

## Transforming Pricing and Tendering for Improved Market Access

A leading global pharmaceutical company set out to transform its pricing and tendering processes to make medicines more accessible and affordable worldwide. By enabling data-driven decisions across markets, the company aimed to ensure timely and equitable patient access to treatments.

### Challenge

The company lacked visibility into local and global pricing and tendering decisions, limiting its ability to pursue opportunity-based strategies across its 100+ markets. Legacy, manual workflows—spanning Excel sheets, email approvals, and basic SharePoint tools—created silos, security issues, and no audit trail.

### Solution

After successful implementations elsewhere in the organization, the company selected Appian as its core platform for pricing and tendering. Built on Appian's digital product landscape, the solution unified global pricing and tendering into a single, digitized data hub—where Appian serves as the system of engagement, capturing and connecting key insights and inputs.

The solution has delivered significant benefits:

- Standardizes processes globally, while allowing **flexibility to customize processes** for unique requirements in each locality.
- Provides **real-time visibility into the ripple effect of price changes across markets**, enabling strategic adjustments to prevent revenue loss.
- **Reduces workload by 5x or more in the tendering space**, improving user experience and efficiency for market teams.

With every pricing decision affecting global market access, the company needed a data-driven, transparent process to enable informed decisions in real time.

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