



Life Sciences  
Pricing Forum 2022



# How to accelerate your Tendering Business with AI in practice

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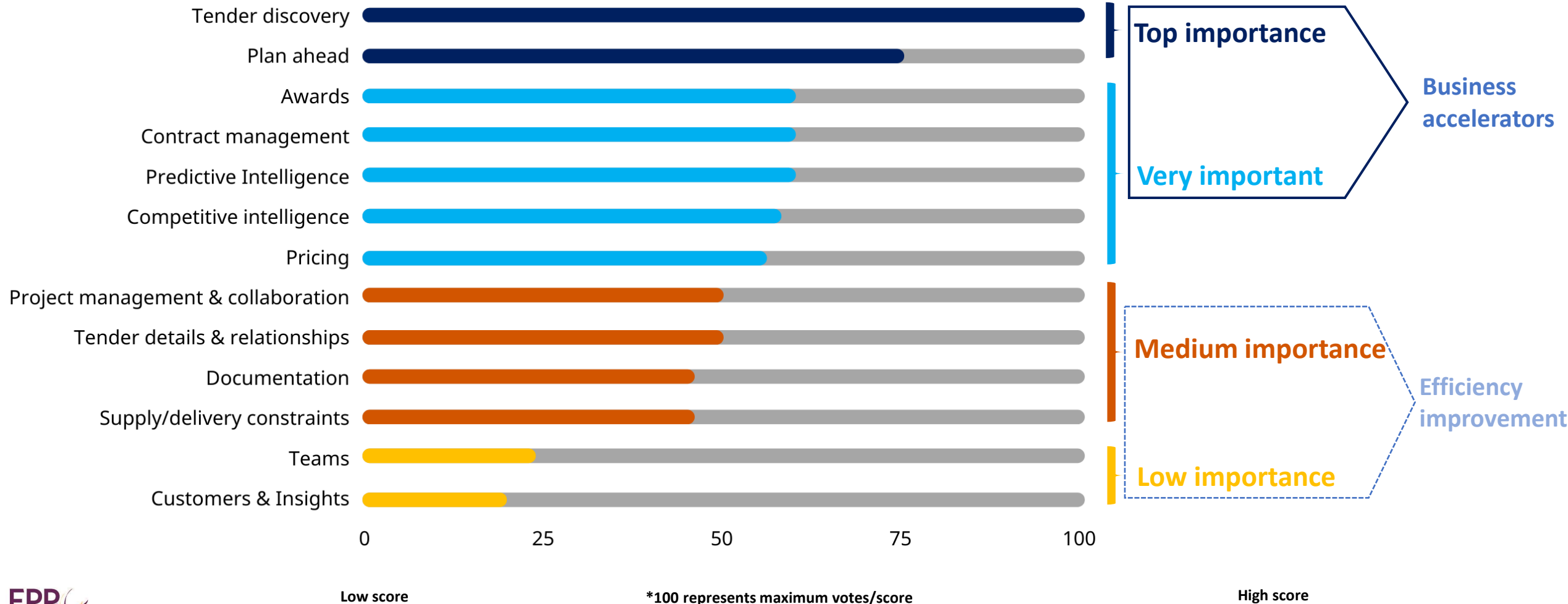
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# The 7 steps of success in Tendering



# 13 key themes were identified as the most important, based on the scores & cross-presence of these objectives/challenges

## Which themes got the higher scores?



Business accelerators

Efficiency improvement

# How to accelerate your Tendering Business with AI



# Natural Language Processing - NLP

## Improve Tender Visibility

Automatic scan from **multiple online tender sources** based on specific **molecules, product** categories, or other keywords to capture only relevant tenders for your business



Get additional 3-5% tenders annually

Automatically identify additional **tender / lots & award details** (Contracting Authority, budget, publication/submission dates, outcome, awardees etc.), products from **keywords**



