

## **Model N Website Persona — Med Tech**

Med Tech pages of Model N website copy targets CxOs and presidents in global med tech manufacturers, in any lifecycle stage.

“Decide” and “Be Successful” pages should be more focused on the C-Level executive experience.

Deeper pages with greater detail/more links and content resources target lower-level employees who need to gather information before approaching C-Level executives to take action.

### **Key issues, pain points and solutions:**

- 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:

- 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.

### **Competitors:**

- Unlike point (Vistex)
- Incumbent (Revitas-but not big player)
- Consulting or BPO solutions (ZS, IMS, TIBCO, 3PL)

### **Key differentiators vs. competition:**

- The Model N med tech revenue management solution suite 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.

### **Who downloads Model N assets and what are their titles/levels?**

- Depends on the asset.
- Whitepapers: All audiences
- Data sheets: Salespeople, generally not CEOs