# Process Digital Twin for Pharma

# Commercial Model

To provide you with maximum value from your digital twin, Atos and Siemens have developed an innovative commercial model based on the benefit or savings it achieves for your business.

# An innovative approach to outcome-based delivery and pricing

**Discovery Workshop** 

Proof-of-Value

### **Implementation**

### No surprises

In the early phase of a Process Digital Twin project it is important to jointly define the scope, gain experience, understand and mitigate the risks, and build trust. To avoid surprises in this phase of your project, benefit from fixed price and time and material pricing which provides upfront, clear visibility of costs against expected deliverables.

### Proven approach

Using a baseline of historical data or preliminary results during the Proof-of-Value phase, Atos will estimate with you the expected benefit of the solution upfront which can be periodically re-assessed. Pricing is therefore based on a set of Key Performance Indicators (KPIs) that ensure your investments are meeting your specific business goals.

# Outcome-based pricing

As the project moves to Implementation phase with a regular managed operational service, only pay for the value delivered thanks to an innovative outcome-based commercial model with a recurring license fee as a proportion of the commercial benefit or savings achieved.

Fees are defined in terms of the impact achieved for your business instead of the work performed. This means a lower investment risk and ensures the solution is delivering value to your business.

### Example

	Business goal	First-round KPIs	Core KPIs
Process Digital Twin	Reduce time to market	Time-to-market	Failure rate
	Reduce material costs	Material ordered	Cost of material
	Reduce batch waste	Failure rate	
	Improve quality		

To learn more about the solution or contact an expert, visit atos.net/iot or write to email dialogue@atos.net