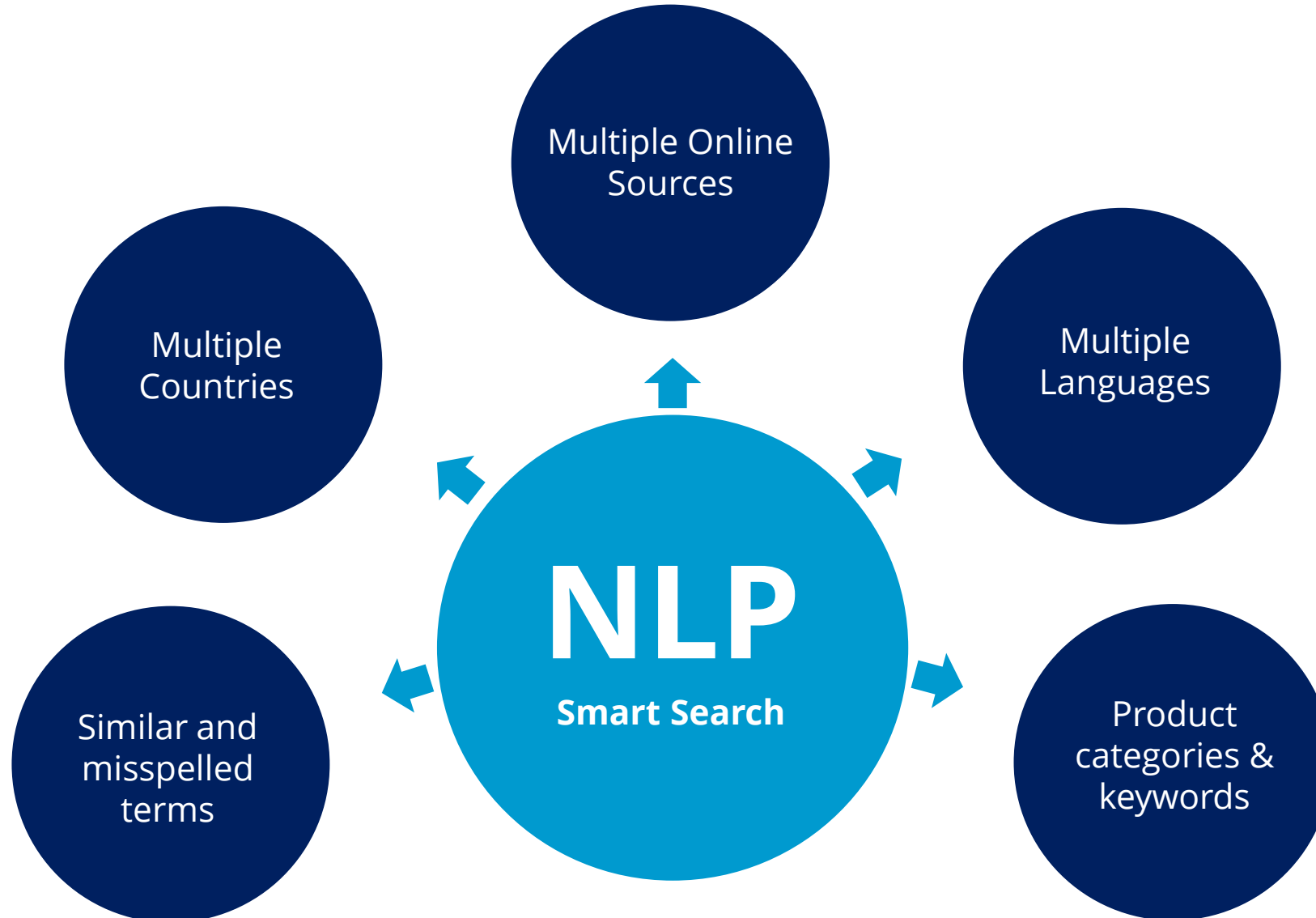
Smart discovery of additional tender info

Get **anticipated tenders** that are likely to be published in the future, based on past awards and contracts' expiration dates



Plan ahead for future tenders

# Natural Language Processing (NLP) to find more relevant tenders



# Tender Qualification

Tender qualification is a significant component towards tender excellence

Automation combined with NLP to score all incoming tenders & tender lots.



