

Model N

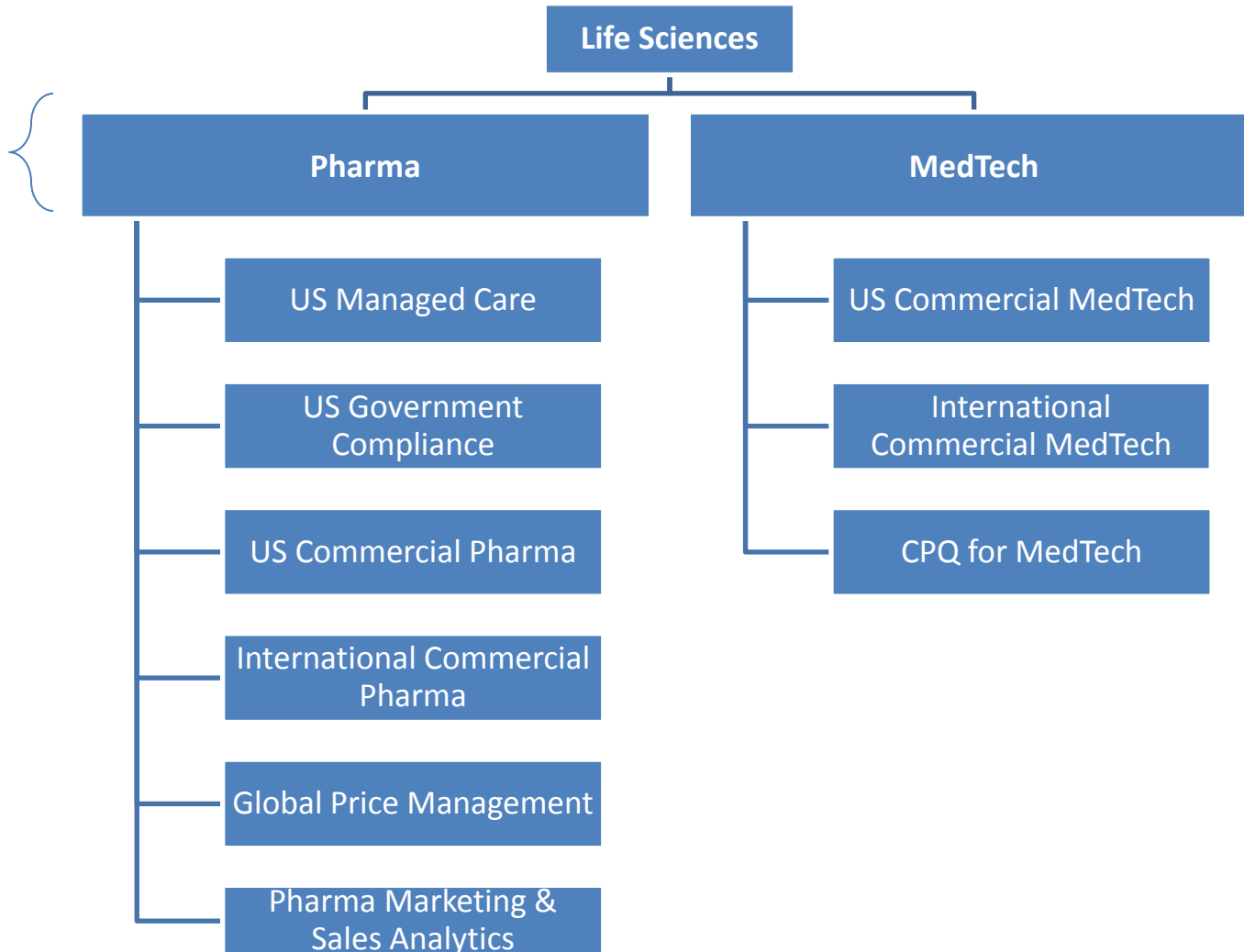
More Revenue. Made Simple.



