

Unlock the value of your revenue management data

Minimize prep work. Accelerate insights. Empower smarter decisions.

Model **N**

EBOOK



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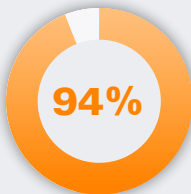
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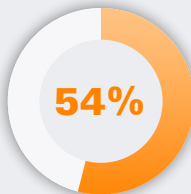
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Life sciences companies are under more pressure than ever to stay competitive, meet strict regulations, and make smarter decisions faster. Revenue management data holds a wealth of insights that business leaders can use to optimize revenue, improve compliance, and stay ahead in a competitive market. However, many internal teams cannot manage this complex data effectively without relying on IT or outside consultants. As a result, many companies spend more time cleaning and preparing **raw data** than using **curated, structured, analytics-ready data** to drive strategic decisions.

According to the 2025 Model N State of Revenue Report:



of life sciences leaders are concerned about the data they use for revenue management decision-making.



feel data analytics offers the most significant opportunity for improving revenue operations.



More than 4 out of 10 leaders face incomplete and untimely data issues.



The challenge: Gleaning insights from revenue management data

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The challenge: Gleaning insights from revenue management data

Life sciences companies have access to vast amounts of revenue management data. However, much of this data is hard to navigate, align, and analyze, making it difficult to unlock its full value.

Business users often spend too much time gathering and preparing raw data, as existing reporting tools provide only high-level, pre-aggregated information. This limited transparency makes it difficult to trace results to the underlying data or track the full revenue lifecycle. Accessing curated, structured, analytics-ready data can take hours or even days.

As a result, many teams rely heavily on IT resources or costly third-party data analytics vendors, adding delays, inefficiencies, and costs. IT teams are already managing competing priorities, and building ad hoc data pipelines or queries to support business analysis is time-consuming and unsustainable. On the other hand, third-party tools often lack governed, business-aligned data models, forcing users to build intelligence from scratch. Without an integrated, scalable solution, analytics remain fragmented, and the ability to make fast, data-driven decisions is compromised.

The bottom line: Without curated, analytics-ready data integrated across the revenue workflow, valuable business opportunities are missed, and strategic decisions are delayed.



The solution: Integrated,
automated analytics

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The solution: Integrated, automated analytics

To respond to these challenges, business users need a faster, easier way to extract and analyze their data without dependencies in between. That's where an integrated, revenue management-focused analytics solution can help.

When business users have access to curated, structured, analytics-ready data through an automated pipeline, they can drive improvements across a range of critical business functions, including, but not limited to:

Pricing decisions

Easy access to timely revenue management data enables business leaders to adjust pricing in real time and develop competitive, scenario-based market-specific pricing strategies and value propositions that provide product differentiation based on the current competitive landscape.

Rebate accuracy

With improved data visibility and traceability across transactions, business leaders can ensure accurate rebate payments, protecting revenue and supporting government compliance.

Deal negotiations

Fast, intuitive access to insights on contract performance, pricing, and benchmarks empowers medtech leaders to make more profitable and informed deal decisions.

Key benefits

For business leaders



Faster time
to insights



Reduced
operating costs



Improved
data accuracy

For IT leaders



Reduced
burden on
resources



Decreased need
for third-party
integrations



Secure,
scalable data
analytics



The power of Model N Data nSights

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Introducing Model N Data nSights

To help business users eliminate prep work and accelerate time to insight, Model N developed Data nSights. This integrated, out-of-the-box solution makes extracting and analyzing Model N data easy. Depending on their needs, users can select how they will access their data — via the prebuilt insight library, self-service business intelligence, or dimensional data stores.



Lessen bottlenecks and break down data silos

Data nSights provides near-real-time access to curated, structured, analytics-ready data, without dependencies in between, reducing bottlenecks, lowering costs, and accelerating time to insight. With data linked across modules, users gain a holistic view of transactional events throughout the revenue lifecycle.



Conduct analytics without technical dependencies

Prebuilt analytics models and self-service business intelligence tools empower users to explore data independently — no technical expertise required. This removes the need for custom model development and reduces reliance on support services, enabling faster, data-driven revenue management decisions.



Improve data visibility and reporting accuracy

By automating data ingestion, Data nSights reduces manual processes and improves accuracy at scale. Internal teams can focus less on data extraction and reconciliation and more on strategic analysis that drives smarter pricing, compliance, and rebate management decisions.

Sample views from the insights library



Accounting view: Analyze access rebates, chargebacks, and sales to wholesalers and providers side-by-side.



Transaction lifecycle view: Investigate the full lifecycle from invoice to payment and beyond, with transaction-level traceability.



Diagnostic summary view: Visualize key revenue management operations across Model N modules.



Product view: Explore current and historical performance for a product or product group.



Customer view: Dive into individual trade partner performance and insights.



Contract view: Analyze contract results and history to inform deal strategy and execution.

Unlock the value of revenue management data

Schedule a demonstration to learn more about how Model N Data nSights can transform data into actionable insights.

About Model N

Model N is the leader in revenue optimization and compliance for pharmaceutical, medtech and high-tech innovators. For 25 years, our intelligent platform has powered digital transformation for pharmaceutical, medtech, and high-tech companies with integrated technology, data, analytics, and expert services that deliver deep insight and control.

Our integrated cloud solution is proven to automate pricing, incentive, and contract decisions to scale business profitably and grow revenue. Model N is trusted across more than 120 countries by the world's leading companies, including Johnson & Johnson, AstraZeneca, Stryker, SeagateTechnology and Microchip Technology.

For more information, visit modeln.com

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