The **Qualification Index** is configured with customers' predefined criteria and helps prioritize & pursue the most attractive tender opportunities

## BUSINESS BENEFITS



Bid/ No-Bid Guidance for tenders & tender lots



Flexible qualification to adapt to local or other differences



# Market & Competitive Intelligence Insights

Get critical **insights from past awarded tenders** (awardee's name, awarded price, pricing & quality criteria, products, etc.)

Keep a consistent **history record** with lost/ won/ partially won tenders with reasons

**Competitive Intelligence** will bring additional data of paramount importance which will help you tailoring tender responses for increased competitive edge

## BUSINESS BENEFITS



Better understanding of your market/ key trends



Get pricing insights



Better understanding of competitors' dynamics

# Machine Learning in Tendering

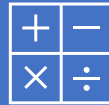
Using AI to improve success rates in your tendering business

Get optimum price suggestions per tender/tender lot and decide what's the optimal price to bid



**1-5% revenue increase**

Estimate the probability to win tenders and tender lots by leveraging past historical data and/ or salespeople instincts



**Increased number of winning tenders**

Forecast tender / tender lot performance for your company and competitors and find the most likely winner



**Advanced & easy to use technology.  
No technical background necessary**



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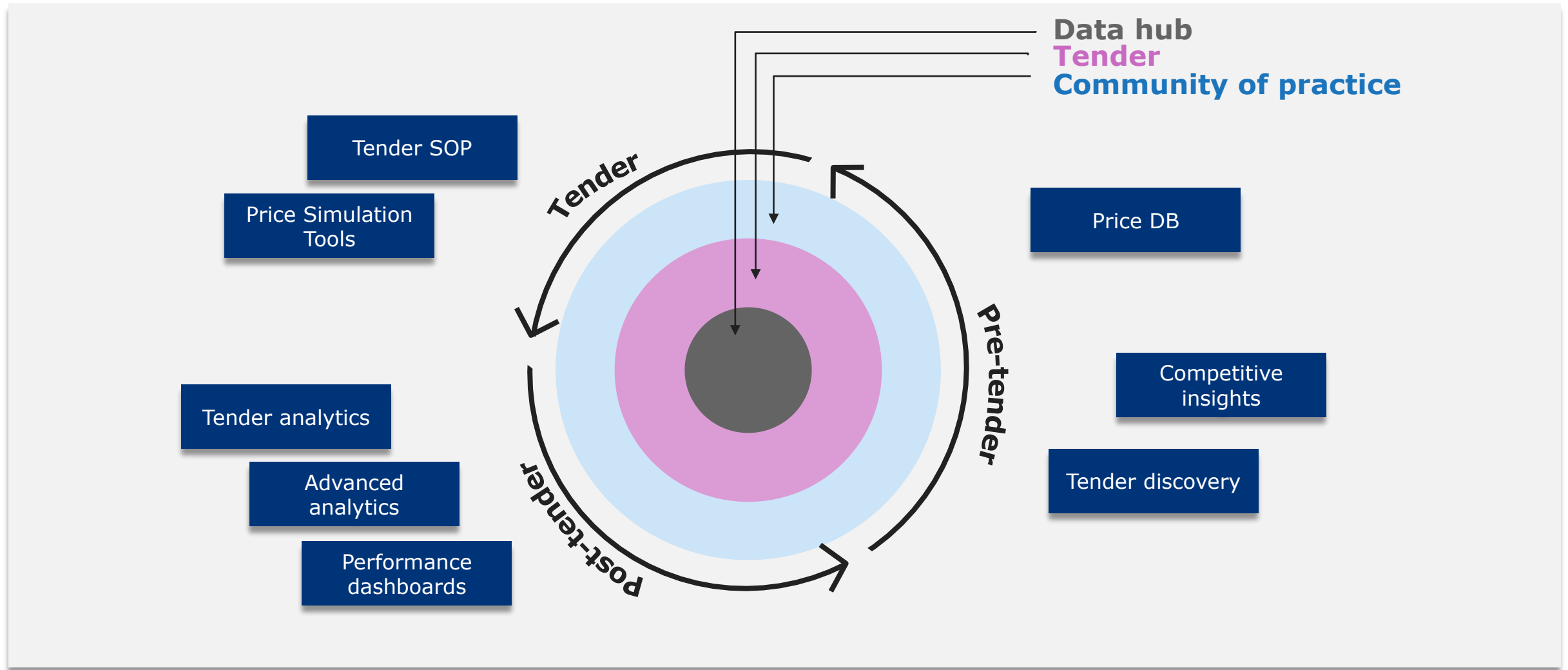
*The Tender Excellence Program in Janssen EMEA*