LS Positioning, Messaging, and Website
LS Product Marketing

LS Product Hierarchy

Will show
in nav
under
products
for website



Pharma

Solution Bundle	Applications and Add-Ons	Old SKU
US Government Compliance	Government Pricing	GP and DRM
	Medicaid	Medicaid, Medicaid Ad-hoc
US Managed Care	Managed Care Contracts and Settlements	C&P, Util-based Incentives, Tricare, UBC Ad-hoc, Coverage Gap, MC ImpACT
	ScriptValidate	
US Commercial Pharma	Pharma Purchase-based Contracts, Chargebacks and Settlements	C&P, Compliance, FSS, Purchase-based Incentives, PHS Refund, PBC Ad-hoc, Chargebacks, Channel Mgmt, Channel ImpACT, Price ImpACT
	Contract Authoring (Add-On)	
International Commercial Pharma	Pharma Purchase-based Contracts, Chargebacks and Settlements	C&P, Compliance, FSS, Purchase-based Incentives, PHS Refund, PBC Ad-hoc, Chargebacks, Channel Mgmt, Channel ImpACT, Price ImpACT
	Contract Authoring (Add-On)	
Global Price Management	Global Pricing Management	
	International Reference Pricing (Add-on)	
Pharma Marketing & Sales Analytics	Brand and Payer Analytics	Manged Mrkt ImpACT, Managed Care ImpACT, Brand ImpACT
	Field Analytics	

Solution Bundle	Applications and Add-Ons	Old SKU
US Commercial MedTech	MedTech Purchase-based Contracts and Settlements	C&P, Compliance, FSS, Purchase-based Incentives, PHS Refund, PBC Ad-hoc, Price ImpACT
	Distributor Channel (Add-On)	Chargebacks, Channel Mgmt, Channel ImpACT
	Contract Authoring (Add-On)	
CPQ for MedTech	Revvu CPQ	
International Commercial MedTech	MedTech Purchase-based Contracts and Settlements	C&P, Compliance, FSS, Purchase-based Incentives, PHS Refund, PBC Ad-hoc, Price ImpACT
	Distributor Channel (Add-On)	Chargebacks, Channel Mgmt, Channel ImpACT
	Contract Authoring (Add-On)	
	Tender Management (Add-On)	

Taxonomy Guidelines

“Suite”

- *e.g. Subvertical software / end-to-end*

“Solution”

- *e.g. Bundle*

“Application”

- *e.g. SKU or module*

Overall Pharma Messaging

Overall Pharma Positioning Statement

Positioning Statement	
Target	For CxOs and presidents in global pharma and biotech manufacturers, in any lifecycle stage
Pain/Why?	<p>Regulatory changes, payer consolidation, and competitive pressures are eroding profitable market access and global gross-to-net, and creating challenges to effective customer & channel contracting across institutional, managed markets, regulatory, and international channels.</p> <p>MORE DETAILS: Increased market competition coupled with consolidation within PBMs, pharmacy chains, and sponsors and their increased influence, as well as an unprecedented frequency, uncertainty, and complexity in reporting requirements are causing challenges for manufacturers. Meanwhile 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. This is leading to an unprecedented level of pricing and contracting complexity and commercial gross-to-net risk.</p> <ul style="list-style-type: none">● \$11BB is lost annually for incentives and rebates in the pharma industry alone (IDC Health Insights, 2009)● 79% of Pharma CEOs are concerned about over-regulation which can sidetrack growth prospects
	The Model N pharma revenue management solution suite
Solution	Is the only end-to-end software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.
Benefits	That maximizes profitable revenues by aligning and optimizing market access, customer and channel contracting and incentive strategies, and adapts to rapidly changing global government and pricing mandates and regulations.
Competitors	Unlike point (Vistex), incumbent (Revitas), consulting or BPO solutions (ZS, IMS, TIBCO, 3PL)
Differentiation	It guarantees measurable ROI through the industry's only end-to-end set of applications designed to

Pharma Overall Messaging

Model N's end-to-end pharma revenue management suite is the only software solution that gives you control of your global gross-to-net -- encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance -- from the front office to the back office.

- **Maximize revenues**
 - Optimize gross-to-net across complex channels with effective pricing & contracts
 - Maximize contract potential with an optimal mix of targeted incentives, & commitment tracking
 - Make timely operational decisions integrating gross-to-net data across your business
- **Gain & grow market access**
 - Fuel growth by optimizing available sales & marketing resources, & utilizing targeted analytics & reporting
 - Maximize your global potential through optimal launch sequencing & price management throughout the product lifecycle
 - Optimize pull-through to new & existing customers with innovative market access strategies
- **Manage compliance risk**
 - Achieve compliance with accurate calculation & timely payment of commercial & regulatory liabilities
 - Respond rapidly to constant price regulation changes without compromising commercial agility
 - Audit-proof your business with repeatability & traceability of every transaction

