



How Life Sciences companies are using innovative technologies to achieve Tender Excellence

Tendering remains a challenge for global enterprises



Are we **missing** important tenders?

We need to **plan** - how big is our market?

How do we **discover** public tenders?

What is the **best price** to bid?

Do we have enough **time to prepare** our tender responses?

How to **handle** tons of documents for tender submission?



OUR MISSION

Our goal, in Cube RM, is to empower large enterprises to accelerate **revenue growth** and be more productive in the process. We do that by offering a **Revenue Management & Optimization software suite** including an intuitive **Tender management & CPQ system** with integrated pricing guidance. Leveraging state of the art technologies like **Natural Language Processing** and **Machine Learning** and software automation to help companies efficiently create and evaluate sales quotes & tender proposals and identify optimum pricing.

End-to-end tender management

Tender Central



Tender Central | pro-active & end-to-end tender management



360° view of your tenders planning and evaluation leveraging automated tender screening, competitive intelligence, sophisticated workflows & audit capabilities, and machine learning.

Discover New Tenders from Online Sources

Discovery
List View

Fetches 30 of 497 Load more

	TYPE	QUALIFICATION	C...	LOTS	PUBLICATION	CUSTOMER	TITLE	DEADLINE	SOURCE
1	Active	★★★★★	DE	1	2019-09-23	GWQ ServicePlus AG	Abschluss einer nicht-exklusiven Rabattvereinbarung nach § 130 a Abs. 8 SGB V zu F	2020-11-10	TED
2	Active	★★★★★	MK	335	2019-09-19	JZU Opsta bolnica 'Borka Taleski' Prilep	Medications	2019-10-17	TED
3	Active	★★★★★	RO	76	2019-09-19	Spitalul Clinic de Urgență „Bagdasar-Arseni”	Furnizare medicamente	2019-10-24	TED
4	Active	★★★★★	FR	14	2019-09-19	GCS Achats du Centre	Appel d'offres 2020: fourniture de produits pharmaceutiques: médicaments et solut	2019-11-04	TED
5	Active	★★★★★	ES	1	2019-09-19	Dirección General, Osakidetza	Suministro del medicamento asociación Lopinavir/Ritonavir (DOE) para todas las or	2019-10-21	TED
6	Active	★★★★★	ES	1	2019-09-18	Servicio Andaluz de Salud, Área Hospitalaria Virgen del Rocío	Contrato de suministro (CCA. 6295J+X)	2019-10-22	TED
7	Active	★★★★★	HR	11	2019-09-18	Klinika za infektivne bolesti Dr. Fran Mihaljević	Lijekovi sa liste HZZO-a, terapija za HIV i hepatitis	2019-10-23	TED
8	Active	★★★★★	PL	15	2019-09-18	Kliniczny Szpital Wojewódzki nr 1 im. Fryderyka Chopina w Rzeszowie	Dostawy leków onkologicznych oraz leków różnych.	2019-10-25	TED
9	Active	★★★★★	PL	35	2019-09-18	Samodzielny Publiczny Zakład Opieki Zdrowotnej w Bochni „Szpital Powiatowy” I...	Dostawa odczynników produktów farmaceutycznych dla Samodzielnego Publicznego	2019-10-24	TED
10	Active	★★★★★	DK	2	2019-09-18	Amgros I/S	Amgros 2020-1.552.a.	2019-10-29	TED
11	Active	★★★★★	DK	6	2019-09-18	Amgros I/S	Amgros 2020-1.900.a.	2019-10-25	TED
12	Active	★★★★★	RO	113	2019-09-18	Spitalul Municipal de Urgență Roman	Furnizare medicamente și substanțe farmaceutice	2019-10-24	TED
13	Active	★★★★★	DE	1	2019-09-17	GWQ ServicePlus AG	Abschluss einer nicht-exklusiven Rabattvereinbarung nach § 130 a Abs. 8 SGB V zu F	2020-11-10	TED
14	Active	★★★★★	PL	10	2019-09-17	Centrum Onkologii Ziemi Lubelskiej im. św. Jana z Dukli	Dostawa leków różnych (Dexmedetomidyna, sucralfate, immunoglobulina, glucosun	2019-10-24	TED
15	Active	★★★★★	PL	60	2019-09-17	Samodzielny Publiczny Zakład Opieki Zdrowotnej	Dostawy leków i materiałów medycznych	2019-10-24	TED
16	Active	★★★★★	CZ	10	2019-09-17	Fakultní nemocnice Plzeň	Léčivé přípravky 2019-VII	2019-10-18	TED
17	Active	★★★★★	CZ	33	2019-09-16	Nemocnice Na Homolce	Rámcová dohoda na dodávky antibakteriální látky pro systémové použití	2019-11-04	TED
18	Active	★★★★★	RO	18	2019-09-16	Spitalul Județean de Urgență „Sfântul Ioan cel Nou” Suceava	Acord-cadru de achiziție publică de medicamente, divizat pe 18 loturi	2019-10-23	TED
19	Active	★★★★★	DK	1	2019-09-13	Amgros I/S	Amgros 2020-1.930.b.	2019-10-29	TED
20	Active	★★★★★	RO	327	2019-09-13	Serviciul de Informații Externe	Furnizare de produse și preparate farmaceutice	2019-10-21	TED
21	Active	★★★★★	PL	80	2019-09-13	Szpital Uniwersytecki w Krakowie	Dostawa produktów leczniczych, wyrobów medycznych, dietetycznych środków spec	2019-10-21	TED
22	Active	★★★★★	PL	55	2019-09-13	Szpital Miejski Specjalistyczny im. Gabriela Narutowicza w Krakowie	Zakup i dostawa leków, surowców farmaceutycznych, mleka dla niemowląt, żywienie	2019-10-21	TED
23	Active	★★★★★	DK	11	2019-09-13	Amgros I/S	Amgros 2020-1.705.a.	2019-10-21	TED
24	Active	★★★★★	CZ	1	2019-09-13	Krajská nemocnice Liberec, a.s.	Léčivé přípravky s obsahem účinné látky Everolimus	2019-10-16	TED