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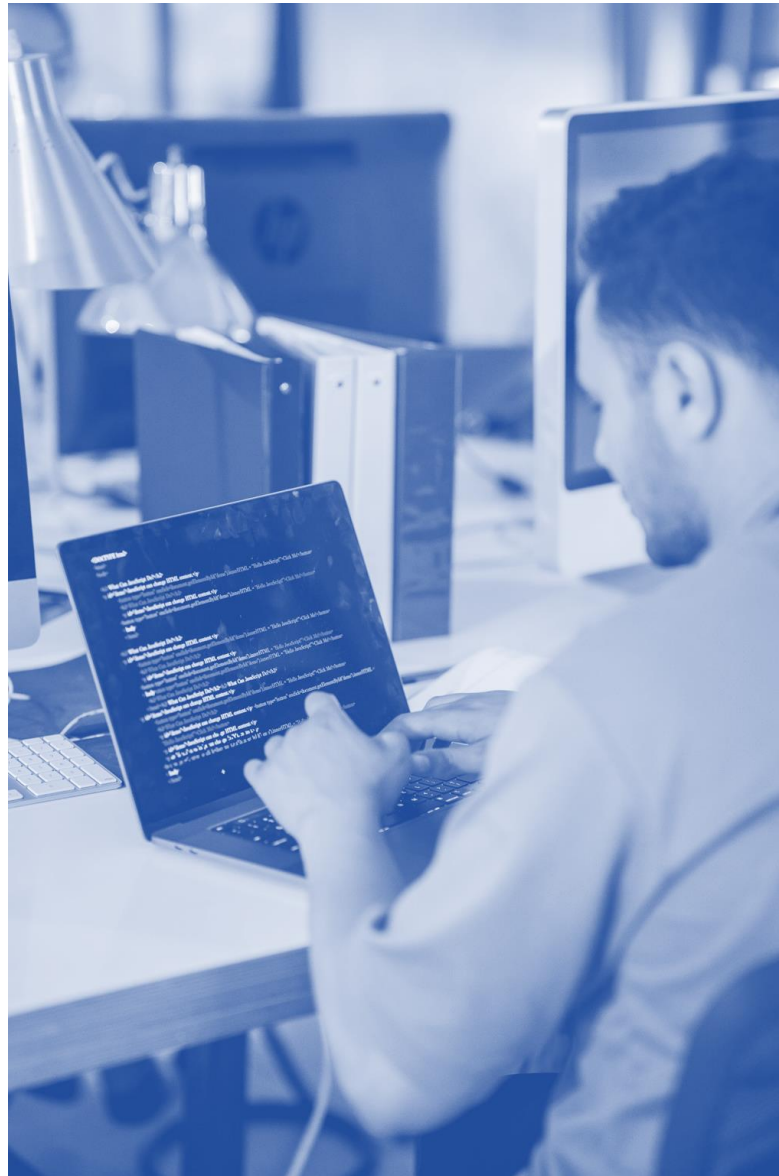
# The TEx Program in a snapshot



Janssen's technology function (**JJT**), organized in a Product structure, holds control over solution development, with own regional and global technology teams (Product Groups).



We do keep an open eye for **innovative vendors with unique offerings and advanced technologies** that could complement our own solutions.

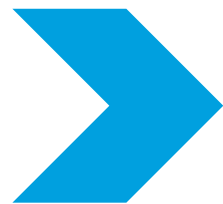


”

At Janssen, we're creating a future where disease is a thing of the past.

We're the Pharmaceutical Companies of Johnson & Johnson, working tirelessly to make that future a reality for patients everywhere by fighting sickness with science, improving access with ingenuity, and healing hopelessness with heart.

