

Axtria Triggers for Veeva CRM Suggestions SOLUTION BRIEF

Commercial models are evolving and data sources are exploding. At Axtria, we believe that the winners are those that make and implement sound business decisions based on data. Whether it's commercial planning across territory alignment, call planning and incentive compensation, or optimizing field execution with the right next-best-action, one thing is certain: insight-driven decision support is a critical enabler of competitive advantage.

Even in today's multi-channel environment, the sales force continues to be your most strategic and significant promotional spend. Ensuring your sales representatives are aware of the opportunities and threats in their territory, are aligned with the overall multi-channel marketing activity, and are delivering the right message to the right customer at the right time, is critical to driving more sales and revenue from your investment.

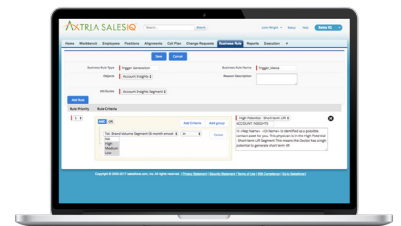
Axtria Triggers is a powerful decision science engine that analyzes customer information from multiple sources and delivers recommendations directly to the field through integration with Veeva CRM Suggestions. It is part of the Axtria SalesIQ™ platform, which enables an integrated commercial operations workflow, from planning through to field execution. The platform makes data-driven insights immediately actionable, and is continuously learning from field execution and associated impact. Triggers are delivered at both the planning and execution level.

AXTRIA TRIGGERS ENABLES INSIGHT-DRIVEN DECISION SUPPORT FOR VEEVA CRM SUGGESTIONS IN 3 POWERFUL STEPS:

1 DESIGN

Axtria Triggers provides a modern and intuitive cloud environment for your users to configure their business rules and algorithms. The integrated framework is completely transparent and supports a "Bring Your Own Model" (BYOM) approach.

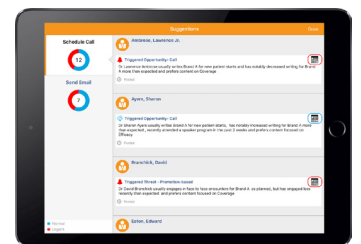
- » Incorporate a range of commercial data sources to configure the triggers
- » Open framework that allows customers to utilize their models
- » Tailor triggers for specific markets, business units, teams, and brands
- » Create contextual messages that are highly relevant and actionable
- » Set thresholds to stop overwhelming sales reps, allowing them to hear the signal through the noise



2 DELIVER

With the business rules in place, seamless integration with Veeva CRM Suggestions ensures the triggers are delivered directly to the sales representatives within the familiar Veeva CRM application, allowing immediate action to be taken.

- » Urgent suggestions are highlighted on the Veeva CRM homepage to encourage immediate action
- » Triggers are shared as both actionable suggestions and customer insights
- » Suggestions can be leveraged to create calls, call objectives, or send emails
- » Simply dismiss irrelevant messages, while the decision science engine learns from this
- » Axtria's pre-integration to Veeva CRM Suggestions makes it easy to get started



3 CONTINUOUSLY LEARN

The powerful decision science engine is continuously analyzing sales representatives' actions and the associated impact on business outcomes across a range of commercial datasets. It is continuously learning, and is able to adapt the models used to drive greater prescription uplift from your promotional investment.

- » All Veeva CRM Suggestions interactions are integrated back into the decision science engine
- » Incorporate call activity data to understand the steps taken and best time to call
- » Leverage patient level data for alerts in highly specialized markets and rare diseases
- » Factor in sales representatives' performance to adapt the suggestions to help meet individual targets
- » Understand the impact on performance at the macro level down to the individual sales representative



OPTIMIZE FIELD PERFORMANCE IN EVERY CUSTOMER INTERACTION, DRIVING GREATER PRESCRIPTION UPLIFT AND REVENUE FROM YOUR PROMOTIONAL INVESTMENT.

ALIGN THE FIELD TO YOUR SALES STRATEGY

Sales strategy is a key input when setting up Axtria Triggers. The brands you focus on, the segments you target, your competitive positioning, and the message you take to market are all incorporated. This input is used to build the triggers that are sent to Veeva CRM Suggestions, ensuring the field is executing to your strategy.

EMPOWER SALES REPS TO ADD VALUE

As the industry shifts from volume-to-value, it is even more important for the field to be credible in front of the customer. And the time it takes to onboard a new sales representative and make them productive is directly linked to field performance. Axtria Triggers helps to reduce the ramp-up time by continually educating sales representatives with the right messages and reinforcing the brand's value proposition.

DELIVER A TRULY MULTI-CHANNEL CUSTOMER EXPERIENCE

Axtria Triggers is aware of all promotional activity across channels. Suggestions are made in context of any historical interactions and multi-channel marketing activity, delivering a closed-loop engagement, and ensuring the optimal next-best-action is taken with the Healthcare Professional (HCP).

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STREAMLINED COMMERCIAL DECISION MAKING FROM PLANNING TO EXECUTION

Axtria Triggers is part of the SalesIQ platform, which provides an integrated commercial operations workflow across territory alignment, call planning, incentive compensation, next-best-action, and field reporting. The platform makes data-driven insights immediately actionable, increasing overall field productivity and effectiveness.

DYNAMICALLY RESPOND TO CHANGING MARKET CONDITIONS

The industry is experiencing greater change than ever before with healthcare consolidation, the rise of digital, a shift from volume-to-value, and a changing regulatory environment. As the market conditions change, Axtria Triggers taps into emerging data sources and delivers dynamic recommendations on the best way to respond.

CONTINUE TO ADAPT AND EVOLVE AT THE SPEED OF YOUR BUSINESS

The decision science engine never sleeps. It will continue to learn from the data it analyzes and optimize the suggestions to drive the best results for your business.

VEEVA SYSTEMS & AXTRIA

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Axtria is a global commercial insights and operations provider, empowering leaders across the life sciences industry to make better data-driven decisions, through a combination of decision science, commercial operations apps, and cloud information management.

Veeva and Axtria, integrated together, deliver data-driven insights and suggestions to sales representatives directly in Veeva CRM. This allows our customers to provide a truly optimized multi-channel experience across sales and marketing, ensuring the right next-best-action, and driving maximum customer value from their promotional investment.

For more information and a demo of Axtria Triggers and the Axtria SalesIQ platform, please visit www.axtria.com.

Contact Us

+1-877-9AXTRIA

info@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

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Founded in 2010, 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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