

## **Model N Launches Powerful Revenue Management BI Solutions for Life Sciences and High Tech, Announces Acquisition of LeapFrogRx**

*Comprehensive Solutions Correlate **Sales and Marketing Spend** with **Revenue Outcomes** within **Market Context***

**REDWOOD SHORES, CA – February 7, 2012** – [Model N, Inc.](#), the leader in Revenue Management, today announced the immediate availability of a powerful Business Intelligence (BI) offering, Revenue Management Intelligence, targeted at Life Sciences and High Tech manufacturers. The offering includes a new set of cloud-based BI applications that aligns Sales and Marketing spend with market-driven revenue outcomes coupled with comprehensive internal and external market data capabilities and services.

As part of the launch, Model N also announced the acquisition of LeapFrogRx, a pioneer and emerging leader in industry BI solutions for Pharma and Biotech. Founded in 2002, LeapFrogRx has strong capabilities in Brand Marketing, Sales Performance and Managed Markets; syndicated market data aggregation and delivery; cloud-based analytical software applications; and strategic analytic consulting services. LeapFrogRx marquee customers include multiple top 50 specialty and biopharma franchises and blockbuster brands.

“Revenue Management Intelligence provides the next source of competitive advantage to our customers,” said Zack Rinat, Founder and CEO at Model N. “We acquired LeapFrogRx after comprehensive market research and validation that proved their exceptional capabilities. The acquisition complements the investments we have made over the past eighteen months in Revenue Management analytics. This creates a complete connection with customers — from data to technology to strategy — further strengthening our partnership.”

“LeapFrogRx’s solutions for delivering deep Brand and Marketing planning and P&L insights to the pharmaceutical industry’s most respected franchises will integrate extremely well with Model N’s established cloud-based solutions for pricing and incentives, sales and channel operations, and regulatory compliance,” said David Stasior, President of LeapFrogRx. “With this powerful combination of technology, services, and data management capabilities, the life sciences industry is gaining a revenue management partner with proven global success, sustained product investment, and unparalleled services capabilities.”

### **Revenue Management Intelligence (RMI) for [Biotech](#), [Pharmaceutical](#), and [Medical Technology](#) Manufacturers**

Model N announced the immediate availability of Revenue Management Intelligence for Life Sciences solutions targeted at Brand, Marketing, and Sales, Trade and Distribution, and Managed Markets organizations. These solutions include Price Strategy, Managed Markets Strategy, Marketing Resource Optimization, and Brand Strategy. The solutions comprise:

- Model N ImpACT software applications, including Price ImpACT, Managed Markets ImpACT, Brand ImpACT, Field ImpACT, and Channel ImpACT
- Established data management services infrastructure for aggregating and processing syndicated market data
- Analytics services offering deep expertise in analytical best practices for more than two dozen therapeutic classes
- Strategic consulting services

"The disconnect between pricing, sales, and marketing and the revenue management side of the Life Sciences industry exists at a fundamental level. Most pharmaceutical or device companies would take weeks if not months to build an accurate picture of all factors driving return on pricing or channel by product line or state," said Eric Newmark, Program Director at research advisory firm IDC Health Insights. "The ability to optimize contracting strategy, or maximize brand and marketing spend, requires the application of comprehensive analytics to industry-specific market data to create actionable insights. Only then can you achieve a transformational model for P&L owners whether you are in marketing, managed markets, or sales leadership."

### **Revenue Management Intelligence for [Semiconductor](#), [Electronics Components](#), [Consumer](#), [Networking](#), [Storage](#), and [Software](#) Companies**

Model N announced the immediate availability of Revenue Management Intelligence for High Tech with solutions targeted at Pricing, Sales, and Sales Operations, Channels and Distribution and Finance organizations. These solutions include Price Strategy, comprising the Model N Price ImpACT and Channel ImpACT software applications, as well as analytical best practices and strategic consulting services.

"Model N Revenue Management Intelligence creates an immediate capability for High Tech companies to achieve comprehensive pricing strategy, improved quoting and contracting effectiveness, and sales and channel execution," said Lawrence Whittle, Chief Sales and Marketing Officer at Model N. "The availability of analytics-on-tap solutions that combine key internal and external datasets and deep analytical expertise uniquely positions Model N as the industry's partner for actionable revenue management."

### **Achieve Full Market Potential**

Revenue Management Intelligence gives Marketing, Sales, Channel, and Finance organizations the solutions, services, and best practices needed to ensure that revenue-related decisions and their execution are data driven and aligned across departments and geographies. Revenue Management Intelligence combines deep industry experience, revenue data and analytics, proven cloud delivery performance and end-to-end services — from data aggregation to analytic consulting — to deliver targeted revenue outcomes.

### **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 combining highly configurable applications and business intelligence solutions with comprehensive services to support Life Sciences and High Tech organizations throughout the entire revenue life cycle across pricing, deal, contract, compliance, settlements, and channel processes. Model N solutions are available 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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