# TEx Technology Landscape (simplified)





A Tender starts with a Tender Notice and ends with a Contract.

- ✓ Scope of a tender and validity period
- ✓ Tender qualitative criteria
- ✓ Product bidding price
- ✓ Tender outcome
- ✓ Competitor data



Approval Process and Segregation of Duties (as per SOx).



Quotation document generation



Document repository with versioning and alerts on expiration date



Interface with SAP for financial transactions



Feeds Data lake

# iTender Capabilities

# Solution provided by Cube RM



- ✓ Connecting to multiple online tender sources
- ✓ NLP based smart search using molecules
- ✓ Bid/no bid guidance
- ✓ Plan ahead for unpublished tenders
- ✓ Effective tracking of tender outcome & sales performance



# Cube RM Tender Central: Proactive & End to End tender management using AI



➤ Within scope for Janssen

# Tender Discovery with Natural Language Processing (NLP)

## Keywords

Find relevant tenders and awards containing specific keywords

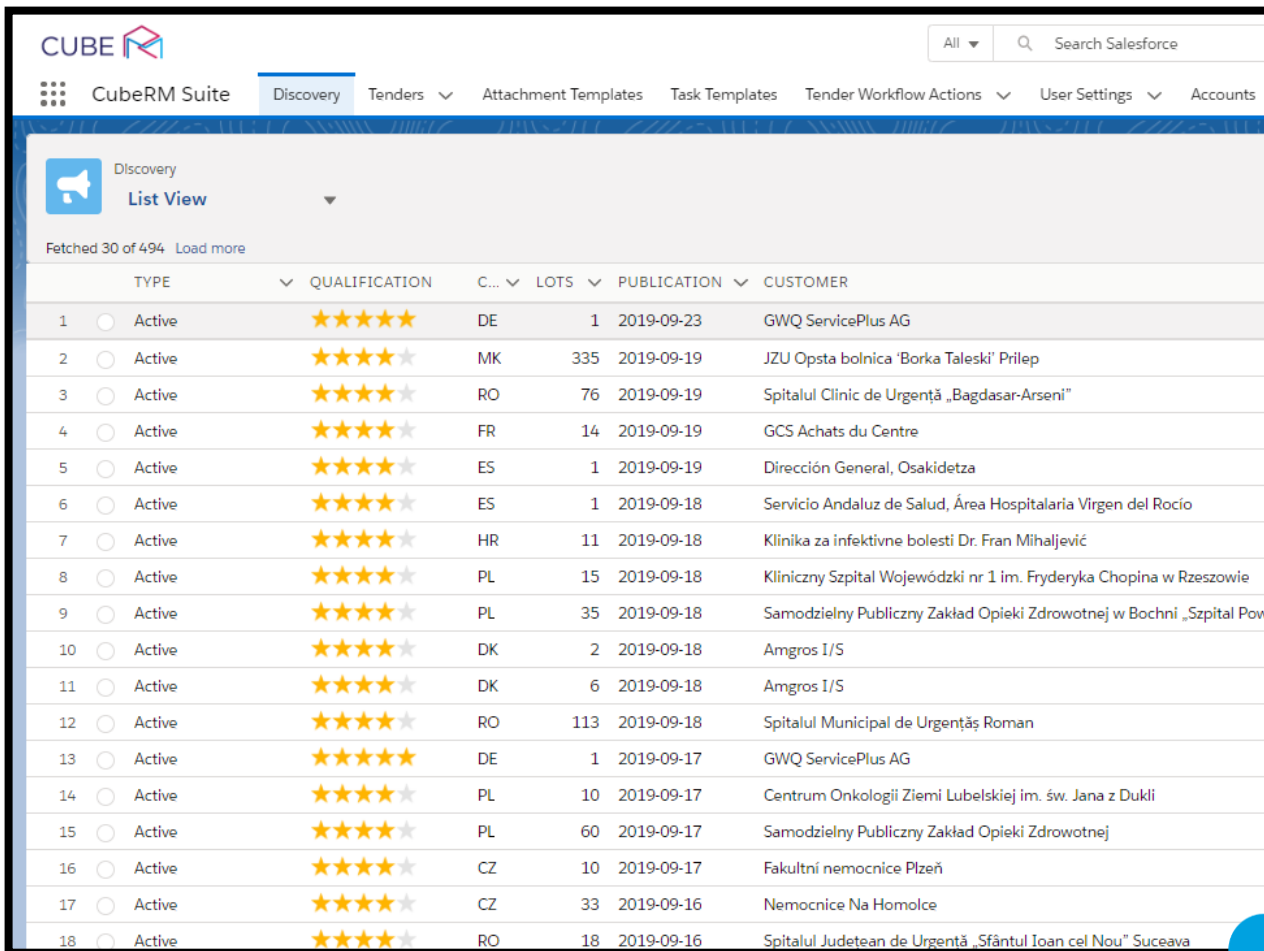
## Products & competitors

Automatically identify products for the company and competitors from keywords

The screenshot displays the CUBE Suite Discovery interface. The main area shows a list of 24 tenders with columns for TYPE, QUALIFICATION, COUNTRY, LOTS, PUBLICATION, CUSTOMER, TITLE, DEADLINE, and SOURCE. The filters sidebar on the right includes sections for 'Tender Types', 'Keywords', 'Qualification Index (from 3 to 5)', and 'Products'. A red box highlights the 'Keywords' section, which lists terms like 'abacavir', 'acetazolamide', 'acetylcysteine', 'acetylsalicylic acid', and 'aciclovir'. Another red box highlights the 'Products' section, which lists 'Aderolio 500 Mcg Tablets'. Red arrows point from these sections to the text on the right.

TYPE	QUALIFICATION	C...	LOTS	PUBLICATION	CUSTOMER	TITLE	DEADLINE	SOURCE	
1	Active	★★★★★	DE	1	2019-09-23	GWQ ServicePlus AG	Abschluss einer nicht-ex	2020-11-10	TED
2	Active	★★★★★	MK	335	2019-09-19	JZU Opsta bolnica 'Bo...	Medications	2019-10-17	TED
