

## **Media Alert: Model N Sponsors Successful ePP High Tech PricingFuel Day**

**REDWOOD SHORES, CA** – November 17, 2011 – On November 8 and 9, [Model N](#), the leader in Revenue Management, sponsored the first-annual [European Pricing Platform](#) (ePP) High Tech PricingFuel Day in London. ePP is the leading knowledge community for pricing decision makers in Europe.

The well-attended two-day event drew pricing practitioners from across Europe and a range of High Tech manufacturing sectors, including semiconductors, electronic components, and consumer electronics. Industry analysts in attendance included Gartner Research and iSuppli.

Day One topics included industry demand signals for 2012, adapting to supply constraints, and their consequences for Price and Revenue Management; powerful new industry-specific analytics tools; and Price and Revenue Management success stories.

Day Two featured case studies from Model N customers showing how they are achieving gross margin improvements of up to 3% and millions in IT savings by leveraging integrated, automated Revenue Management.

"I was really amazed at Model N's Revenue Management analytics," says ePP President Pol Vanaerde. "I did not realize such industry-tailored solutions were available for the High Tech industry and these exceed anything I have seen before."

High Tech manufacturers interested in learning more about Pricing and Revenue Management trends and best practices should attend [RAINMAKER 2012](#), Model N's eighth-annual industry event for High Tech Revenue Management innovators. Join your peers at the Hotel del Coronado in San Diego on March 6 - 8 for three days of hands-on discussions and workshops with industry experts, presentations on new services and capabilities, exclusive networking opportunities, and Revenue Management success stories from executive and operational leaders. [www.modeln.com/rainmaker](http://www.modeln.com/rainmaker)

### **About Model N**

With over \$150B in annual revenues across 50 countries managed in our systems, Model N leverages its deep industry expertise and best practices, highly configurable applications, and comprehensive services to support Life Sciences and High Tech organizations on premise or in the cloud. Whether you are an emerging business or a global leader, Model N results in revenue. [www.modeln.com](http://www.modeln.com)

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