

Enhancing tender management capabilities: A biopharmaceutical giant's success story with Model N

Model N

About the customer

A European-based global healthcare organization, focused on improving patient outcomes in select therapeutic areas, launched a company-wide tender enhancement initiative in response to evolving life sciences industry trends. These include growing public procurement, more complex tender processes, higher compliance demands, intensified competition, and the need for digital transformation. To safeguard its core business and prepare for future challenges, the company aimed to standardize and scale best practices across countries and business units. As part of this transformation, it partnered with Model N to implement a global tender management system.

Business problems faced before Model N

- Need to adopt tender-related best practices across the organization
- Decentralized and varying tender governance and strategy
- Patchy visibility into competitive intelligence and country-level tender data
- Often reactive submissions, resulting in missed opportunities
- Unscalable, untimely regional and global approvals and ownership workflows
- Need for a streamlined tender business to avoid penalties

Outcomes achieved with Model N



Streamlined and scaled tender management globally, enabling proactive planning



Standardized best practices across countries while enhancing local processes



Automated manual tasks for tracking outcomes, approvals, and document access



Fostered collaboration, accountability, and compliance with full global visibility



Integrated supply chain software to improve tender quantity forecasting and reduce penalty risks

“Model N has helped us greatly with compliance. If we have an external audit, we can now easily report details directly from the system, showing the approval flow to justify our actions and how they were escalated internally.”

– Head of Global Pricing and Tendering

The situation

Before partnering with Model N, tenders comprised about 20% of the company's revenue, but the management process was fragmented and manual. Employees tracked tenders in local Excel files, managed approvals via email, and stored critical documents in scattered locations.

"There was a clear need to streamline this globally," noted the Senior Business Manager, Corporate Development Office, citing top management's demand for greater visibility into tender activities.

The solution

The company launched its tender enhancement initiative to enhance tender processes, reduce lost opportunities and revenue leakage, prevent price erosion, and improve product allocation. To support this transformation, they sought a modern technology platform and expert guidance. With support from consultancy partner Marbls, the company selected Model N Global Tender Management for its intuitive interface, ERP integration, and flexible yet robust features. Model N's strong reputation and expertise were key factors in the decision. "Marbls was instrumental in translating our business needs into technical requirements," said the Senior Business Manager, Corporate Development Office. "I highly recommend having a partner like that when starting a project of this scale."

Results

The company has established a strong tender governance strategy focused on price-to-value, with tenders now contributing over 30% of revenue. Automation and data-driven processes have reduced last-minute escalations and missed opportunities, enabling more confident tender participation.

"Simplifying and streamlining the overall tender request and escalation process is a clear benefit. We now have a central repository of past tender activity, which helps with planning for upcoming opportunities"

—Senior Business Manager, Corporate Development Office

What's next?

The company is finalizing its global rollout of Model N Global Tender Management, focusing on user training and integration with key systems like ERP, business intelligence, and a master data hub. A centralized analytics dashboard, powered by Model N, is also in development to provide top management with global visibility.

Learn how Model N helps maximize revenues by optimizing bids and streamlining tendering processes. →