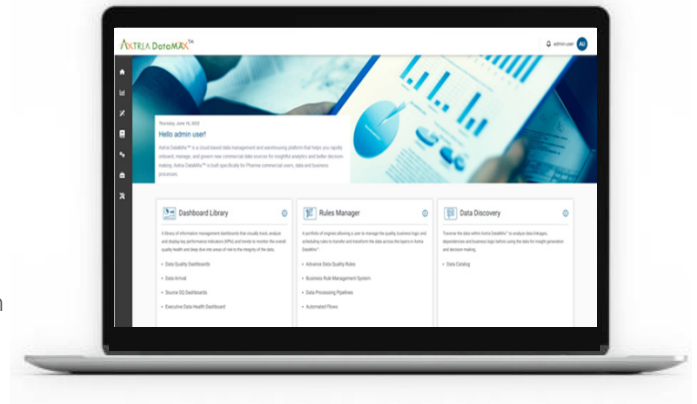


Solution Brief

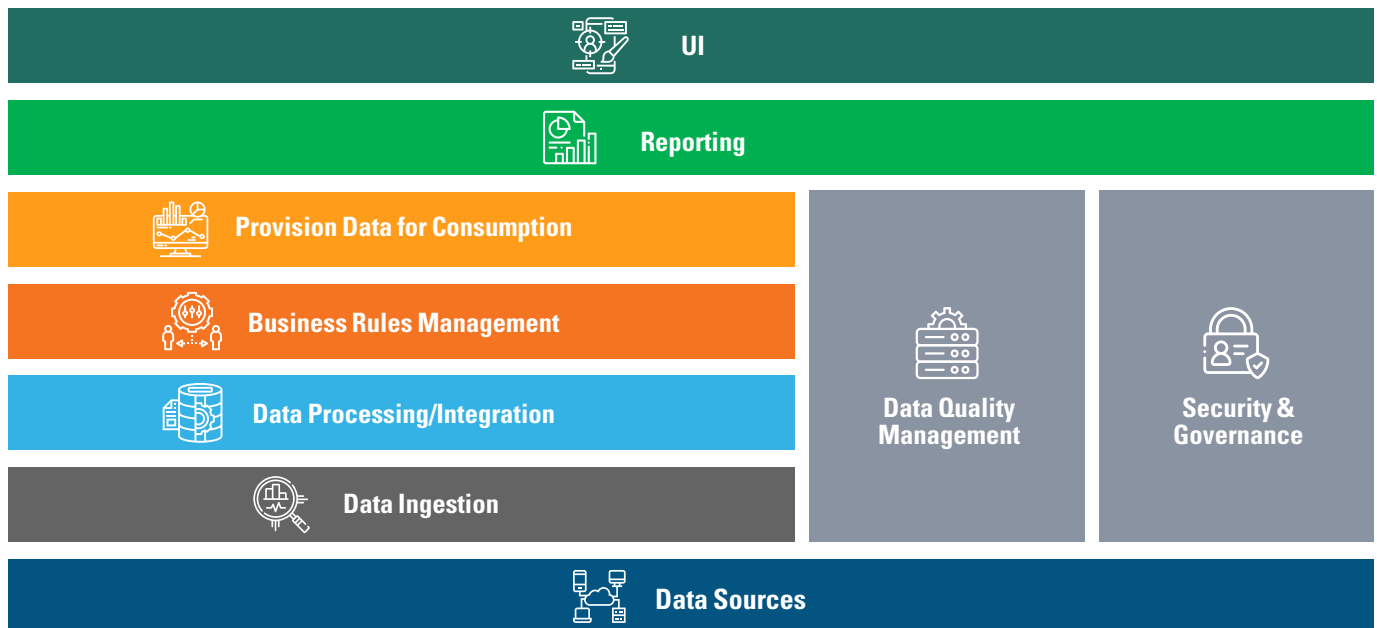
Enterprise-grade insights for Emerging Pharma

Emerging Life Sciences companies whether focused on generic or specialty drugs are transforming lives, but to progress they must overcome several barriers. They experience the constant struggle of striving to control production costs while ensuring patient compliance. However, their goals could be at risk if the patients are non-compliant due to cumbersome processes or unfavourable economic conditions. Data-driven insights could provide unique perspectives to solve such problems, but they are often deprioritized due to limited resources. Additionally, IT teams in these companies are typically lean, and colleagues often shoulder multiple responsibilities. Therefore, a trusted, scalable, and highly performant solution is needed to support real-time insights across all their mission-critical data.



