



INSIGHTS FOR BETTER DATA DRIVEN DECISIONS

GLOBAL COMMERCIAL INSIGHTS & OPERATIONS

**“Data is the new oil?
No: Data is the new soil.”**

David McCandless, TED Global



Data sources are exploding! More than 90% of the world's data has been created in the last two years alone and it's not slowing down. There is data available on just about every aspect of your customer and their journey. Amongst such digital disruption, one thing is for certain: Data is the new opportunity.

However, all of this data is useless unless you can act on it! To take advantage, you need to integrate analytics into every aspect of your business. You need to be able to quickly leverage new data sources, with the right mixture of people, processes and technology, and generate insights at scale.

Experienced talent, strong governance and next generation cloud technology are all needed to future-proof your commercial strategy. That future, is healthcare.



ABOUT AXTRIA

Founded in 2010, Axtria is a commercial insights and operations solution provider with global scale.

We combine industry knowledge, business process and technology to help our clients make better data-driven decisions. Our data analytics and software platforms support decision science, commercial operations and cloud information management for the Life Sciences industry. Our client list includes the majority of top 20 Pharma.

We serve clients with a high-touch on site and onshore presence, empowered by a global delivery platform. The platform focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

Our growth is fueled by the A-team we have put together which is a blend of industry professionals, data scientists, business analysts and technology experts.

The Axtria team provides consultative leadership and a company culture of innovation that continually challenges the status-quo. Our leaders are well known in the industry and have been advisors to CXOs and Executives on strategic decision making, while architecting holistic solutions for global organizations.

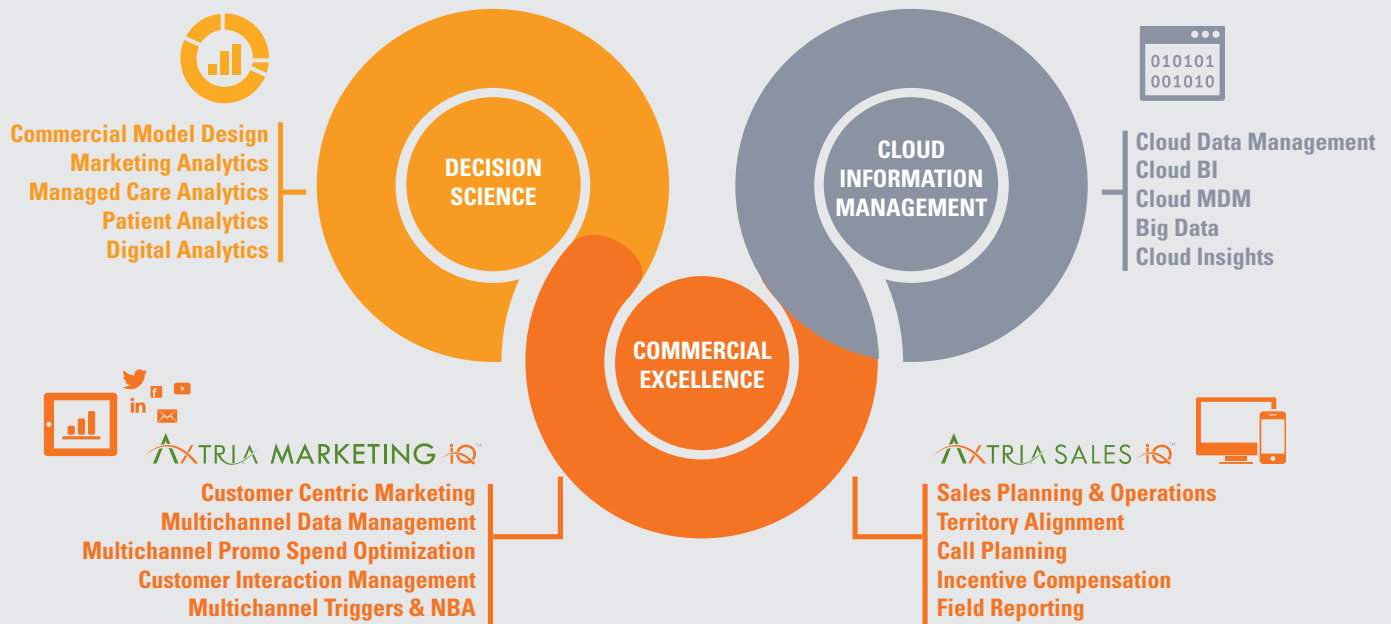
With the Axtria Institute - our Learning & Development organization for talent onboarding, development and retention - we have been able to institutionalize a culture that supports long term career progression, stronger client relationships and scalable solution offerings.



