

# TERRITORY ALIGNMENT

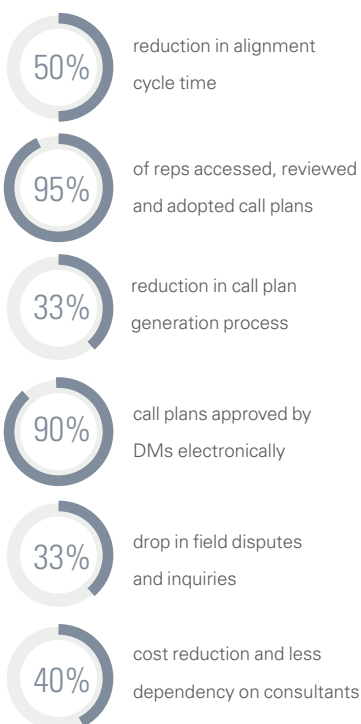


## Axtria at a glance

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

## Typical Results



## Optimize Alignment of Territories to Drive Competitive Advantage

Powerful forces are shifting the healthcare landscape with the purchase and sale of drugs 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. This has created the need for highly sophisticated go-to-market models, with talent structures aligned to engage stakeholders across multiple channels, regions, specialties and facility size.

Territory Management sits at the core of this strategy and impacts all areas of sales operations. All processes from sales force design and deployment to compensation and financial reporting depend on the optimised alignment of territories. The market today is extremely dynamic, and companies need to achieve flexibility and agility while minimising the complexity of the operating model.

**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.

**Responding To Market Dynamics:** M&A activity, fierce competition and government regulation ensure an ever changing environment, demanding fast turnaround of POA cycles.

## Territory Alignment Centre of Excellence

Optimizing territory alignment 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.
- Team of domain experts, data scientists and analysts with deep expertise in multiple therapeutic areas and industry data sources
- 50+ COE specialists with vast experience in territory alignment and personnel placement for wide range of B2B, life sciences, and CPG/FMG companies, large and small, in the US and globally

## Why Axtria

**People:** Domain experts, data scientists & analysts well versed in multiple therapeutic areas and industry data sources (traditional, new and emerging)

**Process:** Proven process covering array of cloud services for territory realignment, personnel placements and roster management.

**Technology:** Delivery accelerator with cloud based Axtria SalesIQ™. Single version of truth for Alignment data; integrated with upstream and downstream systems.



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™ Territory Alignment capabilities include:

- Alignment Design and Maintenance
- Zip and Account Movements
- Roster Management
- Full Support for Parent Child Affiliations
- Smart Decision Support
- Intelligent Workload Balancing

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.

“*The rollout helped to balance territories, assigning 15% fewer agencies to Account Executives and minimized investment on under performers.*”

## Customer Case Studies

### Single Version of truth for Alignment data

A global diagnostic services company, with 1300+ reps covering 500,000 accounts across the US wanted an automated alignment solution for sales effectiveness. Commercial Ops team managed the deployment process offline and were facing significant challenges in managing alignment changes, maintaining data sanctity and audit trail. Axtria implemented cloud based Axtria SalesIQ™ enabling alignment management workflows, business rules, exception handling and reporting. Axtria SalesIQ™ is now an integral part of the client's commercial operations providing a single version of truth for alignment data integrated with upstream and downstream systems.

### Effective Territory Realignment for Healthcare Insurer

Leading Healthcare Insurer wanted a quick and effective way to conduct territory realignment to balance Account Executive (AE) workload with market potential, and minimize investment on non-performing agencies. Axtria helped the client establish a transparent analytical processes. The rollout helped to balance territories, assigning 15% fewer agencies to Account Executives and minimized investment on under performers.

## 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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