Axtria's DataMAx Emerging Pharma is an integrated, enterprise-grade SaaS solution designed to address the specific needs of emerging pharma companies. Combining cutting-edge technology with shared managed services, it establishes a seamless ecosystem. With DataMAx Emerging Pharma, our dedicated IT team becomes an extension of your workforce, effectively managing the platform and infrastructure, allowing you to focus on innovation and market responsiveness. At its core, DataMAx Emerging Pharma boasts a state-of-the-art product meticulously engineered for Life Science companies aspiring to scale. Its plug-and-play capabilities ensure a streamlined setup and deployment process, enabling you to hit the ground running swiftly. By adopting DataMAx Emerging Pharma, you provide your customer-facing teams with a robust asset that empowers them to efficiently manage sales interactions and maximize their impact in the market.

With Axtria's DataMAx Emerging Pharma solution, data management becomes easy



Why Choose Axtria's DataMAX Emerging Pharma?

**Rapid Deployment,
Accelerated ROI**

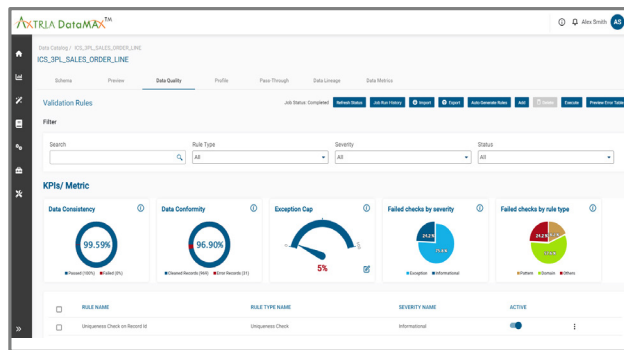
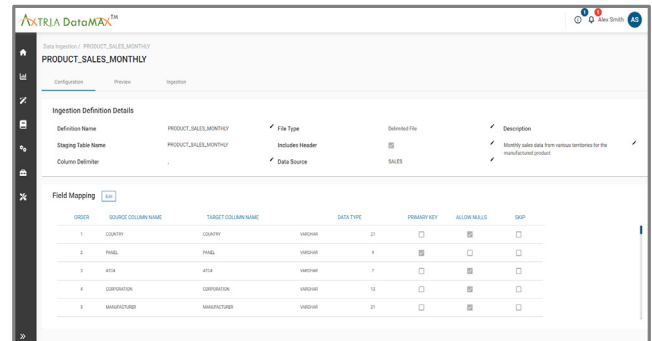
**Unified intelligence,
from C-Suite to field reps**

**Scale on-demand, with
enterprise-grade capabilities**

Key Features and Capabilities

➤ Unified Data View

Aggregate structured and semi-structured data from various Life Sciences sources into a comprehensive solution. It helps make precise, data-driven strategies that align with market trends by eliminating data silos.

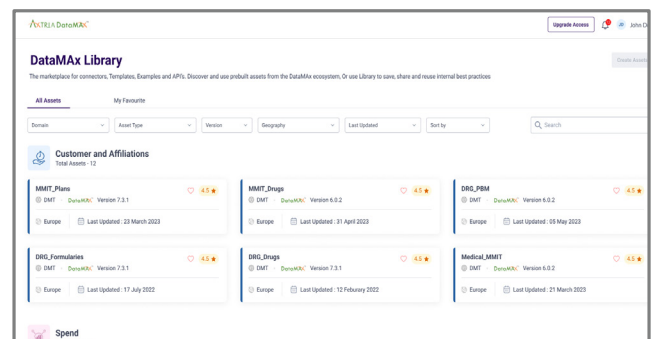


Trustworthy and Compliant Data

Our solution incorporates rigorous quality checks and regulatory alignment to instill confidence in your data. It assures industry-compliant data management, ensuring accuracy, consistency, and reliability at every stage.

➤ Ready-to-Deploy Components

Kickstart your data journey with our pre-configured ingestion definitions, pipelines, connectors, and reports tailored for critical pharma commercial data sources. This accelerates deployment, freeing up IT teams to focus on strategic tasks instead of operational setup.



