CASE STUDY

VERSATEX

# Marketing research spend governance delivers sustained savings for a global pharmaceutical company

Versatex helped a global top-10 pharmaceutical company enforce contracted rates, reduce value leakage, and govern a $40 million global marketing research spend category.

| INDUSTRY: | CATEGORY: | ANNUAL ADDRESSED SPEND: | OPERATING MODEL: | VERSATEX ROLE: | ENGAGEMENT DURATION: |
|---|---|---|---|---|---|
| Pharmaceuticals | Global Marketing Research | ~$40M | Decentralized Across Brand Teams & Regions | Embedded Procurement Category Management Partner | 3 Years, Renewed & Expanded |

## CLIENT PROFILE

A global top-10 pharmaceutical company headquartered in the United States, with operations in more than 100 countries and annual revenue exceeding $60 billion. The client's marketing research function supported brand teams, market access, and commercial strategy across multiple therapeutic areas.

| $40M | 5% | $2M |
|---|---|---|
| ANNUAL ADDRESSED SPEND | AVG ANNUAL SAVINGS | ANNUAL SAVINGS SUSTAINED |
| **95%+** | **3 YRS** | **GLOBAL** |
| INVOICE COMPLIANCE | RENEWED & EXPANDED | PREFERRED VENDOR GOVERNANCE, BY REGION |

### 01 / THE CHALLENGE

## Contracted value was leaking during execution.

The client's global marketing research spend was decentralized across brand teams and regional marketing organizations. Although preferred vendor agreements and rate cards existed, contracted value was being lost during execution. Invoices were often processed above PO amounts, suppliers were paid outside contracted rates, and the vendor base had expanded without consistent governance. The client needed a partner who could operate as an extension of procurement, enforce commercial terms, and simplify supplier management without slowing down business teams.

### 02 / THE APPROACH

## An embedded category management team across three workstreams.

**Governance & compliance enforcement** — PO-to-invoice matching, approval gates for invoices above contracted rates, and escalation protocols for off-contract spend. Rate card adherence monitored continuously; exceptions resolved before payment.

**Preferred vendor program by geography** — supplier capability, geographic coverage, and rate competitiveness analyzed; supplier base consolidated into a disciplined regional preferred vendor panel.

**Commercial negotiation support** — supplier negotiations to secure improved rates, standardized payment terms, and contractual commitments to rate-card discipline. Brand teams stayed focused on research outcomes while Versatex managed commercial controls.

### 03 / RESULTS

## 5% annual savings, 95%+ compliance, three-year renewal.

Versatex delivered an average of 5% annual savings on the client's $40M addressed spend base, totaling approximately $2M in annual savings. Invoice compliance reached 95%+, eliminating value leakage and restoring contracted rates. The preferred vendor program was consolidated globally, reducing supplier complexity and strengthening governance. The engagement was renewed and expanded across three consecutive years.

## GOVERNANCE MODEL — BEFORE & AFTER

**BEFORE**

- Decentralized supplier use
- Invoice leakage
- Inconsistent rate adherence
- Expanding supplier base

**AFTER**

- Preferred vendor panel
- PO-to-invoice controls
- 95%+ compliance
- Consolidated regional supplier panel