

Managing Price Management from Launch

Alliance's PriceRight® suite is the first solution to address global pricing challenges pharmaceutical manufacturers face.



#1 Global Life Cycle Price Management Suite

■ Launch Sequence Insights

PriceRight helps you choose the optimal launch sequence across billions of options where a mere 1% price difference could cost millions in net present value.

■ Price Approval Processes

The workflow management tool facilitates proposal management and price approvals in a flexible and customizable platform, increasing speed by up to 20%.

■ Reference Pricing

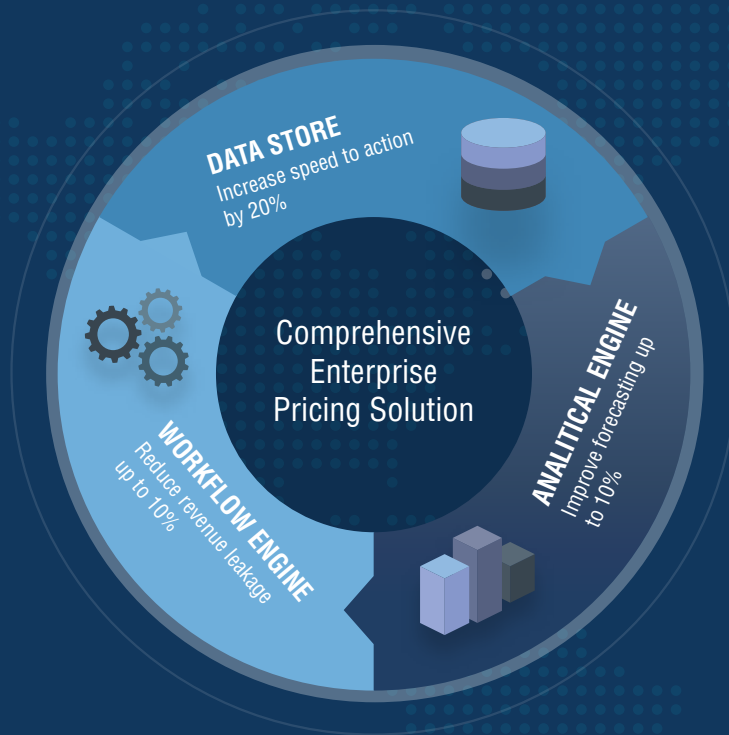
PriceRight provides a sophisticated reference pricing module that lets your analysts concentrate on higher-order analysis while leaving model crunching to the tool.

■ Analytics

Track your prices on a global basis and compare against competitors, across currencies, SKUs and packaging for added insight and reduction of revenue leakage by up to 10%.

■ Tender Management

Manages the complete bids and tenders life cycle to improve tender pricing and process management.



LIST PRICE GOVERNANCE

- Pricing database
- Competitive price intelligence
- Workflow for governing list
- Dashboards for analyzing price erosion

NET PRICE & TENDER MANAGEMENT

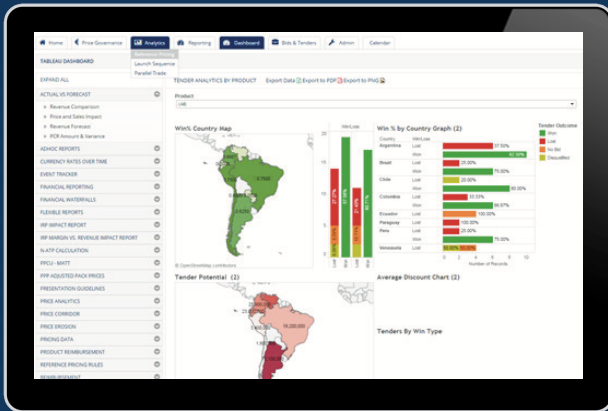
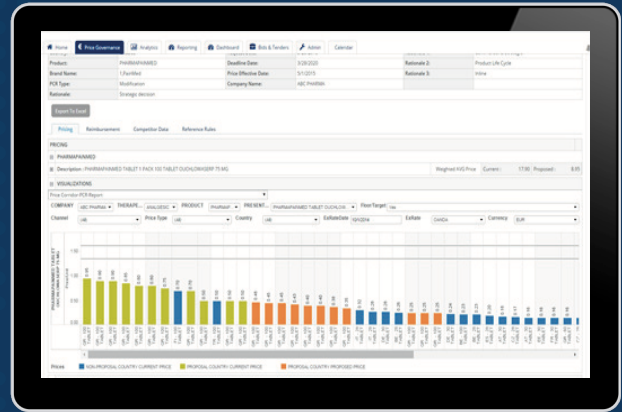
- Customer level contract pricing
 - Tender shaping
- Bid & tender management
- Tender/bid price analytics

NET PRICE & TENDER MANAGEMENT

- Reference pricing
- Launch sequence
- Parallel trade

Powerful pricing software for effective price management that is configurable to meet your specific needs.

- Integrates more data sources than any other pharmaceutical pricing tool
- Provides key performance indicators
- Supports calculated fields and conversions
- Robust reporting capabilities, including configurable dashboards and exports via PDF/Excel/PowerPoint



Advanced modeling engine that is fully integrated with the pricing database and workflow processes

- Unique international reference price simulator provides ability to determine reference pricing impact using advanced Markov Chain Monte Carlo simulations
- Launch sequence optimizer determines optimal launch order within key markets

PriceRight can improve margins by up to 1.5% and reduce revenue leakage by up to 10%

Maximizing value through superior pricing over the entire lifecycle

