

IMPROVING TENDER VACCINES STRATEGY GLOBALLY



AT A GLANCE

Challenges

- Understand the Tender Landscape for Vaccines
- Get insights on a per country level
- Provide specific suggestions for each market to improve tender business based on the current stage

Our contribution

- We conducted a survey in over 50 markets to gather information on the current situation
- We delivered a comprehensive set of insights and recommendations that enabled the customer to develop tailored tender strategies for each market

SITUATION

A global big Pharma Company with a significant Vaccines portfolio wanted to better understand the global tender landscape for Vaccines including award criteria and procurement processes per country.

ACTION

Cube RM provided a comprehensive overview of Tender Mechanisms and Archetypes for over 50 countries including tender award criteria and trends.

RESULT

The customer got very **relevant and solid insights** across **over 50 countries** as a basis for their tender strategy, differentiation approach and tender shaping activities.

TENDER BI INSIGHTS

