

Axtria Triggers Data Sheet

Integration Description

Axtria Triggers is a suite of analytic cloud services that provide signals for specific actions by Sales Reps for their target HCPs. Axtria Triggers delivers business value to Veeva clients by providing their sales reps and account managers with regularly pulsed lists of target HCPs that present notable *risk*, or *opportunity*, for their brand and *message preference*

for those targets. **Axtria Triggers** enhances the effectiveness of Sales interactions, resulting in more effective details at lower costs with greater impact on brand performance.

This suite comprises of 3 solutions – **Target Triggers**, **Message Triggers**, and **Strategic Triggers**.

Value Proposition



Target Triggers

Provide Sales Reps with weekly list of subset of HCP targets that represent notable *opportunities*, or *threats* for use of their promoted brand(s).

Helps Sales Reps in their evaluation of the timing of personal promotion for their HCPs targets.



Message Triggers

Provide sales reps information on *message preferences* for all their HCP targets, and insights identifying which targets' *message preferences* have notably changed.

Helps Sales Reps as they plan the content of their upcoming details with HCPs targets.



Strategic Triggers

Provide Sales Reps with weekly updates identifying the subset of their HCP targets most amenable to personal promotion for specific strategic imperatives.

Helps Sales Reps as they plan the timing of their communications with HCPs targets for specific strategic imperatives.

Integration with Veeva

Axtria Triggers is built on cloud-based analytics platform that integrates with Veeva CRM data, relevant treatment data, client promotion and other data sources, for all target HCPs on a real-time basis. The triggers are delivered as insights that are integrated into Veeva CRM.

Specifics

Target Triggers: Target triggers for *risk* and *opportunity* are established by comparing actual vs predicted new patient starts for each target physician for the *client brand*. Patient/promotion-based, discrete choice models are developed for all key products in client market. These models are used to identify predicted new patient starts for each target HCP.

The level of **risk** or **opportunity** for a triggered HCP target is managed through client-driven normative business rules on the difference in actual vs predicted new patient starts (i.e., 'high' if client actual new patient starts is 3 or lower than predicted) and/or rate of change in that difference. Business rules can be tailored to client strategic needs with feedback performed to validate risk and opportunity scoring algorithms.

Message Triggers: Message preferences for all target HCPs are identified based each HCPs levels of interaction with messaging themes communicated during details, as well as other external promotional channels. Message preferences are identified for all HCPs along with a list of all HCPs whose messaging preference has changed significantly.

Strategic Triggers: Strategic triggers identify HCP targets most likely to be responsive to personal promotion for their brand(s) for specific strategic imperatives. Axtria Triggers executes data-mining algorithms to identify brand specific *markers*. These *markers* suggest when a strategic promotion

is optimally effective for a specific outcome (i.e., titration for a market leading competitor product by a given HCP may be identified as a *marker* that indicates this would be an optimal time to approach the HCP with a brand promotion).

Differentiators

- Axtria is a Big Data analytics company, with strong expertise in life sciences commercial operations. Axtria works with more than 60 clients, including 5 of the Fortune 50, and 8 of the top 10 global life sciences companies.
- We built a sales operations platform on force.com so the integration to Veeva is native.
- Using deep analytics experience and the technology platform we deliver the best trigger based analytics – whom to target, with what messages, and when. Only Axtria can give you this competitive advantage for your sales reps.

Company Information

Axtria is a leading Life Sciences Cloud Analytics company. We improve sales and marketing outcomes for our customers through our portfolio of cloud analytics services.

Axtria employs more than 650 data science experts and invests heavily in Force.com technology to provide a seamless integration with Veeva. We have averaged 50%+ annual CAGR over the past three years. We are one of the most respected Innovators at PMSA. Axtria serves more than 40 Life Sciences clients in the industry, including 8 of the top 10 and 15 of the top 20 Pharma companies.

Some awards that indicate our growth:

- 2 consecutive years on Inc. 500 | 5000 list of the fastest-growing private companies (2014 & 2015)

- Ranked 91st on Deloitte's Technology Fast 500(TM) (A ranking of the 500 fastest growing technology, media, telecommunications, life sciences and energy tech companies in North America.)
- Winner in the prestigious Red Herring Top 100 North America awards (2015)
- Ranked 15th among New Jersey's 50 fastest growing companies (2015)
- Identified as one of the top 10 innovative analytics firms at Dreamforce 2015 by Forbes

We are a global company, with headquarters in Berkeley Heights, NJ and a dedicated cloud delivery center in Gurgaon (New Delhi), India.

Contact Us

+1-877-9AXTRIA
marketing@axtria.com

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.

www.axtria.com

info@axtria.com

[@AxtriaConnect](https://twitter.com/AxtriaConnect)

facebook.com/Axtria

[Axtria – Ingenious Insights](https://www.linkedin.com/company/axtria)

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

Follow Axtria on Twitter, Facebook and LinkedIn

Copyright © Axtria Inc. 2016. All Right Reserved