

## PriceRight® by EVERSANA

### Create Value Across Your Product's Lifecycle

Take control of your pricing strategy across the globe with **PriceRight**, the **first comprehensive software suite** to help you set the optimal price and navigate the complexities of global pricing.

#### LAUNCH WITH CONFIDENCE.

Enhance your launch and maximize your ROI with our proprietary launch sequence optimization (LSO) algorithm. Benchmark your launch against our database of launches while also tracking competitor prices and changes in market landscape.

#### MAKE SMARTER PRICING DECISIONS.

Our international reference pricing (IRP) simulation software enables you to:

- Understand risks and forecast impacts of proposed changes on revenue based on international reference pricing
- Forecast your whole portfolio, break-even points
- Automatically detect issues with IRP rules

#### MANAGE TENDERS WITH GREATER CONFIDENCE.

- Model a full range of discounts with easy-to-set terms and built-in flexibility
- Ability to analyze your contract and tender pricing
- Gain visibility into bids and contract prices in more than 40 countries with automatic public source integration

#### KEEP YOUR PRICES ACCURATE.

Our price governance allows you to maintain a database of accurate prices globally.

- Manage price changes with full control and compliance
- Automatically flag when affiliate reported prices are different from public sources
- Automatically integrate reference price analyses with price changes
- Generate local price certificates directly from the system



#### PREDICTIVE.

Use our predictive pricing models for more insight on list price, access and tender pricing.



#### REFERENCE RULES.

IRP and Launch Sequence are kept up to date with reference rules tracked in 100 markets.



#### SECURE.

Your data is protected with SOC-2 and ISO 27001 certification with on-premise and secure cloud options.