3	Active	★★★★★	RO	76	2019-09-19	Spitalul Clinic de Urge...	Furnizare medicamente	2019-10-24	TED
4	Active	★★★★★	FR	14	2019-09-19	GCS Achats du Centre	Appel d'offres 2020. fou	2019-11-04	TED
5	Active	★★★★★	ES	1	2019-09-19	Dirección General, Os...	Suministro del medicar	2019-10-21	TED
6	Active	★★★★★	ES	1	2019-09-18	Servicio Andaluz de S...	Contrato de suministro (	2019-10-22	TED
7	Active	★★★★★	HR	11	2019-09-18	Klinika za infektivne b...	Lijekovi sa liste HZZO-a,	2019-10-23	TED
8	Active	★★★★★	PL	15	2019-09-18	Kliniczny Szpital Woje...	Dostawy leków onkologi	2019-10-25	TED
9	Active	★★★★★	PL	35	2019-09-18	Samodzielny Publiczn...	Dostawa odczynników p	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 ...	Furnizare medicamente	2019-10-24	TED
13	Active	★★★★★	DE	1	2019-09-17	GWQ ServicePlus AG	Abschluss einer nicht-ex	2020-11-10	TED
14	Active	★★★★★	PL	10	2019-09-17	Centrum Onkologii Zi...	Dostawa leków różnych i	2019-10-24	TED
15	Active	★★★★★	PL	60	2019-09-17	Samodzielny Publiczn...	Dostawy leków i materia	2019-10-24	TED
16	Active	★★★★★	CZ	10	2019-09-17	Fakultní nemocnice Pl...	Lečivé přípravky 2019-VI	2019-10-18	TED
17	Active	★★★★★	CZ	33	2019-09-16	Nemocnice Na Homol...	Rámcová dohoda na do	2019-11-04	TED
18	Active	★★★★★	RO	18	2019-09-16	Spitalul Județean de ...	Acord-cadru de achiziție	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...	Furnizare de produse și j	2019-10-21	TED
21	Active	★★★★★	PL	80	2019-09-13	Szpital Uniwersytecki ...	Dostawa produktów lecz	2019-10-21	TED
22	Active	★★★★★	PL	55	2019-09-13	Szpital Miejski Specjal...	Zakup i dostawa leków, s	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 Li...	Lečivé přípravky s obsah	2019-10-16	TED

# Qualify New Tenders and Tender Lots



The screenshot shows the CUBE Salesforce interface with a list of 18 tenders. The interface includes a search bar, navigation tabs, and a table with columns: TYPE, QUALIFICATION, C... (Country), LOTS, PUBLICATION, and CUSTOMER. Each row represents a tender with its status, qualification score (stars), country, number of lots, publication date, and customer name.