Overall MedTech Messaging

Overall MedTech Positioning Statement

Positioning Statement	
Target	For CxOs and presidents in global med tech manufacturers, in any lifecycle stages
Pain/Why?	Customer consolidation, increasingly sophisticated buyers, competitive pressures, and an increasing focus on demonstrating values are eroding net prices and profitable revenues. To compete in this type of environment, manufacturers need to adopt increasingly creative contracting and incentives strategies. Med Tech companies. However the existing systems most Med Tech manufacturers use are not providing them with the tools they need to thrive in this evolving market.
	The Model N med tech revenue management solution suite
Solution	Is the only software solution that gives you the capability to maximize net prices and revenue across your product portfolios, customer channels, and geographies. With a suite of solutions that extends from CPQ for your salesforce to pricing, contract, deal, and incentive management for your contract ops teams -- Model N gives you full control of your margins from the front office to the back office.
Benefits	That maximizes profitable revenues and minimizes revenue leakage by aligning and optimizing customer and channel contracting and incentive strategies.
Competitors	Unlike point (Vistex), incumbent (Revitas-but not big player), consulting or BPO solutions (ZS, IMS, TIBCO, 3PL)
Differentiation (Unique Value Prop)	It guarantees measurable ROI through the industry's only end-to-end set of applications that enables med tech manufacturers to optimize pricing, incentives, and contract compliance with embedded med tech industry best practices that are tightly integrated with robust analytics. Moreover, the solution enables manufacturers to adjust to the rising sophistication of buyers, with a single source of pricing truth and robust workflows, which guarantee that med tech companies do not suffer price leakage from competing against themselves.
Validation / Proof	<ul style="list-style-type: none">● Across the Fortune 2000, on average a 1% improvement in price translated to an 11% increase in operating profit (McKinsey & Company Study)

MedTech Overall Messaging

Model N's end-to-end med tech revenue management suite is the only software solution that gives you the capability to maximize net prices and revenue across your product portfolios, customer channels, and geographies. With a suite of solutions that extends from CPQ for your salesforce to pricing, contract, deal, and incentive management for your contract ops teams -- Model N gives you full control of your margins from the front office to the back office.

- **Maximize revenues**

- Maximize margins across complex channels with financial visibility across your business
- Maximize contract potential with an optimal mix of targeted incentives, & contract compliance tracking - including for capital and consumables contracts
- Make timely operational decisions and optimize pricing in the field by empowering your salesforce with key metrics such as net prices, ASP, & target prices

- **Grow your business**

- Fuel growth in existing & new products, channels, customers, & geographies by optimizing available sales & marketing resources, & targeted analytics
- Gain strategic market share with performance-based contracts & innovative incentives targeted to growth segments
- Optimize pull-through to new & existing customers with innovative market access strategies

- **Manage contract compliance risk**

- Ensure contract compliance with validations & exception-based workflows, & by utilizing a single version of the truth across all contracts & incentives
- Achieve confidence in all downstream calculations - such as the excise tax & VA contracts - with accurate sales reporting
- Audit-proof your business with repeatability & traceability of every transaction

International Commercial Pharma Messaging

Intl' Commercial Pharma Positioning

Positioning Statement

Target	For CFOs and FCs for International and European pharma and biotech manufacturers, VPs of global and regional pricing, Business Unit Heads, Regional Heads
Pain/Why?	<p>Pain: Declining margins together with an increasing gap between Invoice Sales Value and Net Sales Value (sometimes called the affiliate's "commercial policy"). These target stakeholders have responsibility for margin but have limited capability to impose corrective actions.</p> <p>Why?:</p> <ol style="list-style-type: none">1) They have limited capability perform gross-to-net margin analysis and margin-volume analysis at levels below country (e.g. brand/product, customer, contract, channel) therefore they cannot easily identify where there are margin improvement opportunities2) They have loose or non-existent controls on "below the line" pricing – i.e. discounting (on and off invoice)3) They struggle to offer effective guidance and implement "best practice" agreement techniques at the affiliate level that tie discounts to sales performance <p>Pain: Accuracy of accruals and forecasting the year end profit position</p> <p>Why?:</p> <ol style="list-style-type: none">1) They have poor insight into the terms of agreements with respect to their liabilities2) They have no way of tracking actual performance against agreements or forecasting end state <p>Pain: Avoidable revenue leakage through inaccurate processing of off-invoice settlements owing to distributors and end customers (by various methods of settlement such as direct payments, free goods, credit notes, etc.</p> <p>Why?:</p> <ol style="list-style-type: none">1) Obtaining and processing point of sales data2) Manual calculation of settlements3) Poor governance of payment approval and audit trail
	The Model N international commercial pharma revenue management solution
Solution	Is the only end-to-end software solution that gives you control of your global gross-to-net, encompassing pricing, tendering, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.
Benefits	That maximizes profitable revenues throughout the product lifecycle, by aligning and optimizing revenue and margin objectives with customer and channel contracting and incentive strategies, and adapts to rapidly

Intl' Commercial Pharma Messaging

Model N's International Commercial Pharma is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.

