

## Model N CPQ for Medical Technologies

Model N CPQ for MedTech provides the only Salesforce1 enterprise-grade CPQ solution, specifically designed to address the needs of the Medical Devices industry. Medical Device manufacturers often deal with tremendous complexity and sophisticated pricing scenarios. Sales users can access insightful pricing and account analytics directly from Model N CPQ within Salesforce.com.

With Model N CPQ for MedTech sales users will be able to:

- Quote the right price with up to date information on hospital and IDN available pricing, compliance performance and deal margin
- Increase deal value with intuitive upsells/cross-sells on every transaction
- Quote and generate proposals including capital agreements with related products, services and other value added offerings
- Approve quotes with the price floor controls and create Quote-to-contract automatically after quote approval

Model N puts the deal advantage in the hands of the sales rep allowing them to:

### **Maximize Revenues**

- Access to data such as performance against committed purchases empowers the sales reps to have the maximum negotiation leverage

### **Maximize Opportunities**

- Real-time analysis of actual and historical pricing, available incentives such as discounts and rebates, purchase data and much more, ensures a higher likelihood of winning

### **Maximize Selling Time**

- Eliminate deal and pricing desk hurdles in the quote process with automated data accessibility



### Challenges:

Group purchasing across providers and regions, hospital and pharmacy consolidation, and generic price competition are eroding profitable commercial sales and challenging effective GPO, IDN, hospital, and pharmacy contracting in mature and new markets. However, over 30% of these companies have no visibility into their revenue erosion, costing them millions.

  
**26%**  
more likely for sales  
reps to achieve quota

average  
sales  
cycle is  
**27%**  
shorter 

# Model N CPQ for MedTech



Quote to Contract



Pricing



Configuration



Master Data

## Model N CPQ for MedTech

Model N CPQ for MedTech solution enables manufacturers to optimize pricing, incentives, and contract compliance with embedded MedTech industry best practices. Integrated tools are provided for membership management, discount and incentive strategies, real-time price management, and analytics that span across complex contract commitments, organizations, and geographies. Additionally, manufacturers can adjust to the rising sophistication of buyers, with a single source of pricing truth and robust workflows and analytics, which guarantee that MedTech companies do not suffer price leakage by competing against themselves.

- Optimize pricing, incentives and contract compliance through a consolidated process for contract authoring, negotiation, management, and analytics
- Enable manufacturers to adjust to the rising sophistication of buyers with analyses of price waterfall, pricing trends, price bands, and price scatter charts
- Guaranteeing that MedTech companies stop price erosion by enabling sales reps to have a complete picture of price and volume commitments for any given account, buying group and similar accounts

## Why Native Matters

There is a very big difference between applications that merely “integrate” with Salesforce.com and those that are “natively built.” Model N CPQ was purposely natively built on the Salesforce.com platform in order to fully leverage the very same world-class foundation that Salesforce.com provides. Native apps have the following benefits:

- Single system of record – Model N CPQ data is Salesforce data. Eliminates redundancy.
- World class platform inheritance – Same foundation as Salesforce.com. This allows Model N CPQ to grow as Force.com grows with new platform features.
- Application cooperation – All native apps in the ecosystem interoperate.
- Fast, secure and scalable – Model N CPQ uses Salesforce’s SSO authentication and global networks making it fast, secure and scalable.



*“Model N is a key provider to medical device companies and has an end-to-end Revenue Management solution tailored to their needs. They continue to drive customer value in discount management, contract compliance, and educating the industry on trends and upcoming challenges on margin erosion with best practices that customers can use.”*

— Chris Provines  
CEO, Value Vantage Partners

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