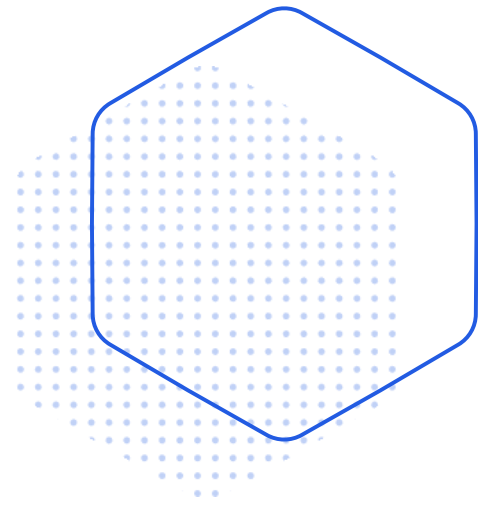


# UNDERSTANDING DIGITAL HEALTH SOLUTIONS MARKET & IMPLEMENT TENDER PROCESSES AND STRATEGY



## AT A GLANCE

### Challenges

- Understand the Market size and Trends for Digital Solutions
- Manage broad search scope
- Reduce noise

### Our contribution

- Development of a complex algorithm to reduce noise
- Identification of relevant tenders
- Daily report with relevant tenders ranked by importance

## SITUATION

One of the top 5 Pharma & Diagnostic companies in the world has established a Business unit for Digital Health Solutions. The company wanted to better understand the Market size and trends for digital solutions, especially in the public sector. One of the main challenges was the broad search scope, which was bringing a lot of irrelevant tender opportunities (noise), which made it very inefficient and burdensome to manage.

## ACTION

In close collaboration with the customer, CubeRM developed a **customized and complex search algorithm** and is using advanced AI in order to **reduce the noise** and **find only relevant tenders** for digital solutions. The customer gets a daily report with all relevant tenders, **ranked by importance** including competitive intelligence.

## RESULT

The customer has a much more **efficient and effective way of managing tender opportunities** in a broad and growing market. They are identifying **relevant tenders** in the overall noise that they could not find before. The customer is also using the insights for business development and to decide in which areas of digital solutions to invest.

Data pull only with Keywords resulted to over **1M tenders per year**

Digital Solution Keywords & CPV scope

66'737 unique tenders

Keyword Combination Filter

8'330 unique tenders

CPV combination Filter

7'444 unique tenders

Main activity filter

5'115 unique tenders  
(elimination of 95% noise)



15-30 relevant tenders per day, ranked by 'Relevance'