- **Maximize revenues**
 - Visualize deductions from gross-to-net across complex channels with rich analytics that feed into effective pricing & commercial agreements
 - Maximize commercial potential with an optimal mix of targeted incentives, & compliance tracking
 - Make timely operational decisions integrating gross-to-net data across your business
- **Translate strategy into execution through good governance**
 - Empower the delegated authority with capabilities & tools to effectively & efficiently manage processes & sales
 - Fuel growth by integrating pricing strategy with quoting & discount management processes, performance-based contracts, & innovative incentives, & by optimizing available sales & marketing resources
 - Grow margins by controlling maverick activity & pricing floors, minimizing revenue leakage, & supporting efficient bid & contracting with validations & exception-based workflows
- **Manage settlement risk**
 - Eliminate revenue leakage and with accurate calculation & timely payment of commercial & regulatory liabilities
 - Improve forecast accuracy of liabilities & avoid surprises through transparency of your channel
 - Audit-proof your business with repeatability & traceability of every transaction

International Commercial MedTech Messaging

Intl' Commercial MedTech Positioning Statement

Positioning Statement

Target	For CFOs and FCs for International and European med tech manufacturers, VPs of global and regional pricing, Business Unit Heads, Regional Heads, and directors of commercial, and of sales effectiveness
Pain/Why?	<p>Payer consolidation, compliance pressures across direct and indirect sales channels, and competitive pressures are eroding profitable market access and global gross-to-net. The resulting unprecedented level of pricing and contracting complexity are creating challenges to effective customer & channel contracting in international operations.</p> <p>-Med tech differences from pharma:</p> <ol style="list-style-type: none">1) tendering more prevalent and complex. more around execution around tendering and regulations.2) more around margin erosion. more creative around commercial constructs. do bundling, capital contracts (free equipment, pay for disposables and reusables) -->selling to hospitals or purchasing group of hospitals, so contract directly. med tech manufacturers selling across broad range of products. can do weird and wonderful things :) ex: Medtronic surgical theatres and give hospitals access as long as use Medtronic products. Speeds up sales. wouldn't be able to do it with pharma (would be illegal) <p>-->similar pain, different approach</p> <p>Pain: Declining margins together with an increasing focus on cost of good sold, increased transparency caused by tendering and lack of control over price corridors (economic buyers and procurement teams across Europe work together to get the best deals and have transparency into the prices offered each other). -->this causes much revenue leakage. manufacturers do more bundling and creative grouping of products to try to mask this.</p> <p>Why?:</p> <ol style="list-style-type: none">1) They have limited capability perform gross-to-net margin analysis and margin-volume analysis at levels below country (e.g. brand/product, customer, contract, channel) therefore they cannot

Intl' Commercial MedTech Messaging

Model N's International Commercial Med Tech is the only solution that gives you the capability to maximize global net prices and revenue across your product portfolios, customer channels, and geographies. With a suite of solutions that extends from your salesforce to pricing, tenders, contract, deal, and incentive management -- Model N gives you full control of your margins from the front office to the back office.

- **Maximize revenues**
 - Visualize deductions from gross-to-net across complex channels with rich analytics that feed into effective pricing & commercial agreements & tenders
 - Maximize contract potential with an optimal mix of targeted incentives, & contract compliance tracking - including for capital and consumables contracts
 - Make timely operational decisions and optimize pricing in the field by empowering your salesforce with key metrics such as net prices, ASP, & target prices
- **Translate strategy into execution through good governance**
 - Empower the delegated authority with capabilities & tools to effectively & efficiently manage processes & sales
 - Fuel growth by integrating pricing strategy with quote & discount management processes, performance-based contracts, & innovative incentives, & by optimizing available sales & marketing resources
 - Grow margins by controlling maverick activity & pricing floors, minimizing revenue leakage, & supporting efficient bid & contracting with validations & exception-based workflows
- **Manage settlement risk**
 - Eliminate revenue leakage and with accurate calculation & timely payment of commercial & regulatory liabilities
 - Improve forecast accuracy of liabilities & avoid surprises through transparency of your channel
 - Audit-proof your business with repeatability & traceability of every transaction

Global Price Management Messaging

Global Price Management Messaging

Model N Global Price Management is the only enterprise-grade SaaS solution focused on maximizing pharma prices and reducing margin erosion.