Load more

Online connect

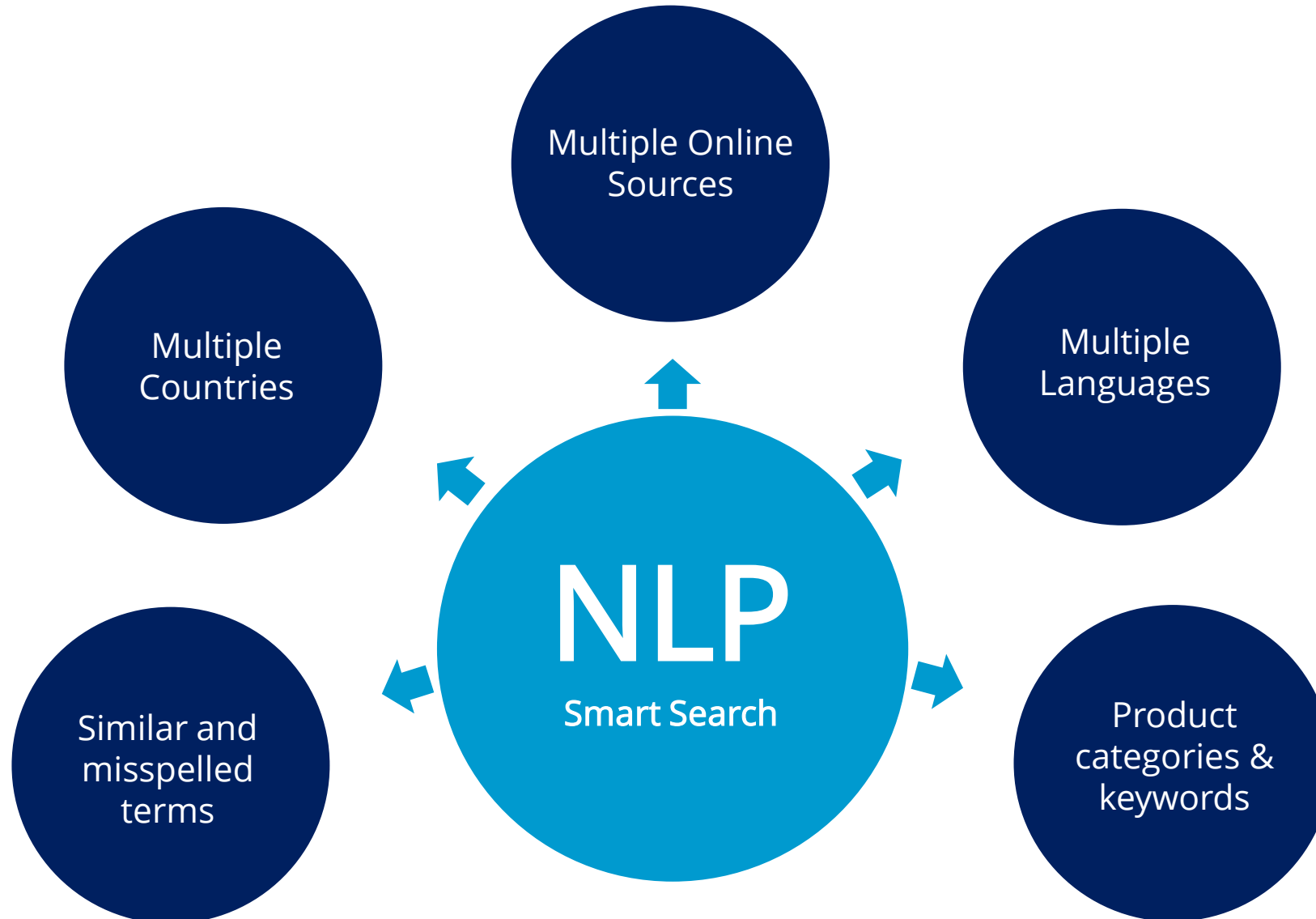
Connect to and automatically screen online tender sources

