

# TENDER MANAGEMENT TRANSFORMATION



**-40%**

PREPARATION TIMING

**ZERO**

DOCUMENT ERRORS

## THE SCENARIO

THE TRANSFORMATION OF TENDER



**An Italian pharmaceutical company** with a strong presence in the domestic and international market, despite its consolidated experience in the sector, has faced significant challenges in the management of tenders public, mainly due to **fragmented management of tenders in a highly regulated environment.**

Thanks to the implementation and use of **Datagon-Salesforce**, our proprietary solution for tender management, we have revolutionised its management of public tenders, **achieving a 40% saving in preparation time and eliminating document errors.**



## THE CHALLENGE

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The main critical issues included

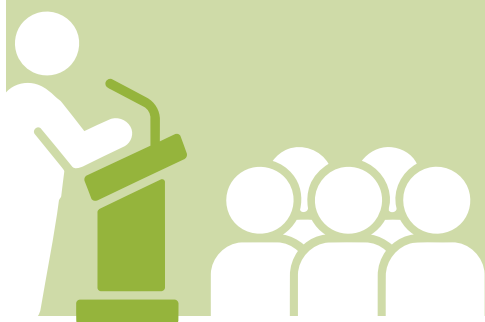
- **Documentation inefficiency:** Staff spent up to 7 hours per week just finding and organising documents, with a 15% risk of office time lost to rework due to formal errors that could lead to exclusion from tenders.
- **Lack of strategic analysis:** The inability to access tender history prevented crucial analysis, with an estimated loss of €3.7 million in the previous year.
- **Interdepartmental collaboration issues:** Information sharing was inefficient, with processes based on emails and Excel spreadsheets that did not ensure effective synchronization, especially for complex competitions with tight deadlines.
- **Operational criticalities:** The management of deadlines was individual, post-award contractual fulfillment was disconnected, and there was no standardized reporting on the status of tenders.

## THE TESTIMONY



*"Despite our structured processes, we still encountered significant inefficiencies in sharing tender information: the Tender Office often had to repeatedly request updated technical specifications from Marketing and Regulatory Affairs, while the Sales Department sometimes defined pricing strategies without knowing all the terms and conditions of the tender. This was not due to a lack of professionalism, but because the tools at our disposal—emails, shared folders and Excel spreadsheets—did not guarantee real synchronization of activities, especially in complex multi-lot tenders with tight deadlines."*

*Tender Office Manager*



## THE SOLUTION: DATAGON-SALESFORCE

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The company implemented a **platform integrated** for complete management of the tender cycle, adopting a **methodical approach in four phases**:

- 1. Analysis and design:** mapping of workflows and identification of critical points (4 weeks).
- 2. Migration and setup:** Centralisation of historical data and creation of templates (4 weeks).
- 3. Training and change management:** departmental sessions and training of 'internal champions' (4 weeks).
- 4. Gradual go-live:** Pilot implementation followed by full roll-out.

## THE SOLUTION: DATAGON-SALESFORCE

The platform introduced **crucial functional areas**:

**Process Automation:** configurable workflows  
Configurable, automated deadline management and integrated quality controls.

**Post-Award Management:** comprehensive tracking of contractual commitments, proactive monitoring of renewals and comparison of awarded volumes vs. sales.

**Strategic Analytics:** customizable dashboards  
analysis competition and predictive models for probability of success.

**Regulatory Compliance:** Automatic document verification, structured archiving and complete audit trails.



# MEASURABLE RESULTS AND BUSINESS IMPACT

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After 12 months, the company recorded the following improvements:

## Operational Efficiency

- 40% reduction in tender preparation time for tenders (1,100 hours saved by the tender team).
- 85% decrease in internal email communications.
- 100% compliance with deadlines.

## Quality and Compliance

- Zero exclusions due to formal errors.
- 100% traceability of activities.
- 90% reduction in internal verification requests.

## Impact on Business

- +15% in tender awards.
- +23% in price optimisation.
- €2.1 million in revenue recovered from missed opportunities.

## Organisational improvements

- 30% increase in collaboration efficiency. Increased team satisfaction.
- Significant improvement in knowledge retention and transfer.



## CUSTOMER FEEDBACK

*"Revorg's integrated solution has transformed our tender management from a liability to a strategic advantage. We now make decisions based on comprehensive data rather than fragmented information, allowing us to be more competitive while maintaining full compliance."*

*Commercial Director*





## CONCLUSIONS

The shared case study demonstrates how the digital transformation of tender management can convert a process traditionally seen as administrative into a real strategic competitive advantage.

### **The quantifiable results:**

1. 40% time savings
  2. zero document errors
  3. 15% increase in contract awards
- highlight the tangible value of investing in a structured and integrated system.



*For Italian pharmaceutical companies that face similar challenges in managing public tenders, the experience of this company leading pharmaceutical company, offers a concrete roadmap towards operational excellence and the creation of tangible value through the digitalization of tender processes.*

*Gianluca Mapelli, CEO of Revorg*

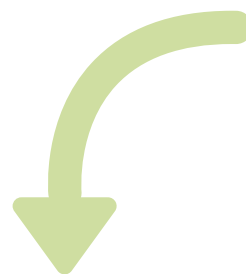


## THE NEXT STEP TOWARDS OPERATIONAL EXCELLENCE

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**REQUEST A FOLLOW-UP CALL**



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*"It's not just a matter of avoiding mistakes, but of creating a sustainable competitive advantage in an increasingly complex market."*