- **Realize better prices** throughout a drug's lifecycle.
 - Systematically enter and communicate upcoming price changes and risks.
 - Project pricing decisions and their downstream cross-market impacts.
 - Determine new products' best country launch sequence.
- **Execute pricing strategy more effectively** by continuously surfacing insights.
 - Leverage the power of global teams collaborating in real-time.
 - Monitor price performance to identify risks & opportunities globally.
 - Empower users to visualize data in custom & mobile reports.
- **Drive better business governance with centralized pricing.**
 - Provide a single source of truth for prices, price rules and price events.
 - Centralize price approval to eliminate unauthorized price changes.
 - Respond to pricing changes quickly & streamline government reporting.

US Commercial Pharma Messaging

US Commercial Pharma Positioning

Positioning Statement	
Target	For vice presidents of commercial contracting, sales operations, trade and distribution, market access, and finance, of Bio-Pharma Manufacturers in North America and globally, in any lifecycle stage selling - or planning to sell - to GPOs, hospitals, pharmacies, other health systems, and wholesalers.
Pain/Why	<p>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. This is leading to an unprecedented level of pricing and contracting complexity and commercial gross-to-net risk.</p> <ul style="list-style-type: none">• \$11BB is lost annually for incentives and rebates in the pharma industry alone (IDC Health Insights, 2009)
	The “Model N Commercial Pharma” solution
Solution	Is the only integrated software solution that manages customer and channel pricing, contracting, rebating, chargebacks, and embedded analytics throughout the product lifecycle, on a local and global scale across your organization.
Benefits	Get full control of your gross-to-net, maximize profitable revenues, grow your business, and manage compliance - all while making your organization more effective and efficient across functions and departments.
Competitors	Unlike point (Vistex), incumbent (Revitas) or consulting solutions (IMS)
Differentiation (Unique Value Prop)	It guarantees measurable ROI through a combination of embedded industry best practices and tools, contract controls, real-time optimal pricing, complex discounting capabilities, and gross-to-net analytics that provide a comprehensive view across complex contract commitments, channels, divisions, and geographies.
Validation /	<ul style="list-style-type: none">• Across the Fortune 2000, on average a 1% improvement in price translated to an 11%

US Commercial Pharma Messaging

Model N Commercial Pharma is the only integrated software solution that manages customer & channel pricing, contracting, rebating, chargebacks, & analytics, on a local & global scale, giving you full control of your gross-to-net.

- **Maximize profitable revenues**

- Seamlessly structure profitable contracts for every customer, channel, or geography
- Optimize the gross-to-net lifecycle with integrated contract analytics
- Ensure accurate, real-time price resolution & rebate calculation for every customer

- **Grow your business**

- Identify growth potential across existing & new therapeutic areas, channels, geographies, & customers with targeted analytics & reporting
- Gain market share with performance-based contracts & innovative incentives targeted to your strategic business objectives
- Optimize program effectiveness with closed loop monitoring, including accruals & readjustment

- **Manage compliance risk**

- Ensure risk-free contracting with in-process validations, exception-based workflows & compliance monitoring & reporting
- Audit-proof your commercial processes with a single version of the truth across all prices, contracts, & incentives
- Confidently manage bundled discounts with accurate discount reallocation

US Managed Care Messaging

US Managed Care Positioning Statement

Positioning Statement

Target	For vice presidents of contracts & pricing, contract management, & sales operations of bio-pharma manufacturers with operations in North America, that contract branded, specialty, & authorized generic products to PBMs, managed care organizations & specialty pharmacies
Industry Trend	Increased market competition coupled with consolidation within PBMs, pharmacy chains, and sponsors and their increased influence, as well as the rising pace of regulatory changes are causing challenges for manufacturers.
Pain	<p>Eroding profitable commercial sales and access, challenging effective managed care contracting. and increasing compliance risk, are leading to an unprecedented level of contracting complexity and managed care gross-to-net risk.</p> <p>For established companies - patent expiry, the rise of generics, and subsequent shrinking portfolios are making margins even more vital. This makes it even more important for products to be priced correctly and distributed to all the right channels.</p> <p>For growing companies - determining areas with the most revenue potential and maximizing those opportunities through effective rebating, contracting, and pricing are among the biggest challenges.</p>
	The Model N Managed Care solution
Solution	Is the only integrated software solution that enables strategic market access, comprehensive rebates processing, targeted sales and marketing campaigns, and accurate financial visibility, giving you full control of your managed care gross-to-net.
Benefits	That maximizes profitable access, leverages pull-through opportunities, improves operational efficiency and accuracy of rebate payments, while increasing compliance.
Competitors	Unlike point (Vistex), incumbent (Revitas, iContracts), consulting or BPO solutions (IMS, CIS, TIBCO, 3PL)
Differentiation	It guarantees measurable ROI through a combination of embedded industry best practices and

US Managed Care Messaging

Model N's end-to-end managed care revenue management solution is the only integrated software solution that enables strategic market access, comprehensive claims processing, effective pull-through, & accurate financial visibility, giving you full control of your managed care gross-to-net.