Tender information


Contracting authority, Key dates, Budget, and other relevant tender information

salesforce

Natural Language Processing (NLP) to find more relevant tenders



Qualify New Tenders

CUBE 

Search Salesforce

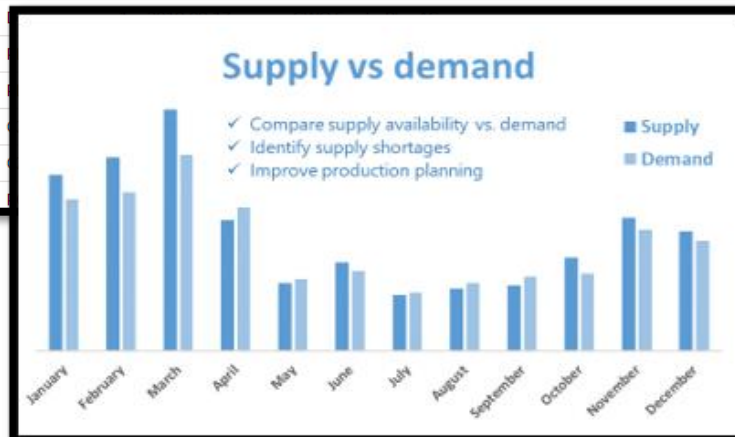
CubeRM Suite Discovery Tenders Attachment Templates Task Templates Tender Workflow Actions User Settings Accounts

Discovery List View

Fetches 30 of 494 Load more

	TYPE	QUALIFICATION	C...	LOTS	PUBLICATION	CUSTOMER
1	<input type="radio"/> Active	★★★★★	DE	1	2019-09-23	GWQ ServicePlus AG
2	<input type="radio"/> Active	★★★★★	MK	335	2019-09-19	JZU Opsta bolnica 'Borka Taleski' Prilep
3	<input type="radio"/> Active	★★★★★	RO	76	2019-09-19	Spitalul Clinic de Urgență „Bagdasar-Arseni”
4	<input type="radio"/> Active	★★★★★	FR	14	2019-09-19	GCS Achats du Centre
5	<input type="radio"/> Active	★★★★★	ES	1	2019-09-19	Dirección General, Osakidetza
6	<input type="radio"/> Active	★★★★★	ES	1	2019-09-18	Servicio Andaluz de Salud, Área Hospitalaria Virgen del Rocío
7	<input type="radio"/> Active	★★★★★	HR	11	2019-09-18	Klinika za infektivne bolesti Dr. Fran Mihaljević
8	<input type="radio"/> Active	★★★★★	PL	15	2019-09-18	Kliniczny Szpital Wojewódzki nr 1 im. Fryderyka Chopina w Rzeszowie
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10	<input type="radio"/> Active	★★★★★	DK	2	2019-09-18	Amgros I/S
11	<input type="radio"/> Active	★★★★★	DK	6	2019-09-18	Amgros I/S
12	<input type="radio"/> Active	★★★★★	RO	113	2019-09-18	Spitalul Municipal de Urgențăș Roman
13	<input type="radio"/> Active	★★★★★				
14	<input type="radio"/> Active	★★★★★				
15	<input type="radio"/> Active	★★★★★				
16	<input type="radio"/> Active	★★★★★				
17	<input type="radio"/> Active	★★★★★				
18	<input type="radio"/> Active	★★★★★				

salesforce



Qualification score

Weighted score based on many criteria

Keywords

Focus on tenders with more relevant keywords identified

Budget

Focus on tenders with high or low budget values

Success rates

Focus on tenders with high probability of winning

Profitability

Focus on the most profitable tenders

Supply capacity

Avoid tenders which may result in supply shortages

Strategic criteria

Focus on tenders with strategic importance i.e. high growth markets, key customers, etc.

