



## Life Sciences Price Management

Stratinis offers a strong international software solution for medical equipment manufacturers and pharmaceutical companies. This fact sheet describes some of the advantages of choosing Stratinis Pricing Suite for managing your local and international pricing.

**Full Pricing Suite:** Combining price analysis with price strategy, price optimisation and price implementation, all in one single software solution.

**International Pricing Capabilities:** Stratinis Pricing Suite automatically manages price structures with different levels of complexity and currencies across borders.

**Full Price Waterfall, Including Reimbursements:** Analysing complete price waterfalls from final consumer price to costs. Reimbursements can be included to give full overview.

**Currency and Exchange Rate Management:** price information in different currencies is handled easily in Stratinis Pricing Suite. Price analysis and price optimisation can happen across different currencies and the impact of exchange rate movements can be simulated.

**Managing Parallel Trade Risks:** International pricing risks from price differences across borders are included with out-of-the-box analyses.

**Lifecycle Pricing:** Stratinis Pricing Suite offers several ways of analysing prices over the lifecycle of a product, while also allowing for simulation over several periods to find optimum pricing.

**Reference Pricing:** Stratinis Pricing Suite allows for analysing both local and international reference pricing. Competitive pricing intelligence can be included for setting optimum pricing policies.

**International Reference Price Modelling:** The built-in rules engine, combined with native handling of pricing in different currencies mean that the consequences of international reference pricing can be modelled, included suggested launch sequences.

**New Product Pricing:** The solution offers several modules for new product pricing, from a rules-based engine to profit & loss analysis and several statistical methods for assessing price elasticity.

**Price Floors and Price Ceilings:** Manage corporate price policies for both price levels and rebates.

**User-friendly, Web-based Software:** User feedback has continuously stressed the benefits of our user-friendly, easy to understand and intuitive software.

**Data Exchange:** Stratinis Pricing Suite can exchange data with most ERP, CRM and Business Intelligence systems as well as with Excel, web services and flat files. Also, data can easily be inputted manually.

**Easy to Maintain:** Most administrative tasks can be done by in-house people in a user-friendly web-based administration module.