- **Maximize margins & profitable revenues**

- Make strategic decisions by leveraging gross-to-net visibility across your managed markets channels & customers
- Structure the most profitable contracts by evaluating an innovative mix of targeted incentives
- Eliminate overpayments of rebates by automating sophisticated validations & complex calculations

- **Gain & leverage market access**

- Fuel commercial growth in existing & new therapeutic areas, channels, & geographies by optimizing your available sales & marketing resources
- Adjust to the rising influence of payers by coordinating contracting, sales & marketing strategies at the national & sub-national levels
- Maximize pull-through to new & existing customers with innovative market access strategies

- **Manage contract compliance risk and gain financial visibility**

- Achieve contract compliance & departmental efficiency with accurate calculation, workflows, & timely processing of all utilization data
- Minimize financial risk & gain comprehensive gross-to-net visibility by measuring actuals against forecast
- Gain insight into your business by analyzing your best & least profitable customers, & by identifying rebate & revenue drivers

US Government Compliance Messaging

US Government Compliance Positioning Statement

Positioning Statement

Target	For vice presidents of sales operations, finance, and contracting ops, and directors of government pricing & reporting, of Bio-Pharma Manufacturers in the United States , in any lifecycle stage, reporting to government agencies (inc. Medicaid, VA filings, PHS/340B price)
Pain	<p>That have to manage an unprecedented frequency, uncertainty, and complexity in reporting requirements, and maintain compliance across a broad range of government regulations, while aligning gross-to-net strategies across the business.</p> <p>VPs: 1) Threat of non-compliance which can be anywhere from headaches and embarrassment to jail-time (and anywhere in between). Correct, on-time, and right amount. & auditability & reproducibility 2) gross-to-net-->don't overpay and see how government payments fit into overall revenue picture</p> <p>director: is system easy to use, perform well, fit requirements (apply my manufacturers policy to my data). ease of reviewing and validating humungous amounts of data (hundreds of thousands of transactions). data volume=big. also analysis-->if rebates increase to know it happened and why. (efficiency, accuracy, data volumes, and transparency) & auditability & reproducibility</p>
Why?	<p><i>*add frequency of current regulation req.s</i> <i>huge fines, financial implications (slight error in rebate calcs can cause millions of dollars of overpayments)</i></p>
	The Model N regulatory revenue management solution
Solution	Is the only software solution that enables manufacturers to be compliant by accurately and efficiently calculating government prices and paying Medicaid claims in an integrated environment that leverages a single source of truth across departments, products, prices, contracts, and transactions.
Benefits	That ensures compliance by adapting efficiently to rapidly changing government pricing mandates and regulations - while aligning with your commercial strategy - with repeatability, traceability, and

US Government Compliance Messaging

Model N's US Government Compliance revenue management solution is the only software solution that enables manufacturers to be compliant by accurately and efficiently calculating government prices and paying Medicaid claims in an integrated environment that leverages a single source of truth across departments, products, prices, contracts, and transactions.

- **Comply with government price regulations**

- Achieve compliance with accurate calculation of government prices & support timely payment of all Medicaid liabilities
- Respond rapidly to constant price regulation changes without compromising commercial agility
- Audit-proof your business with repeatability, traceability, & reproducibility of every calculation

- **Minimize revenue leakage**

- Eliminate Medicaid overpayments by automating sophisticated validations, complex calculations, & dispute resolutions
- Efficiently optimize government pricing calculations through **integrated pricing (AMP & BP--> URA--> PHS)**
- [Avoid waterfall price erosion/maximize gross-to-net] across your business by aligning commercial & government price management

- **Optimize your business & gain insights**

- Gain insights into ongoing operations, abnormalities, & calculations with clean & consistent data
- Offer more creative contracts while keeping compliant with discount reallocation
- Automate handshake between GP, managed care, & commercial