	TYPE	QUALIFICATION	C...	LOTS	PUBLICATION	CUSTOMER
1	Active	★★★★★	DE	1	2019-09-23	GWQ ServicePlus AG
2	Active	★★★★★	MK	335	2019-09-19	JZU Opsta bolnica 'Borka Taleski' Prilep
3	Active	★★★★★	RO	76	2019-09-19	Spitalul Clinic de Urgență „Bagdasar-Arseni”
4	Active	★★★★★	FR	14	2019-09-19	GCS Achats du Centre
5	Active	★★★★★	ES	1	2019-09-19	Dirección General, Osakidetza
6	Active	★★★★★	ES	1	2019-09-18	Servicio Andaluz de Salud, Área Hospitalaria Virgen del Rocío
7	Active	★★★★★	HR	11	2019-09-18	Klinika za infektivne bolesti Dr. Fran Mihaljević
8	Active	★★★★★	PL	15	2019-09-18	Kliniczny Szpital Wojewódzki nr 1 im. Fryderyka Chopina w Rzeszowie
9	Active	★★★★★	PL	35	2019-09-18	Samodzielny Publiczny Zakład Opieki Zdrowotnej w Bochni „Szpital Pow
10	Active	★★★★★	DK	2	2019-09-18	Amgros I/S
11	Active	★★★★★	DK	6	2019-09-18	Amgros I/S
12	Active	★★★★★	RO	113	2019-09-18	Spitalul Municipal de Urgențăș Roman
13	Active	★★★★★	DE	1	2019-09-17	GWQ ServicePlus AG
14	Active	★★★★★	PL	10	2019-09-17	Centrum Onkologii Ziemi Lubelskiej im. św. Jana z Dukli
15	Active	★★★★★	PL	60	2019-09-17	Samodzielny Publiczny Zakład Opieki Zdrowotnej
16	Active	★★★★★	CZ	10	2019-09-17	Fakultní nemocnice Plzeň
17	Active	★★★★★	CZ	33	2019-09-16	Nemocnice Na Homolce
18	Active	★★★★★	RO	18	2019-09-16	Spitalul Judetean de Urgență „Sfântul Ioan cel Nou” Suceava



## Qualification score

Weighted score based on multiple 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**