Integration of OpenAI technology

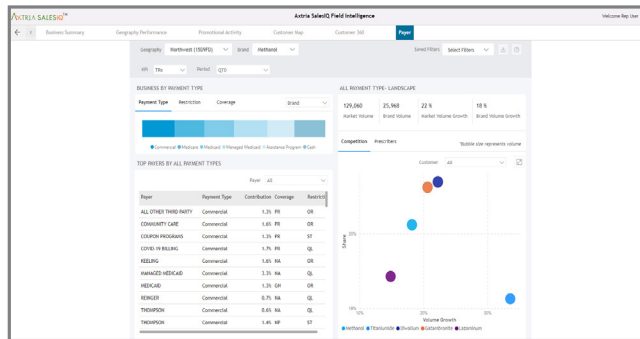
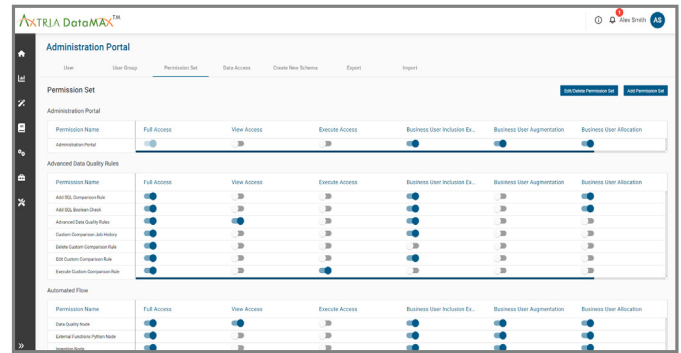
Life Sciences companies can now use our integration with OpenAI (ChatGPT) to automate the generation and refinement of sophisticated data pipelines using natural language processing. This simplifies and accelerates the creation of data workflows to drive intelligent business decisions.

The screenshot displays a data table with columns for 'territory_id', 'position_id', 'sales_rep_id', 'customer_name', 'channel_id', 'channel_name', 'channel_sales_id', 'sales_rep_id', 'sales_rep_name', and 'position_id'. The table contains 10 rows of data.

territory_id	position_id	sales_rep_id	customer_name	channel_id	channel_name	channel_sales_id	sales_rep_id	sales_rep_name	position_id
BE000001	28	827	4349	FIS	CardiSys	6	2023-10-01	2023-10-01	104
BE000001	14	827	4349	FIS	CardiSys	6	2023-10-01	2023-10-01	102
BE000001	27	827	1115	FIS	CardiSys	6	2023-10-01	2023-10-01	103
BE000001	28	827	2813	FIS	CardiSys	6	2023-10-01	2023-10-01	101
BE000001	27	827	4014	FIS	CardiSys	6	2023-10-01	2023-10-01	101
BE000001	28	827	4014	Medical	CardiSys	10	2023-10-01	2023-10-01	102
BE000001	14	827	4014	Email	CardiSys	3	2023-10-01	2023-10-01	104
BE000001	14	827	4014	Email	CardiSys	3	2023-10-01	2023-10-01	102
BE000001	28	827	4442	Email	CardiSys	3	2023-10-01	2023-10-01	103
BE000001	28	827	1087	FIS	CardiSys	6	2023-10-01	2023-10-01	104
BE000001	28	827	1087	FIS	CardiSys	6	2023-10-01	2023-10-01	102
BE000001	28	827	17363	FIS	Group Email	6	2023-10-01	2023-10-01	101
BE000001	28	827	17363	FIS	Group Email	6	2023-10-01	2023-10-01	103
BE000001	27	827	10886	FIS	Group Email	6	2023-10-01	2023-10-01	104

➤ Intuitive Administration Portal

Gain seamless control over your data landscape with our user-friendly administration tools. Our intuitive administration portal empowers IT managers to efficiently manage user access, oversee data quality, track data arrival, and access documentation, all within a user-friendly interface.

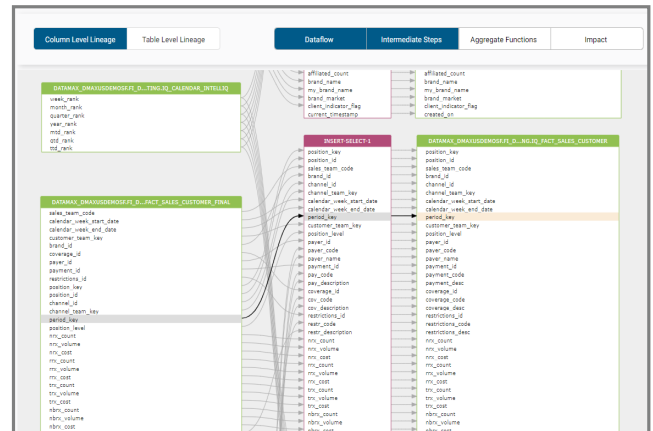


Ready to use Business Reporting <

Enhance informed decision-making with our comprehensive suite of ready-to-use business reports. Sales managers and home office teams can leverage valuable insights on geography performance, customer 360, brand performance, and sales to drive revenue growth.

➤ Transparent Data Lineage

Ensure data reliability and track your data's journey with our robust quality framework. Our solution allows you to manage metadata effectively, fostering trust in your data—an essential aspect for data analysts and managers when making strategic decisions.



