

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 ANNUAL ADDRESSED SPEND	5% AVG ANNUAL SAVINGS	\$2M ANNUAL SAVINGS SUSTAINED
95%+ INVOICE COMPLIANCE	3 YRS RENEWED & EXPANDED	GLOBAL 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.

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