Model N, Inc.
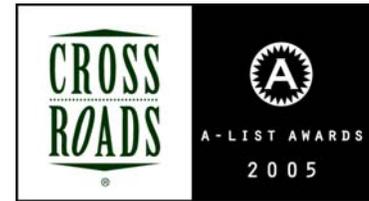South San Francisco, CA

The Model N Revenue Management Suite
➢ Revenue management application for life sciences companies

CUSTOMERS AT WORK

The pharmaceutical makers and medical device vendors who served as reference customers for Model N had several strategic objectives in common:

- Maximize contract value

- Stop revenue leakage

- Lower risk of non-compliance

- Integrate pricing, contracts and settlements

WHY MODEL N?

Revenue management—the business practices addressing pricing, contract development, contract performance monitoring, settlement management and regulatory compliance management—is a critical function for life sciences companies. Absent a system to link together and automate the inter-departmental processes of pricing, contracts and settlements, companies are unable to track customer buying against agreed volume goals, and leave money on the table with each commercial contract. In government contracts, they risk non-compliance with federally mandated reporting guidelines. And they find it impossible to comply with Sarbanes-Oxley standards of business accountability. Model N provides a modular suite of revenue management applications designed for the complexities of the life sciences industry.

COMPANY INFO

Model N is a private company with about 95 employees.

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www.modeln.com

BUSINESS IMPACT

Near-term value: By implementing the core functionality of Pricing and Contracts, Model N customers have achieved discipline around core processes and enabled growth without adding staff. With the Compliance, Admin Fees and Chargebacks modules, businesses have stopped revenue leakage and can now settle disputes with facts. Large customers have been able to pay back their investment in less than 18 months. Two of the reference customers credited the newfound management controls and revenue visibility as decisive factors in meeting Sarbanes-Oxley standards on recent audits.

Enterprise innovation: Model N delivers a productive work environment. Pricing analysts no longer spend 80 percent of their time gathering data. They are now free to spend time analyzing it to recommend better business decisions. Customers working on global roll-outs are excited about the prospect of achieving enterprisewide management of the commercial revenue cycle. They are also in the process of extending their use of Model N to the government side.

Technology gains: Model N customers agree: it's NOT a good idea to manage a business with manual processes, to re-key data into spreadsheets and to hope there are no logic errors in end-user-maintained pricing macros. They are delighted finally to have the option of a best-of-breed commercial application. Their revenue management processes are now automated, auditable, and can be integrated with ERP, CRM and other core line-of-business apps.

SUCCESS FACTORS

Project strategy: Because the revenue management cycle crosses many functional areas of the business, reference customers agree that top-down support is essential for success. If this is your company's first revenue management application, the project team will be blazing the trail toward a consistent pricing strategy, enterprisewide business processes and common data standards. Plan extra time to discuss and decide these key issues.

Resources: Because important business decisions must be made prior to implementing the software, reference customers recommend a cross-functional project team be dedicated to the task for four to six months. Ensure that change control processes are in place.

Skills: End users must be trained on the new business process.

Fit: Customers recommend Model N Revenue Management Suite for any pharmaceutical or medical device company, regardless of size.

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ABOUT THE 12ᵗʰ ANNUAL CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.