedule a demonstration to learn how Model N Global Tender Management can help you efficiently identify, evaluate, respond to, and manage tenders.