

ROSTER 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



Reinvent Roster Management With Sophisticated Business Rules Integration

Managing Sales Rosters for Commercial Operations in an integrated manner has always been a challenge for the pharmaceutical industry. This is compounded by the fact that sales operations teams are utilizing multiple dis-jointed tools based on legacy technology, which only provide insights on limited data sets. This presents a gap for highly scalable, customized and secure deployment options. There is a need for an analytics driven, structured approach to Sales Roster Management. There is a need for an operational model that is continuously evolving with changing business rules, and challenges that are unique to pharma industry such as sales channel proliferation and increasing variability in the sales force.

Axtria SalesIQ™ Cloud Platform

Axtria SalesIQ is a cloud based sales operations platform with integrated Territory Alignment, Call Planning, Incentive Compensation and Field Reporting. It leverages Roster input to trigger the most efficient people management for commercial sales organizations. Built on Force.com, the platform provides a rapid accelerator to deliver sales planning and operations capabilities to Salesforce and Veeva customers.

Managing Commercial sales roster requires a deep understanding of the industry domain, strong process governance and flexible cloud technology.

Axtria SalesIQ Roster Management module provides next generation features with a focus on process, innovation and quality using a best-of-breed cloud platform.

Our Roster Management solution acts as the System of Records to manage:

Employee Information: Employee HR profile, CSO and contractor data, multiple addresses (samples shipping or storage), fleet eligibility, awards, certifications and performance history.

Territory Information: Territory hierarchy, territory attributes (part-time/full-time), credentialing, vacant territories, posted for hiring.

Assignment Information: Management of temporary assignments such as in case Leave of Absence (LOA), full assignments history, and handling of various HR events such as new hires/terminations.

Other Features: Automated notifications, full change detail in notification, daily/real-time, past, current and future rosters.

Why Axtria

People: Strong team with industry experience in managing Roster management for multiple clients.

Process: Structured and best practice processes for implementation and support of key Roster management features.

Technology: Delivery accelerator with cloud based SalesIQ. Experience with best of breed HR/Training/IC platforms and integration services with upstream and downstream applications.



To find out how Axtria can help you manage People Placement across your sales team visit us at www.axtria.com

Roster Management: Key Benefits

Axtria SalesIQ Roster management module provides the following key benefits:

- Ecosystem Integration: Flexible integration framework for integration with ecosystem players such as CRM (Veeva), EDW & HRIS.
- Process Compliance: Full Transparency on Approval Workflows/Audit Trails with single source of truth (current/historical) of all roster assignments.
- Unparalleled Innovation: Ongoing innovation program, and ability to leverage Force.com and Axtria SalesIQ roadmap.

Roster Management: Technology Differentiators

Axtria's Roster Management module leverages the capabilities of Axtria SalesIQ to provide integration of data across top HRIS, Alignments, Training and Incentive Compensation systems. Alongside industry specific data objects and functionality, the platform provides a rapid accelerator to deliver sales planning and operations capabilities to Salesforce and Veeva customers.

The Axtria SalesIQ Roster Module is integrated in Salesforce Data Processing cloud and leverages its Data Management and Exchange capabilities to build a comprehensive System of Records. Most of the features provided in the tool are configurable which make it easy to on-board new teams and products efficiently.

Customer Case Studies

End-To-End Roster Management for 1200+ Reps

Our client, a global medical diagnostic services company, was managing its Roster manually that resulted in significant delays of 2 weeks to 1 month in updating changes, which subsequently led to frequent reprocessing payroll. The client was looking for a single source of truth for effective-dated territory-rep assignments. With its Roster Management module, Axtria improved process efficiency by streamlining the information flow and reducing turnaround time to less than 48 hours.

Roster Management for a Global Pharma Company

One of our top pharma clients faced challenges across their error prone processes in managing Commercial Sales Roster manually. Multiple versions maintained in excel files and sub-par handling of constant sales personnel movement led to incorrect eligibility calculations. With no central repository of sales deployment information including roster, territory, and account assignments, decision making was impacted. Axtria SalesIQ implementation provided a scalable solution improving process efficiency by as much as 45%.

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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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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