US Commercial MedTech Messaging

US Commercial MedTech Positioning Statement

Positioning Statement

Target	For directors and vice presidents of hospital or health systems (IDN & GPO) contract sales, contracting and sales operations, distribution and finance, of medical device and products manufacturers in North America and globally, in any lifecycle stage selling (or planning to sell) to GPOs, hospitals, other health systems, and distributors.
Pain	Customer consolidation, increasingly sophisticated buyers, competitive pressures, and an increasing focus on demonstrating values are eroding net prices and profitable revenues. To compete in this type of environment, manufacturers need to adopt increasingly creative contracting and incentives strategies across direct and indirect sales channels - including GPO, IDN, and hospital customers. However the existing systems most MedTech manufacturers use are not providing them with the tools they need to thrive in this evolving market.
	The Model N med tech solution
Solution	Is the only integrated software solution that gives you the capability to maximize net prices and revenue across your product portfolios, customer channels, and geographies. With an integrated solution that extends from empowering your salesforce with real time pricing to informing your contract ops teams with pricing, contract, deal, and incentive management coupled with built-in analytics -- Model N gives you full control of your margins from the front office to the back office.
Benefits	<p>That maximizes profitable revenues and minimizes revenue leakage by aligning and optimizing customer and channel contracting and incentive strategies.</p> <p>The solution maximizes profitable revenues with real-time optimal pricing, complex discounting capabilities, and a comprehensive financial view across channels, divisions, and geographies, while making your organization more effective and efficient across functions and departments.</p>

US Commercial MedTech Messaging

Model N Commercial MedTech is the only integrated software solution that gives you the capability to maximize net prices and revenue across your product portfolios, customer channels, and geographies. With an integrated solution that extends from empowering your salesforce with real time pricing to informing your contract ops teams with pricing, contract, deal, and incentive management coupled with built-in analytics -- Model N gives you full control of your margins from the front office to the back office.

- **Maximize profitable revenues**

- Seamlessly structure winning independent, group, and local deal contracts across products, customers & regions with an optimal mix of targeted incentives, & contract compliance tracking - including for capital and consumables contracts
- Ensure that the right price gets to the right customer with real-time price execution
- Maximize margins across complex channels with financial visibility across your business

- **Grow your business**

- Fuel growth in existing & new products, channels, customers, & geographies by optimizing available sales & marketing resources, & targeted analytics
- Gain strategic market share with performance-based contracts & innovative incentives targeted to growth segments
- Optimize program effectiveness with closed loop monitoring & readjustment

- **Manage contract compliance risk**

- Ensure risk-free VA and FSS contracting with validations, exception-based workflows, & by utilizing a single version of the truth across all contracts & incentives
- Achieve confidence in all downstream calculations - such as the excise tax & VA contracts - with accurate sales reporting
- Audit-proof your business with repeatability & traceability of every transaction

Express (Implementation) Messaging

Express Messaging

Model N Express is the only integrated, enterprise-grade, out-of-the-box , comprehensive SaaS revenue management solution based upon industry best practices, that packages everything you need to get live and receiving value in less than 90 days

- **Accelerate time-to-value** by leveraging current best practices
 - Start fast with pre-configured strategies for contracts, pricing, & incentives
 - Automate execution of complex contracts and compliance to changing regulations
 - Access new best practices & workflows via automatic upgrades
- **Become self-sufficient faster** with pre-packaged onboarding, training & support
 - Realize rapid deployment with a templated & easily configured on-demand solution
 - Manage & create workflows, rules, user permissions & reports without assistance
 - Get productive day one with industry-specific quick start training and free support that uses your own data to train on best practices & how to use your solution
- **Priced for value**
 - Low total cost of ownership with safe, secure, & fast SaaS delivery of your revenue management solutions
 - No internal IT support needed — Model N will provide you with all the support you need
 - One annual subscription fee includes licenses, implementation services, training, ongoing support, & automatic quarterly releases

How We Deliver

	Cloud	On-Premise
Express	<p>Benefits:</p> <ul style="list-style-type: none">- fastest time-to-value- automatic upgrades- low up-front investment- low total cost of ownership- no IT support needed	
Enterprise	<p>Benefits:</p> <ul style="list-style-type: none">- customized to meet your unique business requirements- low up-front investment- no IT support needed	<p>Benefits:</p> <ul style="list-style-type: none">- customized to meet your unique business requirements- in-company IT ownership- in-house data storage

Appendix

Pharma Overall Messaging - Option 2

Model N's end-to-end pharma revenue management suite is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.

- **Maximize customer revenues**

- Maximize your global potential through optimal launch sequencing & price management throughout the product lifecycle
- Maximize contract potential with an optimal mix of targeted incentives, & compliance tracking
- Optimize pull-through to new & existing customers with innovative market access strategies

- **Maximize channel revenues**

- Optimize gross-to-net across complex channels with effective pricing & contracts
- Make timely operational decisions integrating gross-to-net data across your business
- Fuel growth in existing & new therapeutic areas, channels, & geographies by optimizing available sales & marketing resources

- **Maximize government revenues**

- Achieve compliance with accurate calculation & timely payment of commercial & regulatory liabilities
- Respond rapidly to constant price regulation changes without compromising commercial agility
- Audit-proof your business with repeatability, traceability, & reproducibility of every transaction

MedTech Overall Messaging - Option 2

Model N's end-to-end med tech revenue management suite is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management and customer and channel incentives, giving you full control from the front office to the back office.