OUR SOLUTIONS

The marketplace is changing at a pace never seen before. Digital has disrupted every aspect of the industry. Data sources are exploding, both in volume and variety. The only way to compete is to leverage insights faster than the

competition. Axtria brings together Decision Science, Commercial Operations and Cloud Information Management. We put the insight into every commercial decision.



INDUSTRY INNOVATION



The Axtria Research Institute is our investment to the Pharmaceutical industry to help progress commercial excellence through better thought-leadership, insight and innovation.

We have more than 30 industry principals, with over 15 years of Life Sciences experience, delivering a strong cadence of insightful content across highly topical themes.

The full range of industry white papers, surveys, practitioner guides, and lunch & learn series can be accessed via the [Axtria Research Hub](#).

Axtria continues to be recognized for our innovation with cloud technology. Axtria Sales IQ™ recently received an honorary mention in the Gartner Magic Quadrant as a innovative and unique product in the Sales Performance Management space.



Decision Science separates the winners and losers in this marketplace. Despite all the data, many organizations suffer from lack of data science skills, analytical processes and integrated technology to tap into valuable insights that sit within. Axtria brings together the people, processes and technology to deliver cutting edge data science leading to better and faster insights.



Axtria leverages the insight generated to get the best commercial results from your sales and marketing teams. Axtria's Sales IQ™, recognized by Forbes as the hottest sales platform at Dreamforce (2015), is a cloud based sales planning and operations platform that drives

field productivity and effectiveness for more than 30,000 reps globally. Axtria Marketing IQ™ is a customer centric marketing platform that supports commercial organizations in driving greater customer value from their promotional investment.



Cloud Information Management

Success hinges on your ability to leverage new data sources. You cannot do this by retrofitting legacy IT architectures. The cloud has brought agility, elasticity, integration and high performance, which are the very attributes that can drive innovation. Axtria delivers best-in-class Cloud Information Management - one in which data sources are integrated seamlessly, analyzed and processed in real time and managed efficiently.

AWARDS & CERTIFICATES

Three consecutive years on the **Inc. 500 | 5000** list of the fastest growing private companies (2014 – 2016)

Axtria ranks in **Deloitte's Technology Fast 500** list for three consecutive years (2015 -2017)

Axtria makes the **NJBIZ Fast 50** list for the fastest-growing companies in New Jersey for four consecutive years (2014 - 2017)

Two time winner of the prestigious **Red Herring Top 100 North America** award (2015, 2018)

Axtria Sales IQ™ has been recognized as one of the 10 **Hottest Sales Tools** by Forbes (2015)

Jassi Chadha (CEO) and **David Wood** (Sr. Principal) received the **PMSA Lifetime Achievement Award** (2014 and 2016)

Axtria is **ISO 27001:2013** certified that establishes our commitment towards ensuring **security for client data** as well as Axtria information

Jassi and Navi Chadha were named EY Entrepreneur Of The Year® 2018 winners in the software category



AWARD & CERTIFICATES

CASE STUDIES



Axtria established a strategic analytics workbench for managing end to end commercial operations across sales and marketing for this global Pharma. The robust change management, faster transition time and use of Amazon Redshift for processing large volumes of data resulted in 35% savings in the first year.



Axtria configured and deployed Axtria Sales IQ™, our cloud based sales planning and operations platform, for a large multimarket pharmaceutical sales force, resulting in 50% reduction in alignment cycle time, 33% reduction in the call plan generation process and 30% reduction in field disputes and inquiries.



Axtria leveraged Amazon AWS and Tableau to deliver an analytical data lake for a Top 5 US Pharma. The data lake combined data from multiple sources across 5 therapeutic areas and 14 brands. The cloud platform delivered self-service insights to commercial leaders and resulted in a 50% reduction in manual effort due to standardization and delivery of reports.

TESTIMONIALS

« Simply put, nobody understands Pharma commercial data like Axtria. Their unique blend of commercial and therapeutic area experience, deep analytical expertise and complete technology awareness puts them in a class of their own. They have become one of my most strategic partners! »

Vice President of Commercial Analytics for a Top 10 Global Pharma

« Axtria Sales IQ™ gives me a platform to turn sales strategy into execution. Directly integrated into our SFA solution, it puts intelligence behind territory alignment, roster management, call planning, and incentive compensation. »

Head of Sales Operations for a Top 20 Global Pharma


« Axtria brings innovation to the industry. They are clear thought-leaders in the commercial insights and operations space and their innovative use of cloud technology is setting a new standard. »

Head of Commercial IT for a Top 5 Global Pharma



Founded in 2010, Axtria™ is a commercial insights and operations solution provider with global scale. We combine industry knowledge, business process and technology to help our clients make better data-driven decisions.

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