Plan ahead with Anticipated Tenders

Discovery
List View

Fetches 30 of 1382 Load more

	TYPE	QUALIFICATION	C...	LOTS	PUBLICATION	CUSTO...	TITLE	DEADLINE	SOURCE
1	Anticipated	★★★★★	NO	1	2017-10-12	Sykehusin...	NO gas syste	2017-11-17	TED
2	Anticipated	★★★★★	NO	1	2017-11-08	Sykehusin...	A monitoring	2017-12-11	TED
3	Anticipated	★★★★★	GB	1	2016-03-08		LGT15-P029	2016-04-11	TED
4	Anticipated	★★★★★	LV	1	2016-12-20		Dažādu labo	2017-01-23	TED
5	Anticipated	★★★★★	LV	1	2016-04-04		Dažādu labo	2016-05-20	TED
6	Anticipated	★★★★★	LV	1	2016-04-04		Dažādu labo	2016-05-20	TED
7	Anticipated	★★★★★	RO	114	2016-04-25		Medicament	2016-06-08	TED
8	Anticipated	★★★★★	LT	1	2016-11-09		Tumoro nekr	2016-12-20	TED
9	Anticipated	★★★★★	RO	145	2017-09-29		„Furnizare Se	2017-11-06	TED
10	Anticipated	★★★★★	SI	1	2016-03-30		Analizator za	2016-05-13	TED
11	Anticipated	★★★★★	FR	64	2017-06-21	CH de l'ag...	Fourniture d	2017-07-24	TED
12	Anticipated	★★★★★	DE	1	2018-10-10	Klinikum S...	Lieferung Bl	2018-11-15	TED
13	Anticipated	★★★★★	PL	141	2017-04-06		Dostawę pro	2017-05-17	TED
14	Anticipated	★★★★★	BG	533	2016-04-05		Доставка на	2016-05-16	TED
15	Anticipated	★★★★★	CZ	1	2016-06-22		Dodávka dia	2016-08-15	TED
16	Anticipated	★★★★★	FR	29	2018-02-06	Assistance...	Fourniture, li	2018-03-16	TED
17	Anticipated	★★★★★	EE	1	2017-05-08		Verekülvipuc	2017-06-19	TED
18	Anticipated	★★★★★	GB	2	2019-03-08	Dumfries ...		2019-04-10	TED
19	Anticipated	★★★★★	EE	1	2016-11-03		Hüübimisani	2016-12-14	TED
20	Anticipated	★★★★★	BE	1	2017-06-27		Blondalucy	2017-08-17	TED

Load more

Filters

Select Sort By

Tender Types: ☐ Active ☐ Past ☒ Anticipated ☐ All

> Keywords

> Qualification Index

> Publication Date

> Deadline

> Contract Start

> Contract End

> Budget

> Products

> CPV

Refresh

Anticipated tenders

Automatically create anticipated tenders that may be published in the future based on past awards and contracts expiration dates



Bidding Information & Competitive intelligence

Tender
United Kingdom-Salford: Medical consumables

Qualification Index: ★★★★★
Contracting Authority: NHS Shared Business Services Ltd (NHS 585)
Deadline: 31/05/2021
Total Budget: EUR 12,570,000.00

Details Customers **Lots** Opportunities Trail Activity Documentation Chatter Outcome

Tender Lots
6 items

Surgical equipment
Quantity: 20000
€2,500,000.00
Did not bid

Intraocular lenses
Quantity: 13500
€1,500,000.00
Did not bid

Phacoemulsification Machines
Quantity: 15
€5,500,000.00
Did not bid

Vitrectomy Machines, Consumables and Accessories
Quantity: 1200
€780,000.00
Did not bid

Ophthalmic Viscoelastic Devices (OVD's), Solutions ...
Quantity: 2580
€1,890,000.00
Did not bid

Cataract lenses
Cataract lenses - all types - details are provided within the tender specification.
Quantity: 10000
€400,000.00
Surgical, Cataract
Awarded

Bidding Products (5)

Product From	Product Reference ↑	Product Name	Bidder Type	Bidding Company	Quantity	List Price	Discount	Unit Price	Total Price	Total Price (BC)	Est.
1	Alcon	ACRYSOF IQ IOLs	Distributor	Medical supplies Eur...	10,000	€37.37		€35.00	€350,000.00	€350,000.00	
2	Abbott Medical Opti...	ACRYSOF IQ IOLs	Direct	Abbott Medical Opti...	10,000	€37.37		€38.00	€380,000.00	€380,000.00	✓
3	Johnson & Johnson	ACRYSOF IQ IOLs	Direct	Johnson & Johnson	10,000	€37.37		€36.00	€360,000.00	€360,000.00	✓
4	Zeiss	ACRYSOF IQ IOLs	Direct	Zeiss	10,000	€37.37		€39.00	€390,000.00	€390,000.00	✓
5	Medtronic	ACRYSOF IQ IOLs	Direct	Medtronic	10,000	€37.37		€36.00	€360,000.00	€360,000.00	✓

Delivery Plans (2)

Delivery From	Delivery To	Ship To	Quantity	Available Capacity	Unit Price	Total Price	UoM	Quantity Commitment
1	2021-06-01	2021-06-30	6,000 ▲	7,200	€35.00	€210,000.00		
2	2021-07-01	2021-07-30	4,000 ▼	3,200	€35.00	€140,000.00		

Notes

Quality (3B)

