Axtria DataMAx™ Emerging Pharma

Enterprise-grade insights for Emerging Pharma

Emerging Life Sciences companies face several challenges. This is especially true for commercialization in a niche market and/or with specialized drugs. High costs limit drug accessibility and amplify abandonment issues. As a result, patient onboarding becomes problematic and therapy adherence suffers. Even during clinical trials, smaller patient cohorts impede economies of scale.

Although data-driven insights hold immense potential to help, they are often deprioritized due to limited resources. IT teams tend to be lean, and colleagues wear multiple hats. Since it is impractical to invest in enterprise-grade data management like large pharma does, typically emerging life sciences may choose to settle for generic, non-pharma data solutions.

However, making informed decisions *fast* is hard when you're forced to depend on generic data solutions. These are not built for Life Sciences, and create problems such as,

Go-to-market is slower than it should be	Your data solution doesn't scale with business	Commercialization costs are not optimized

Growth Requires Accessible Insights

Having the right insights at your fingertips is vital. Axtria's DataMAx Emerging Pharma is an integrated, enterprise-grade SaaS solution that focuses on agile, precise data management tailored to the needs of emerging pharma. It combines cutting-edge technology with shared managed services to form a seamless ecosystem. Our dedicated IT team becomes an extension of your workforce, managing the platform and your infrastructure needs, so you can focus on innovation and market responsiveness.

At the heart of DataMAx Emerging Pharma is a state-of-the-art product, meticulously engineered for Life Science companies aspiring to scale. With its plug-and-play capabilities, setup and deployment are fast-tracked, and with its pre-packaged reports and datasets you get actionable insights that let you hit the ground running! Plus, it's a powerful asset for customer facing teams, helping them efficiently manage sales interactions.

DataMAx Emerging Pharma is more than just a solution; it's a partnership that grows with you. It is created based on the original Axtria DataMAx, that top global pharma trust and depend on every day. Even as your business scales, this platform will continue to deliver best-in-class insights.

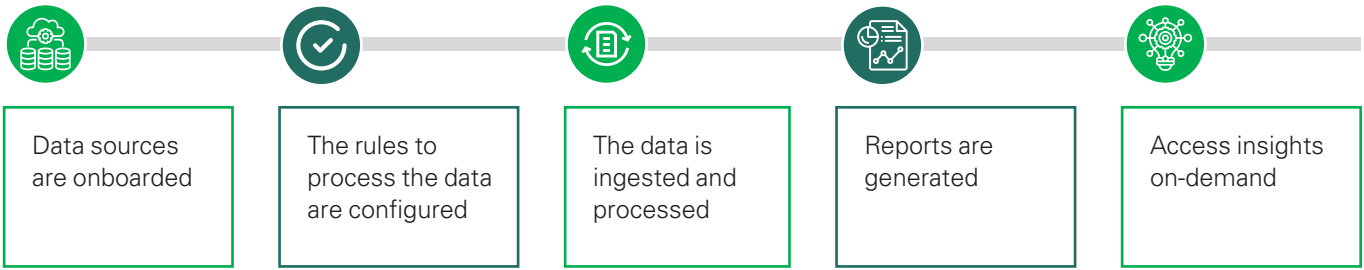|		
Rapid Deployment, Accelerated ROI	Unified intelligence, from C-Suite to field reps	Scale on-demand, with enterprise-grade capabilities

How the Data-to-Insights Journey Works

| Data sources are onboarded | The rules to process the data are configured | The data is ingested and processed | Reports are generated | Access insights on-demand |

Built Keeping Business Success in Mind

Tangible impact on the bottom line

Significantly lower your costs, by adopting a SaaS led solution

Time freedom for your team

Let your team work on what matters, by saving operational hours spent on data

Visibly faster go-to-market

Immediately make impactful decisions, by leveraging brand-specific insights
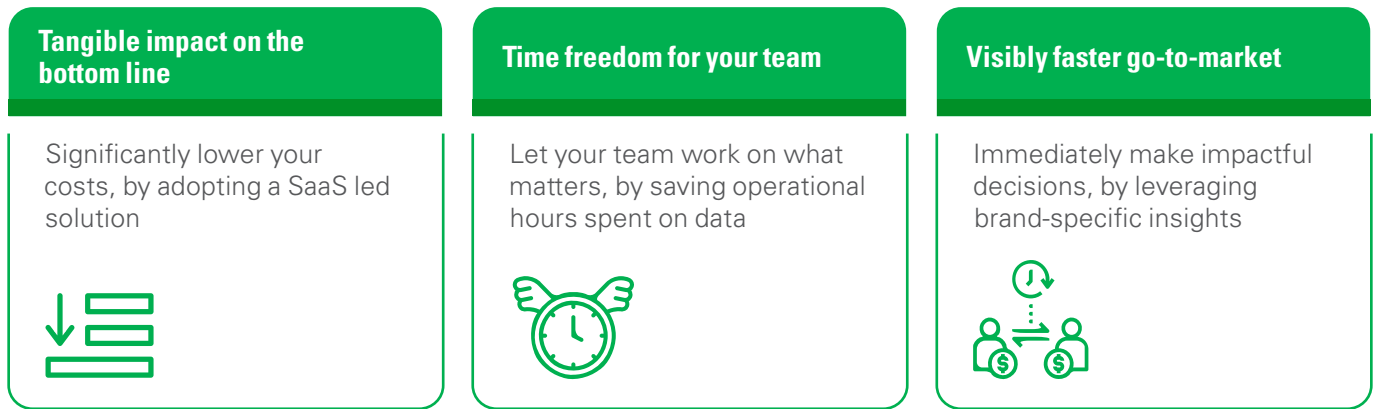
A Decade's Legacy of Trusted Life Science Insights

Axtria's DataMAx Emerging Pharma brings enterprise-grade insights to emerging pharma companies, that were previously accessible only to larger pharma. This scalable solution, steeped in a rich heritage of industry knowledge, empowers you to reduce costs, optimize patient care, and accelerate market readiness.

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About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the Life Sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments.