

# FIELD REPORTING



## Make the Right Business Decisions with Insightful Field Reporting

### 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 650 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

Pharmaceutical companies typically spend 25% to 30% of their annual turnover on sales and marketing activities - which is often the single largest expense. Experience has shown that much of this investment is sub-optimal and does not drive desired business results. With a highly competitive market and the pressure on to do more with less, Pharma companies must have their eyes open to all aspects of field performance.

This is not an issue with data. Pharma companies are drowning in commercial data. The challenge is in gaining insightful reporting from this data to make well informed sales and marketing decisions.

A modern field reporting solution needs to ingest, validate and integrate all relevant data sources, and deliver timely insights to every corner of the business. Whether to a Sales Rep, District or Regional Manager, Home Office or Sales VP – everyone should be leveraging insightful reporting to make well informed business decisions.

Insightful decision making has a real impact on the bottom line. A recent Accenture study highlighted up to 5% increase in revenue and profitability through better data-driven decisions.

### Field Reporting Centre of Excellence

Insightful field reporting involves a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' leverages decades of deep life sciences industry knowledge and experience in utilizing an extensive library of KPIs to help drive sales effectiveness. Clients are able to significantly reduce their development cycle by taking advantage of Axtria's pre-built, yet customizable pharma-ready data model, back-end framework and reporting templates.

- 50+ Information management professionals with vast experience in field reporting across a range of Life Sciences and B2B companies
- Best-in-class visualization, navigation, mobile, analytics capabilities and ready-made library of 200+ KPIs for quick deployment
- Robust process for efficient management of input files from multiple sources, capturing inputs from field
- Data quality standards for supporting mission-critical processes where there is zero tolerance for error
- Efficiently deliver easy to understand insights, both on-line/off-line across the web and mobile devices



## Why Axtria

**People:** 50+ Information Management professionals with vast experience in field reporting.

**Process:** Structured and best practice processes for implementation and support of all field reporting requirements.

**Technology:** Delivery accelerator with cloud based Axtria SalesIQ™. Best-in-class visualization, navigation, mobile, analytics capabilities and readymade library of 200+ KPIs for quick deployment.



To find out how Axtria can help you optimize all aspects of sales performance visit us at [www.axtria.com](http://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.

Axtria SalesIQ™ Field Reporting capabilities include:

- Attractive role specific dashboards with ability to author and customize individual reports and dashboard views
- Pharma business insights with reports designed to the needs of each user: Sales Rep, District Manager & Regional Manager
- Customized to client needs, utilizing extensive library of chart templates and ability to incorporate wide range of metrics
- Mobile access for real-time dynamic analytics in the field
- Google Maps integration for location based analytics

Pre-built integration with Veeva, alongside industry specific data objects and functionality, provides the leading sales planning and operation management solution for the pharmaceutical industry. Single sign-on and a familiar look-and-feel provide a seamless user experience, and the shared database means minimal integration.

“Axtria was able to successfully deliver the field reporting dashboards in just 8 weeks.”

## Customer Case Studies

### Integrated Dashboards Using Data-lake For A Top 5 US Pharma

The client wanted to develop an automated solution to deliver integrated managed market dashboards across therapeutic areas to communicate value and aid decision making. Axtria developed a Tableau based reporting and analytics solution built on Amazon cloud using Redshift, integrating 15+ internal and external data sources, to show KPIs that measure performance, growth and goals for products. Axtria also developed managed market reports for Payers, GPOs and IDNs. These reports focused on comprehensive analysis of sales, rebates and chargebacks across multiple measures.

### iPad Field Reporting In 8 Weeks For Global Biotech Company

A global biotech wanted a field reporting portal accessible on iPads that pulled in multiple data sources, integrated with Veeva, and included executive dashboards and an analytical workbench. Axtria was able to successfully release the field dashboards in a short period of 8 weeks in to provide an integrated solution for sales alignment, incentive compensation and sales reporting processes.

## 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](http://www.axtria.com)

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