Company #	Category	Title	Weight	Score
1	Abbott Medical Optics	Spherical aberrations	5%	2%
2	Abbott Medical Optics	Central lens thickness	3%	2%
3	Abbott Medical Optics	Blue-light filtering chromophore	5%	2%
4	Abbott Medical Optics	Supporting haptics	5%	5%
5	Abbott Medical Optics	Lens type	10%	10%
6	Abbott Medical Optics	Robability	2%	2%
7	Alcon	Central lens thickness	3%	3%
8	Alcon	Spherical aberrations	5%	5%
9	Alcon	Blue-light filtering chromophore	5%	1%
10	Alcon	Supporting haptics	5%	1%
11	Alcon	Lens type	10%	9%
12	Alcon	Robability	2%	2%
13	Johnson & Johnson	Spherical aberrations	5%	4%
14	Johnson & Johnson	Central lens thickness	3%	2%

Bidding info

Company and competition

Product & Company reference/similar product

Distributors/partners

Pricing: list price, discount and final price

Units & UoM

Delivery plans

Delivery information including requested quantities per time

Supply shortage indication

Expected score for company and competition (quality, pricing, total)

salesforce

Outcome Tracking

Tender: United Kingdom-Salford: Medical consumables

Qualification Index: ★★★★★
Contracting Authority: NHS Shared Business Services Ltd (NHS SBS)
Deadline: 31/05/2021
Total Budget: EUR 12,570,000.00

Tender Lots

- Surgical equipment
Quantity: 20000
€2,500,000.00
Did not bid
- Intraocular lenses
Quantity: 13500
€1,500,000.00
Did not bid
- Phacoemulsification Machines
Quantity: 15
€5,500,000.00
Did not bid
- Vitreotomy Machines, Consumables and Accessories
Quantity: 1200
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- Ophthalmic Viscoelastic Devices (OVD)'s, Solutions ...
Quantity: 2580
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Did not bid
- Cataract lenses**
Cataract lenses - all types - details are provided within the tender specification.
Quantity: 10000
€400,000.00
Surgical, Cataract **Awarded**

Cataract lenses

Lot 1

Lot	Quantity	Budget	Bid Price	Probability To Win	Optimum Price	Probability for Optimum Price
1	10,000	€400,000.00				

Awardees (2)

To	Awardee	Product Reference	Bidding Type	Bidding Company	Product Name	Quantity	Price	Total Price	Total Price (BC)	Purchase ...	Reason	Est.	Prop. Quantity	Prop. Price
	Alcon	ACRYSOF Single-Piece...	Direct	Alcon		8,000	€39.00	€312,000.00	€312,000.00					
	Johnson & J...	ACRYSOF IQ IOLs	Direct	Johnson & Johnson		2,000	€42.00	€84,000.00	€84,000.00					

