

MASTER DATA MANAGEMENT



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 Commercial Decisions with Consistent, Accurate and Integrated Master Data

The life sciences industry is no stranger to data with new sources continually emerging. Real world datasets provide the next level of visibility into patient journeys and the granularity of data in traditional channels continues to increase.

However, with such volume, data can quickly become disconnected and the opportunities to take advantage and differentiate disappear. Companies typically struggle with challenges in data quality, data effectiveness and data infrastructure which directly impacts business performance. And despite this, just under half of companies still do not have a formal data governance policy in place.

Managing the consistency of data content and definitions across such vast data sources is a challenge in any industry. However, the need for strong data management in the life sciences industry is particularly important. Well-structured data is necessary for regulation and compliance, research and development, commercial model design and well-targeted multichannel campaigns.

Strong data management is the reliable control of master data and key business data related to customers, products and organizations. With the right foundation in place, the ability to ingest, integrate and analyze across all emerging data sets is crucial to provide the insight to make better commercial decisions. In fact, a recent study by Aberdeen Group found that 79% of companies with high quality data rated their decision making as a 7 or higher on a scale of 1 to 10.

Axtria MDM Services

Axtria delivers complete Information Management in the cloud. Data Management requires a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated team provides the next generation of MDM experts, with a focus on process, innovation and quality using best-of-breed cloud platforms.

Our robust MDM processes and technologies assist in resolving data conflicts to create, store, maintain, exchange, and synchronize a consistent, accurate, and timely system of record.

Axtria has worked with all major data vendors in the commercial operations space and has prebuilt connectors to the majority of them. Axtria can provide independent advice in the selection of data sources based on each vendor's strategy for coverage, quality, refresh, services and suitability for a given therapeutic area.

Axtria Advantages

Deep Understanding of

Commercial Operations: Axtria has a deep understanding of all aspects of commercial operations which is critical when delivering MDM projects.

Modern Cloud Technology:

Axtria uses proven and innovative MDM tools to meet demanding performance and scalability needs.

Pre-built Connectors and

Accelerators: Axtria has pre-built connectors and data quality rules for onboarding most retail and specialty data sources. Axtria also has connectors to reference data sets and easily configurable match and survivorship rules.

Managed Services Offering:

Axtria offers both MDM platform support and Data stewardship as a service with standard operating procedures.

Complete Responsibility:

Axtria has OEM and partnership agreements with MDM tool vendors and data quality vendors, to provide a single point of responsibility for MDM projects.

To find out how Axtria can help you make better commercial decisions with consistent, accurate and integrated master data visit us at

www.axtria.com

Data Quality

It is not possible to make better commercial decisions if there are concerns with data quality and consistency. Our services support clients in profiling their data, identifying data quality issues and cleansing. Axtria is able to de-duplicate accounts across one or more data sets and uses reference data to enrich and validate (Address, Specialty, NPI, HIN, DEA etc).

Axtria can also deliver solutions to integrate data quality into an organization's operational systems, such as CRM, ERP and Data warehouses. Axtria's data quality module can be deployed on top of existing systems to dedupe and enrich profiles. Pre-built data quality reports then help clients to track and measure pre and post processed quality.

Data Stewardship

Axtria has experience in defining processes and workflows to support data stewardship, incorporating policies, guidelines and responsibilities for administering all company data in compliance with policy and regulatory obligations. This includes all end user interactions, development of communication templates, operational activities and change requests.

Managed Service Offerings

Axtria provides a complete set of Information Management service offerings with strict SLAs and data governance policies. Axtria provides cloud platform support, including cloud infrastructure, MDM, data quality tools and ongoing data feeds, as well as data stewardship support.

Customer Success Stories

Customer De-duplication for a Global Pharma

- Performed de-duplication of customer master in client's SAP system involving complex matching based on name, address and sales attributes
- Built a robust matching process to cleanse, standardize and handle complex match and merge scenarios involving poor data quality from a recent acquisition

Patient MDM for a US top 10 Pharma

- Built a HIPAA compliant patient master data hub that involved collection of patient longitudinal data from multiple specialty pharmacies
- The Patient data hub helped the client to track patient journeys and drop/switch behaviors and patterns between client's and competitor's drugs over time

Data Governance Model for one of the World's Largest Pharma Companies

- Built a 3-Tier Data Governance council structure and Data Governance charter for sponsors to enforce effective data governance across different departments
- Created workflows, checklists and SOPs for all major Data Governance processes viz. data procurement, onboarding, access, business rules management, triage, change management and events.

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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