

SALES & MARKETING ANALYTICS



Axtria at a glance

Axtria is the leading life sciences analytics company. We combine Industry Knowledge, Business Process and Technology to help our clients make better data-driven decisions.

- More than 850 employees worldwide in 7 locations
- Over 25 principals with 15+ years domain experience
- Partnered with more than 60 clients, including 8 out of the top 10 life sciences companies

Make Better Data-Driven Decisions

The life sciences industry is no stranger to data. But with new sources continually emerging it is challenging to keep up. Fueled by an ever-growing number of connected devices, electronic medical records, social activity and real world sources, this data has the potential to revolutionize the industry. But only for those able to turn volume into insight.

Companies who are able to do this make decisions 5 times faster than the competition. And the impact is considerable. According to a recent PwC study, over one third of pharmaceutical executives value their next big decision at \$1bn or more.

But there is more to this than just collecting the data. It's about what you do with it. How you are able to ingest, integrate and analyze to gain insight and advantage over the competition. The insight gained from these exploding data sets can be used to identify new market opportunities, innovate over the competition, avoid risk before escalation, and ultimately make well informed business decisions.

Despite such opportunity, there are very few companies capable of doing this today. This is not just about the technology. You need deep expertise in analytics, pharma sales and marketing and modern cloud technologies.

Analytics Center of Excellence

Axtria offers analytics services across every aspect of sales and marketing with an optimal mix of people, process and technology. We have experienced industry professionals and technology experts who work in tandem to deliver the insight that allows organizations to make the best possible commercial decisions.

- **Deep Expertise in Commercial Operations:** Deep domain and strategy consulting experience in Sales and Marketing.
- **Industry Experience in All Major Therapy Areas:** Many decades of experience across the biggest and most innovative brands in Pharma.
- **Unparalleled Innovation:** Help clients assess and integrate new data sources (e.g. EMR and Labs Data) into their insight generation processes.
- **Investment in Scale:** Deep investment in bench as a growing company. Support large and core-flex operations, as per client's needs.
- **Principal Led PMO for Analytics Workbench:** Principals with 15+ years of industry expertise.
- **Unique Talent Transformation Ecosystem:** Axtria Institute for rigorous training and certification. Transformation of data analysts into insight generators and strategic consultants, enabled by experienced leadership.



Our Analytics Experience

Sales Analytics

- Healthcare professional and account-level segmentation
- Promotional response analysis
- Sales force sizing/structure
- Account management team sizing/structure
- Sales force overlap analysis
- Call planning, Alignment

Marketing Analytics

- Launch planning
- Marketing programs ROI
- Professional, Consumer, Digital
- Marketing mix modeling
- Customer valuation
- Market opportunity analysis
- Campaign Management

Market Access, Managed Care and Managed Market Analytics

- Payer rebate reporting tools
- Specialty Pharmacy performance metrics
- IDN segmentation
- ROI analysis for managed markets tactics
- Pricing and contract analysis

To find out how Axtria can help you make better data-driven decisions at scale visit us at

www.axtria.com

Highlights of Axtria's Analytics COE

- **Program Governance:** We follow a well-structured, proven delivery model that guarantees we meet agreed timelines and SLAs. The process ensures communication and collaboration at every stage, with quality assurance gates to secure the highest standard of delivery.
- **Core + Flex Model:** Our organizational design gives us the capacity to support core project work, as well as the flexible bandwidth to respond to unexpected market events and demands. We are a trusted and dependable partner, no matter the business dynamics.
- **Deep Domain Expertise:** We understand the importance of domain expertise. Our resources have extensive experience in the Pharma industry and datasets, covering Sales & Marketing, Distribution, Clinical, Primary Research, Market Access and Digital Activity.
- **Rich Technology Expertise:** Coupled with deep domain experience, we have rich technical expertise in the latest scripting languages and technology platforms. Our optimal talent mix includes Business Analysts and Data Scientists, Data Architects, Modelers and BI technology experts.
- **Diverse Experience:** We are highly selective when it comes to talent, demanding our experts come with a diverse range of credible academic and commercial experience. Experience ranges from 20+ years of research and several publications, through to the sharpest graduates in statistical modeling, forecasting and simulation.
- **Continued Innovation:** We continually leverage the collective research and experience of our SMEs to innovate and remain at the forefront of the industry. This allows us to constantly enhance the process and drive efficiency, as well as delivering innovative services and leading edge capabilities.

Customer Success Stories

Axtria made a Top 25 Japanese/US Pharma company successful with sales and marketing analytics. The client needed to enhance operational efficiencies and was looking for a partner for strategic transformation. Axtria set up a dedicated Centre of Excellence to manage end to end commercial operations support. Processes included marketing mix analysis, sales force strategy analytics, national and subnational reporting, territory alignment design and maintenance, call planning design and operations, incentive compensation, and a variety of adhoc analytical needs. Axtria delivered significant savings, robust change management with superior execution.

Axtria continues to make a leading oncology biotech successful with an ongoing analytics partnership. Making use of a wide variety of patient level, syndicated and primary research data, Axtria provides monthly reports across all oncology brands with information on managed market landscape, competitor trends by diagnosis, brand level adherence and drop off rates. Axtria resources are now placed within individual brand teams to support their analytical needs on a daily basis.

Contact Us

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Disclaimer

Axtria understands the compliance requirements behind personalization and we do not work with any personally identifiable data that can identify an end-customer of a business.

We have the strictest data security guidelines in place as we work with businesses to improve the experience for their customers.

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 Axtria – Ingenious Insights

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Founded in 2009, Axtria is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit www.axtria.com

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