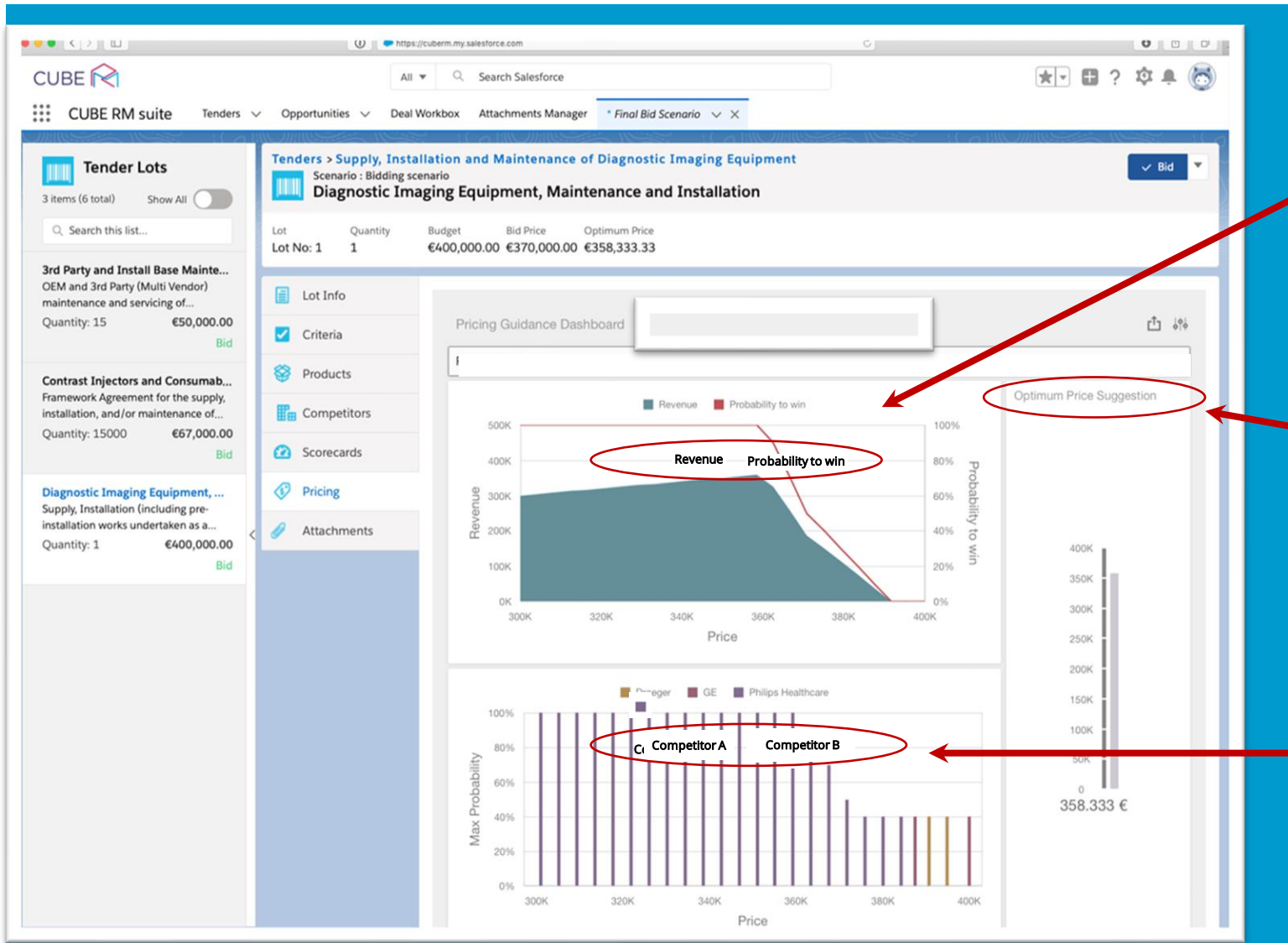
Outcome

Awarded or not tenders, Won / Lost / Partially Won

Award and Competitive intelligence

Quantity, price, and revenue per product for the company and the competition.

Tender Predictive guidance using Machine Learning



Forecast Performance

- ✓ Estimate probability to win, scores, and revenues
- ✓ Company and competition

Pricing Guidance

- ✓ Get optimum price suggestions
- ✓ Maximize Revenue, Profit, or other KPI

Forecast Winners

- ✓ Find the most likely winner

The Journey to Tender Excellence

Multiple benefits from transforming tendering to a strategic, plannable, and globally coordinated business



Continuous development by introducing new tender initiatives and enabling technologies throughout the tender cycle and beyond!

Cube RM Tender Central Customers cases

Customer case: Bavarian Nordic

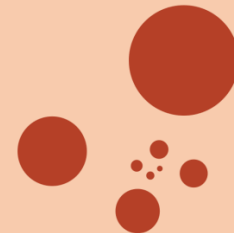


ASTRID BUYS

Global Head of Tenders & Pricing



Cube RM Tender Central offers to us a true 360° view, monitoring, and control of our tendering business, helping us to plan ahead strategically for new tenders and improve our tender process efficiency and sales performance.



BAVARIAN NORDIC

October 2021

Astrid Buys

Global Head of
Tenders & Pricing

CUBE RM: Bavarian Nordic's Implementation of a tender system





BAVARIAN NORDIC



Bavarian Nordic is a fully integrated vaccines company focussed on the development, manufacturing and commercialization of life-saving vaccines

Background on decision to implement new tender system

Commercialization of
new assets

Expansion of
Commercial Team



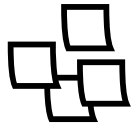
Key Pain Points



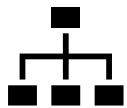
Centralized tender department



Limited resources



No single point of reference for tender information



Lacked structured award and competitive intelligence for tenders



Limited visibility for new tender opportunities



No method to structurally qualify new tenders



Business alignment

Questions we were asking

Where to play? What markets should we focus on, what does it mean for workload?



- Size of Tender Business per market
- Number of Tenders
- Size of tenders (volume)
- Duration of tenders

How to play?



- Tender award Criteria per market (& tender)
- What quality criteria are the most commonly used and where?

Blind Spots



- What should we know which we don't?

