Price Intelligence

What if you could uncover value and drive strategy from Revenue Management data?
What if you could identify pricing strategies driving profitable contracts?
What if gross-to-net revenue deductions were understood at any level?
What if you could hedge risks related to increased price transparency?

Eliminate Intuition from Pricing and Contracting Strategies

Gone are the days of intuition-based pricing. Global price transparency, increased scrutiny from regulators, competition from cheaper alternatives, and the shift of focus from top-line growth to profitability means that pricing must be done right, using data and science.

Executives want data on net price and are seriously scrutinizing all deductions to gross-to-net price and revenue, from chargebacks and incentive rebates to free goods and sales and marketing expenses. They are realizing that efficient pricing and contracting are paramount to boosting profitability and monitoring net price erosion risks. After years of cost-cutting initiatives that deliver increasingly smaller returns, the industry realizes that a one-percent improvement in holding prices is relatively easier to achieve and has a higher net contribution to the bottom line than a one-percent improvement in cost.

Price Intelligence

Model N Price Intelligence helps pricing and contracting executives and P&L owners develop, monitor, and drive optimal pricing strategies by:
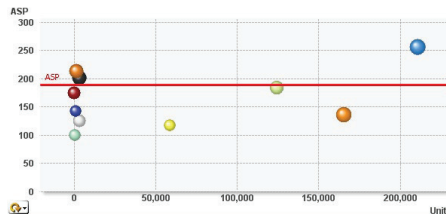
- Leveraging the wealth of Revenue Management data (from Model N or other solution), with the ability to integrate other internal or third-party data in an analytics-specific datamart

- Utilizing out-of-the-box, industryspecific visualizations to measure performance in multiple dimensions – customers, products, territories, strategies, contracts, and channel incentives. Granular visibility into price and contract performance across all facets of the gross-to-net price waterfall is also provided

- Getting questions answered in a few clicks via user-friendly ad-hoc capabilities without IT or analyst assistance

- Providing actionable guidance to address profitability and revenue risks across a portfolio of accounts or SKUs with advanced scenario simulation and projection based on industry models and historical data

Price Intelligence enables dynamic pricing analysis capabilities, including price waterfall, pricing trends, price bands, and price scatter charts. A scenario simulation to generate contract sceanrios is also embedded. Model N built Price Intelligence by leveraging deep experience partnering with Life Sciences innovators, including best practice industry KPIs and a datamart schema tailored for Life Sciences companies.

- Comprehensive Internal and External Data Management Price Intelligence seamlessly extracts, transforms, and loads data from Revenue Management systems as well as from sources external to the transactional system.

- Security and User Management Price Intelligence provides view accessibility based on user roles, including the ability to allow certain users to build additional analysis templates in the UI.

Scenario Comparison Across Key KPIs

Datasets

Optional

- Internal data such as sales force alignment, cost of sales (e.g. expenses, COGS), segmentations, fx rates, metadata

- Any third-party external data that can be linked to Revenue Management data

Out-of-the-Box

- Revenue Management data from Model N or solutions, including contracts, price lists, chargebacks, fees, and commercial and government rebates

Related Products and Services

Price Scenario Analysis
Model N generates simulation models and analyzes institutional pricing and contract scenarios.

Application and Best Practice Training
Model N empowers home office teams with Price ImpACT techniques to generate unique insights and drive actions in the field.

International Reference Pricing
Model N aligns global teams and country affiliates around rules and send alerts to avoid penalties and reduce litigation risks; price change and launch sequence optimization offered as a lighthouse solution.

Model N is the leader in Revenue Management Cloud solutions. Model N helps its customers maximize their revenues by maximizing sell time, revenues per opportunity and number of opportunities. Model N Cloud solutions manage every dollar that impacts the customer's top line and transforms the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the unique business needs of life science and technology companies across more than 100 countries. Global customers include: Actavis, Amgen, Atmel, Boston Scientific, Johnson & Johnson, Linear Technology, Merck, Marvell, Micron, Nokia, Novartis, and STMicroelectronics. Learn more at: www.modeln.com.

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Price Intelligence Life Sciences Data Sheet