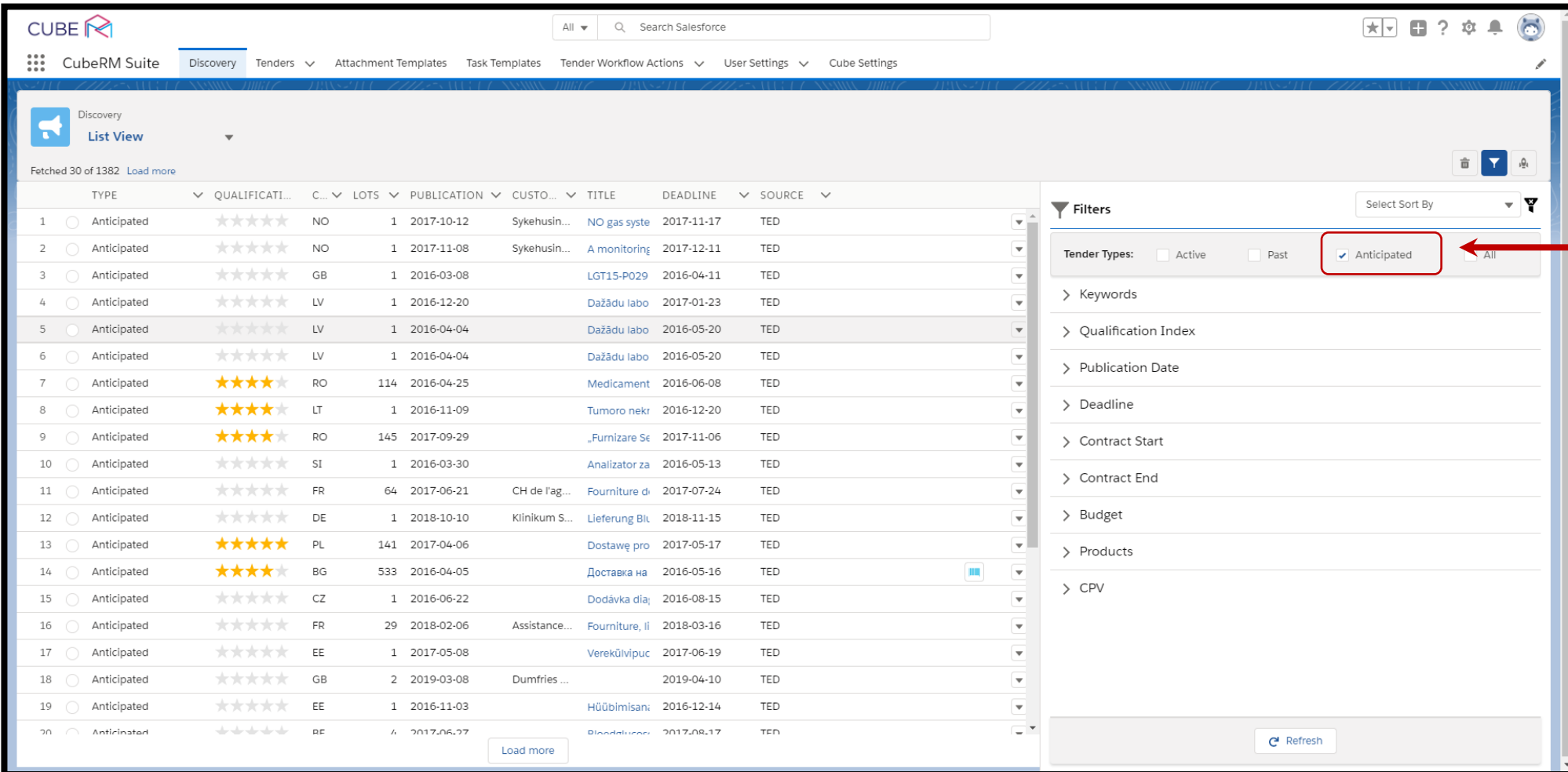
### Strategic criteria

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

# Plan ahead with Anticipated Tenders

## Anticipated tenders

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



The screenshot displays the CUBE interface with a list of 30 anticipated tenders. The table columns include TYPE, QUALIFICATION INDEX, COUNTRY, LOTS, PUBLICATION DATE, CUSTOMER, TITLE, DEADLINE, and SOURCE. The filter sidebar on the right shows 'Anticipated' selected under 'Tender Types'.

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-PO29	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	Hüübimisan	2016-12-14	TED
20	Anticipated	★★★★★	BE	4	2017-06-27	Bloedanalyse	2017-08-17	TED

The screenshot displays the CUBE RM Suite interface for a tender titled "United Kingdom-Salford: Medical consumables". The tender status is "Awarded", indicated by a green progress bar and a blue "Awarded" button. The tender details include a qualification index of 5 stars, a contracting authority of NHS Shared Business Services Ltd (NHS SBS), a deadline of 31/05/2021, and a total budget of EUR 12,570,000.00.

The "Lots" section shows a list of items, with "Cataract lenses" selected. The lot details for "Cataract lenses" (Lot 1) show a quantity of 10,000 and a budget of €400,000.00. The "Outcome" tab is active, showing a table of awardees:

To	Awardee	Product Reference	Bidder 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.

# Benefits



**Improved tender  
visibility**



**Smart tender & lots  
prioritization**



**Improved competitive  
intelligence**



**Improved efficiency**



**Added value partnership**

# CUBE



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