# SALES PLANNING & OPERATIONS

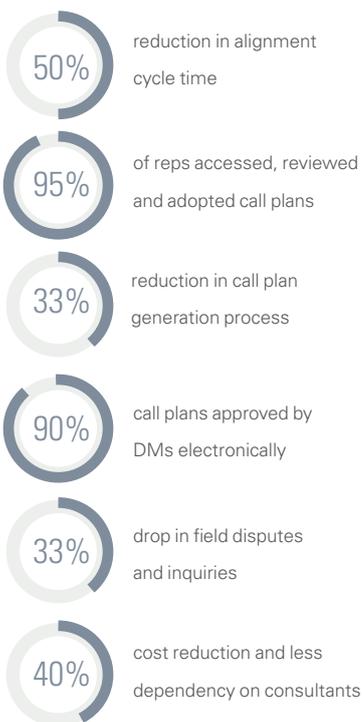**AXTRIA**
INGENIOUS INSIGHTS

## 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

## Typical Results

**50%** reduction in alignment cycle time

**95%** of reps accessed, reviewed and adopted call plans

**33%** reduction in call plan generation process

**90%** call plans approved by DMs electronically

**33%** drop in field disputes and inquiries

**40%** cost reduction and less dependency on consultants

## Optimize Every Aspect of Sales Performance with Axtria SalesIQ™

Driving a high performance sales team is a real challenge in the pharmaceutical industry. Powerful forces have shifted the landscape with the purchase and sale of drug becoming more competitive and centralized. This consolidation has made the decision making process even more complex and the physician is now just one of many stakeholders involved. These challenges are compounded by a number of factors that many other industries do not face including government regulations, sales channel proliferation, limited access to traditional buyers and transforming operating models.

This has created the need for highly sophisticated go-to-market models, with talent structures aligned to engage stakeholders across multiple channels, regions, specialities and facility size. This presents sales leaders with a number of important decisions to make:

**Knowing Who To Target:** There is now a broader network of buyers and influencers to target that go way beyond the physician. Balancing interactions with the right individuals is key.

**Aligning By Multiple Dimensions:** Regional differences, speciality and facility size all need to be considered when aligning territories to ensure interactions are effective.

**Deciding Optimal Talent Mix:** What resource types are required to meet the needs of the broad set of buyers and influencers: Field Rep, Inside Sales, KAM, Medial Liaison, Channel Partner, Intermediaries?

**Incentivizing Right Behaviors:** With complex decision criteria focused on economics and outcomes, how do you incentivize to drive the right behaviors?

**Responding To Market Dynamics:** M&A activity, fierce competition and government regulation demand a fast turnaround of POA cycles.

**Fielding Disputes & Change Requests:** Poorly managed change is disruptive can lead to low confidence, shadow accounting and high volumes of inquiries.

**Maintaining Control & Governance:** Changes to the operating model have commercial implications at multiple layers. Controlling approval with the insight to make well informed decisions is key.

Sales leaders need to address all of this, maintaining flexibility and agility while minimising the complexity of the operating model.

## Why Axtria

**People:** Strong team of industry domain experts with experience across all aspects of sales planning and operations.

**Process:** Structured and best practice processes for implementation and support of all areas of sales planning and operations, covering Commercial Model Design, Territory Alignment, Call Planning, Incentive Compensation and Field Reporting.

**Technology:** Built on Force.com, Axtria SalesIQ™ delivers end-to-end integrated sales operations in the cloud.



To find out how Axtria can help you optimize all aspects of sales performance visit us at
www.axtria.com

## Axtria SalesIQ™

Axtria SalesIQ™ is a cloud based sales operations platform with integrated Territory Alignment, Call Planning, Incentive Compensation and Field Reporting. Built on Force.com, the platform provides a rapid accelerator to deliver sales planning and operations capabilities to Salesforce and Veeva customers.

Highlights of Axtria SalesIQ™ capabilities include:

- Alignment Design and Maintenance
- ZIP and Account Movements
- Roster Management
- Call Plan Design and Optimization
- Field Collaboration & Field Feedback
- Compensation Plan Design and Administration
- Field Reporting Dashboards for Sales Rep, District & Regional Management
- Library of 200+ Sales Effectiveness KPIs

## Sales Planning & Operations 'Centre of Excellence'

Sales Planning and Operations takes a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' provides the next generation of domain experts, with a focus on process, innovation and quality - using best-of-breed cloud platforms.

- Expertise across all areas of Sales Planning and Operations: Commercial Model Design, Territory Alignment, Call Planning, Incentive Compensation and Field Reporting.
- Team of domain experts, data scientists and analysts with deep expertise in multiple therapeutic areas and industry data sources.
- Data-driven and collaborative processes with detailed planning, project documentation, field sales discussion and sales management review to optimize sales planning and operations as per company objectives.
- The Axtria SalesIQ™ platform is leveraged by the team to deliver decisions far more insightful than using manual-excel sheets or stand-alone systems.

## Customer Success

### Global Incentive Compensation For 17,000 Sales Reps
End-to-end Sales Compensation services to all global commercial teams driving better sales productivity and effectiveness through incentives & bonuses.

### Integrated Commercial Operations For Top Pharma
End-to-end commercial operations processes supported by Axtria SalesIQ™ across Territory Alignment, Call Plan Generation and Call Plan Feedback.

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## Contact Us

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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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