

Model N Sales and Marketing Intelligence Solution

The Sales and Marketing Intelligence Solution is a comprehensive cloud-based software application supported by strategic analytics services, that integrates, cleanses and aligns disparate data sources and provides a set of best practice analytics for sales and marketing. It leverages the most important drivers in brand and market performance: proper market access, marketing effectiveness and sales productivity. The results are increased sales, optimal resource allocation and deployment, and better ROI. The solution is accessible via browser or mobile devices with intuitive UI and workflows that significantly improve productivity and reduce the total cost of ownership.

With the Sales and Marketing Intelligence Solution you can:

Gain and leverage market access with holistic insights into payer influence

- Robust integrated view of brand and market performance across disparate data
- Drive national and local growth by understanding how Access drives Share

Maximize Contract performance with visibility into gross to net

- Gross to Net Visibility into revenue and rebate drivers
- Efficiently achieve accruals forecast and updates with automated forecast gaps

Drive pull-through with targeted sales and marketing campaigns

- Coordinate sales, marketing and contracting strategies at national and local level
- Empower sales teams with territory specific, timely, actionable insights on iPads



Challenges:

Increased market competition due to generics consolidation, pharmacy chains, and sponsors with their increased influence, as well as the rising pace of regulatory changes are causing challenges for manufacturers. In the US market, pharma companies recognize the declining importance of physicians compared to the increased clout of payers and patients. Increasingly, it is no longer enough to look at the brand performance at the national level in the absence of market access context. In this new world, sales and marketing need to take into account local market access conditions and to deploy their sales and marketing resources accordingly.



80% of branded drugs are channeled through payers via various managed care plans in the U.S.



87% of respondents listed "increased use of analytics to drive spend and improve ROI" as a top strategy – Accenture survey

We Understand Pharma and Analytics

We have proven expertise in integrating disparate data sources to create holistic, user friendly, analytical solutions that bypasses reams of reports to isolate the true drivers of sales and marketing performance. We offer both applications and analytic services to address the full range of challenges faced by pharma sales and marketing and distinguish ourselves with overall TCO, quality of recommendations and measurable results.



Sales and Marketing Analytics



Pull Through Analytics



Brand & Access Analytics



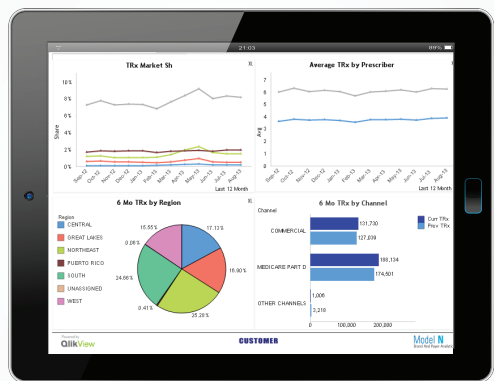
Post-Deal Analytics



Analytics & Optimization Services

We're ready when you are

Model N is the only enterprise-grade solution that can be up and running in as little as 90 days. With ready-to-go industry best practices, an industry-leading set of built-in validations and analytics, we provide the flexibility to easily structure profitable contracts and innovative incentives across channels, customers and geographies.



*IDC Health Insights, 2009

**Simplicity Consulting, Pharma True Cost of Complexity 2012

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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