T&C Roadmap

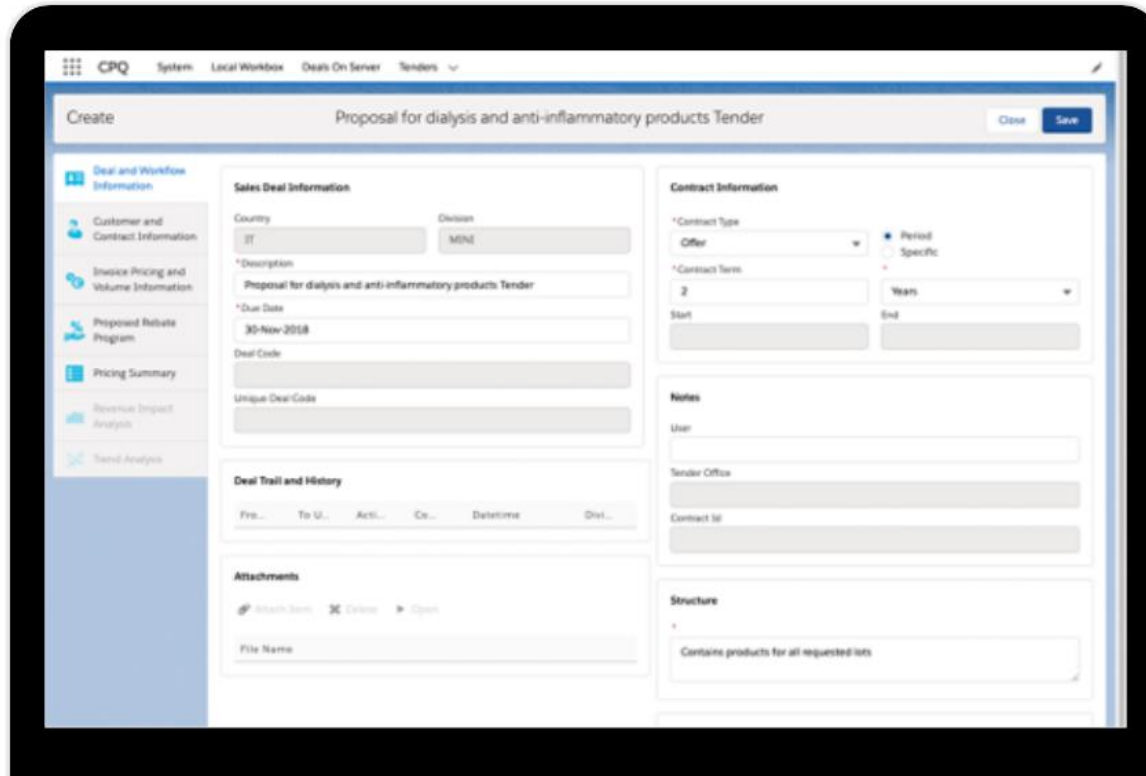


- When do what opportunities occur?

Implementation



Solution provided by CUBE RM



The screenshot displays the CUBE RM software interface for creating a tender proposal. The top navigation bar includes 'CPQ', 'Systems', 'Local Workbook', 'Deals On Server', and 'Tenders'. The main title is 'Create Proposal for dialysis and anti-inflammatory products Tender'. The interface is divided into several sections:

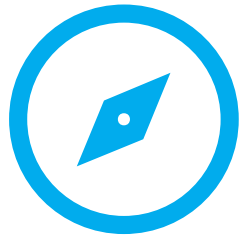
- Deal and Workflow Information:** A sidebar menu with options like 'Customer and Contract Information', 'Invoice Pricing and Volume Information', 'Proposed Rebate Program', 'Pricing Summary', 'Revenue Impact Analysis', and 'Send Analysis'.
- Sales Deal Information:** Fields for Country (IT), Division (MIND), Description (Proposal for dialysis and anti-inflammatory products Tender), Due Date (30-Nov-2018), Deal Code, and Unique Deal Code.
- Contract Information:** Fields for Contract Type (Offer), Contract Terms (2), Start, End, and a dropdown for Period (Specific).
- Notes:** Fields for User, Tender Office, and Contract ID.
- Deal Trail and History:** A table with columns: From, To, Action, Created, Datetime, and Deleted.
- Attachments:** Fields for File Name and a section for Attachments with buttons for Attach, Delete, and Open.
- Structure:** A section for defining the product structure, currently containing 'Contains products for all requested lots'.

- Quick & easy access for management of tender information
- Effective tracking of tender outcome & sales performance
- NLP based access to online tender info
- Bid-No Bid decision guidance
- Facilitated better business alignment
- Connecting to multiple online tender sources

Derived Benefits



Optimizing the commercial business by having visibility of existing and upcoming T&C opportunities



Automated forecasting for easier sales & volume budgeting, pricing governance guidance



Growing the T&C Business through

Not missing any opportunity

Being aware of tenders before they are published

Improved win-rate with time through gathered intelligence

“One source of truth”