- **Maximize customer revenues**

- Maximize your global potential through optimal launch sequencing & price management throughout the product lifecycle
- Maximize contract potential with an optimal mix of targeted incentives, & compliance tracking
- Optimize pull-through to new & existing customers with innovative market access strategies

- **Maximize channel revenues**

- Optimize gross-to-net across complex channels with effective pricing & contracts
- Make timely operational decisions integrating gross-to-net data across your business
- Fuel growth in existing & new products, channels, customers, & geographies by optimizing available sales & marketing resources, & targeted analytics

- **Maximize government revenues**

- Ensure risk-free government contracting with validations & exception-based workflows, & by utilizing a single version of the truth across all contracts, rebates & incentives
- Achieve confidence in all downstream calculations - such as the excise tax - with accurate sales reporting
- Audit-proof your business with repeatability, traceability, & reproducibility of every transaction

Overall LS Positioning Statement

Positioning Statement

Target	For CxOs and presidents in global pharma, biotech, and med tech manufacturers, in any lifecycle stage
Pain/Why?	Regulatory changes, payer consolidation, and competitive pressures are eroding profitable market access and global gross-to-net, and creating challenges to effective customer & channel contracting across institutional, managed markets, regulatory, and international channels.
	The Model N life science revenue management solution suite
Solution	Is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.
Benefits	That maximizes profitable revenues by aligning and optimizing market access, customer and channel contracting and incentive strategies, and adapts to rapidly changing global government and pricing mandates and regulations.
Competitors	Unlike point (Vistex), incumbent (Revitas), consulting or BPO solutions (ZS, IMS, TIBCO, 3PL)
Differentiation (Unique Value Prop)	It guarantees measurable ROI through the industry's only end-to-end set of applications designed to manage your gross-to-net lifecycle, with embedded pharmaceutical and med tech industry best practices that are tightly integrated with robust analytics.
Validation / Proof	<ul style="list-style-type: none">● Across the Fortune 2000, on average a 1% improvement in price translated to an 11% increase in operating profit (McKinsey & Company Study)● 6 of the top 10 biopharma and med tech manufacturers use Model N (According to Fierce): Pharma-J&J, Novartis, Merck, Astrazeneca; Med tech-Boston Scientific, (Medtronic?), Abbott, Stryker, GE Healthcare, J&J)● One customer retired 35+ legacy systems and SAP customizations in 40+ countries while increasing revenue by over 1% with Model N

LS Overall Messaging - Option 1

Model N's end-to-end life sciences revenue management suite is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.

- **Maximize revenues**

- Optimize gross-to-net across complex channels with effective pricing & contracts
- Maximize customer potential with an optimal mix of targeted incentives, & compliance tracking
- Make timely operational decisions integrating gross-to-net data across your business

- **Gain & grow market access**

- Fuel growth in existing & new therapeutic areas, channels, & geographies by optimizing available sales & marketing resources
- Maximize your global potential through optimal launch sequencing & price management throughout the product lifecycle
- Optimize pull-through to new & existing customers with innovative market access strategies

- **Manage compliance risk**

- Achieve compliance with accurate calculation & timely payment of commercial & regulatory liabilities
- Respond rapidly to constant price regulation changes without compromising commercial agility
- Audit-proof your business with repeatability, traceability, & reproducibility of every transaction

LS Overall Messaging - Option 2

Model N's end-to-end life sciences revenue management suite is the only software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.

- **Maximize customer revenues**

- Maximize your global potential through optimal launch sequencing & price management throughout the product lifecycle
- Maximize contract potential with an optimal mix of targeted incentives, & compliance tracking
- Optimize pull-through to new & existing customers with innovative market access strategies

- **Maximize channel revenues**

- Optimize gross-to-net across complex channels with effective pricing & contracts
- Make timely operational decisions integrating gross-to-net data across your business
- Fuel growth in existing & new therapeutic areas, channels, & geographies by optimizing available sales & marketing resources

- **Maximize government revenues**

- Achieve compliance with accurate calculation & timely payment of commercial & regulatory liabilities
- Respond rapidly to constant price regulation changes without compromising commercial agility
- Audit-proof your business with repeatability, traceability, & reproducibility of every transaction