TECHNICAL NAME	LOGICAL NAME	DESCRIPTION	TAGS	DATA DOMAIN	LAYER	SCHEMA	VIEW
CUSTOMER_ADDRESS_PROFILE	CUSTOMER_ADDRESS_PROFILE	Customer address master	Address/Entity	Customer	Data Warehouse	dw_common	
SALES_TEAM	SALES_TEAM	Master list of Sales Teams	Sales/Team	Alignment and Role	Data Warehouse	dw_common	
POSITION	POSITION	This is a Customer's Role	Master/Entity	Customer	Data Warehouse	dw_common	
CUSTOMER_ASP	CUSTOMER_ASP	This is a Customer's Address	Address/Entity	Customer	Data Warehouse	dw_common	
CRM_LEAD	CRM_LEAD	This is a CRM Lead Contact	Lead	Lead	Data Warehouse	dw_common	
PRODUCT_LINE	PRODUCT_LINE	This is a Product Line	Product	Product	Data Warehouse	dw_common	
PRODUCT_ASP	PRODUCT_ASP	This is a Product Line Address	Address/Entity	Product	Data Warehouse	dw_common	
SALES_TEAM_ASP	SALES_TEAM_ASP	This is a Sales Team Address	Address/Entity	Customer	Data Warehouse	dw_common	
EMPLOYEE_MASTER_ASP	EMPLOYEE_MASTER_ASP	This is a Employee Master Address	Address/Entity	Employee	Data Warehouse	dw_common	
PRODUCT	PRODUCT	This is a Product	Product	Product	Data Warehouse	dw_common	
PRODUCT_LENGTH_CODE	PRODUCT_LENGTH_CODE	This is a Product Length Code	Product	Product	Data Warehouse	dw_common	
CALENDAR	CALENDAR	Client Calendar Details	Calendar	Calendar	Data Warehouse	dw_common	

Autonomous Data Governance <

Foster a culture of data stewardship and ensure well-defined access, security, and usage policies with our solution, minimizing the need for IT intervention.

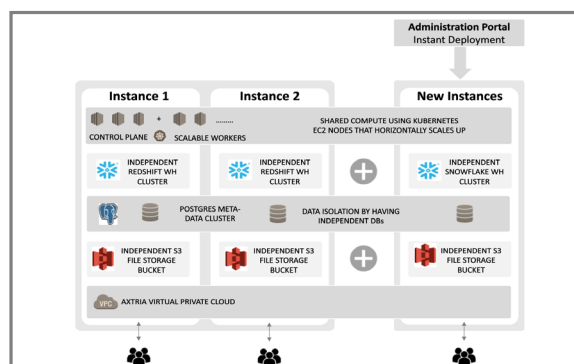
DATA MART	OBJECT NAME	OBJECT DESCRIPTION	PERIODICITY	ACTIVE
CUSTOMER	CUSTOMER_MASTER	Data that provides a consolidated and centralized view of customer in...	Weekly	
SALES DATA	Monthly_Sales_Report	Aggregates sales information and metrics over a monthly time period...	Monthly	
CRM DATA	CUSTOMER_CALL_ACTIVITY	Data includes interactions and engagements with customers, such as...	Monthly	
MARKET DATA	BRAND_SALES	Provides insights into the overall pharmaceutical market, including co...	Quarterly	
PROMOTIONAL DATA	PROMOCT_DATA	Information about marketing and promotional activities, including sale...	Monthly	
PATIENT DATA	MEDICAL_HISTORY	Awareness information about patients, demographics, medical histo...	Weekly	
PRESCRIPTION DATA	PRESCRIBER_DATA	Captures information about prescriptions filed, including prescribin...	Monthly	

Flexible Data Distribution

Effortlessly facilitate data marts for downstream analytics use and reporting. With our solution, data stewards have the flexibility to distribute data across systems and users, fostering efficient collaboration and optimizing data utilization.

Instant Deployment, Infinite Scalability

Begin your data journey right away with our pre-packaged components and business reports. Our solution enables you to scale effortlessly as your business grows and evolves, seamlessly managing increasing data volumes and complexities.



Exclusively Crafted for Life Sciences

Our solution is developed based on our deep understanding of the life sciences landscape, enabling us to effectively address your unique challenges and needs. From data privacy concerns to regulatory compliance, we have you covered.

Unified Intelligence

Empowers your organization to break down data silos and foster collaborative decision-making. With our solution, you gain a holistic view of your data, enabling field reps and C-suite executives to make insightful, data-driven decisions.

Interoperability and Flexibility

Seamlessly exchanging data with other systems ensures smooth integration with your existing systems, making it a versatile addition to your data infrastructure.



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facebook.com/AxtriaInc/

[Axtria – Ingenious Insights](#)

About Axtria

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