Optimal filtering & prioritizing of opportunities

Improved overview of the tendering process

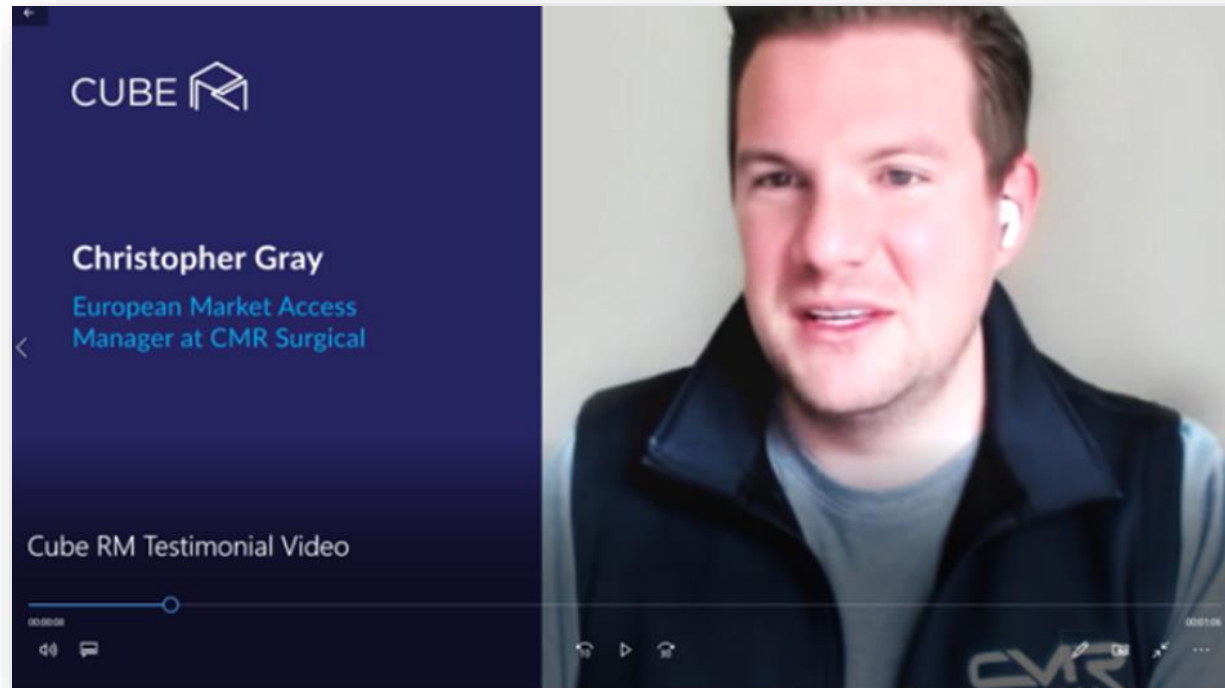


THANK YOU!



BAVARIAN NORDIC

Customer case: CMR Surgical



CHRISTOPHER GRAY

European Market Access Manager



Partnering with Cube RM has helped us fundamentally improve our tendering business, with NLP and keyword based smart search and a powerful qualification index to prioritize our efforts and focus on the tenders that matter the most.



Quick and easy access to relevant tender information



CHALLENGE

No single point of reference for tender information

- No regional overview of tenders and their status
- Tenders are stored ad-hoc in various forms and formats without any guidance



SOLUTION

Quick & easy access to relevant tender information



- Key tender dates, lots, and other relevant tender info.
- Search capabilities for active & historical info

Seamless CRM Integration

CHALLENGE

Out of sync with the company's CRM (Salesforce.com)

- No clear guidance or relationship between tenders & their respective opportunities in the CRM
- Important tender information like criteria, key tender dates, and lot info is either missing from SFDC opportunities or needs to be entered manually
- Contracting authorities need to be manually mapped to SFDC accounts



SOLUTION

Cube RM Tender Management SW for SFDC ensures seamless integration

salesforce

- Tenders/Lots can automatically create/be linked to SFDC opportunities and accounts.
- The new system can automatically suggest possible contracting authorities matches from SFDC accounts.
- Integration with SFDC calendars for various tender types.

NLP and keyword based Smart Search for New Tenders



CHALLENGE

Limited visibility for new tender opportunities

- Limited or no tender visibility for selected/important markets in Europe
- Reactive and not strategic planning for new tenders



SOLUTION

NLP based access to online tender info



- Automated connectivity to online tender sources.
- Smart search with Natural Language Processing (NLP) and relevant keywords (e.g. product categories) for exact & similar terms in multiple languages.
- Planning ahead by scanning prior tender notices & anticipated /not yet published tenders.

A Powerful Qualification Index



No structured qualification of new tenders

- Ad-hoc decisions per tender with no clear or agreed criteria
- No record or justification for "passed" opportunities



Bid/No Bid Guidance



- Automated qualification score per tender and lot based on identified criteria to prioritize tenders and lots
- Justified Bid no bid-decision and tracking of "passed" opportunities

Business Alignment

CHALLENGE

Lack of Business Alignment

- Lack of automation & central governance
- No regional overview and control



SOLUTION

Better Business Alignment



- Regional overview and control of tenders per stage
- Configurable aggregated analytics to aid decision making and continuous improvement

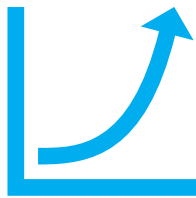
Derived benefits



Better overview of the tender business within Salesforce.com



Improved tenders' visibility and prioritization



Improved sales performance and process efficiency



thank you!

How Life Sciences companies are
using innovative technologies to
achieve Tender Excellence



george.boretos@cuberm.com