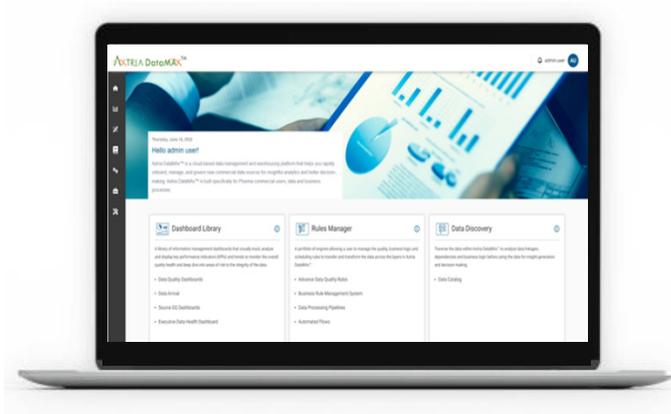


Solution Brief

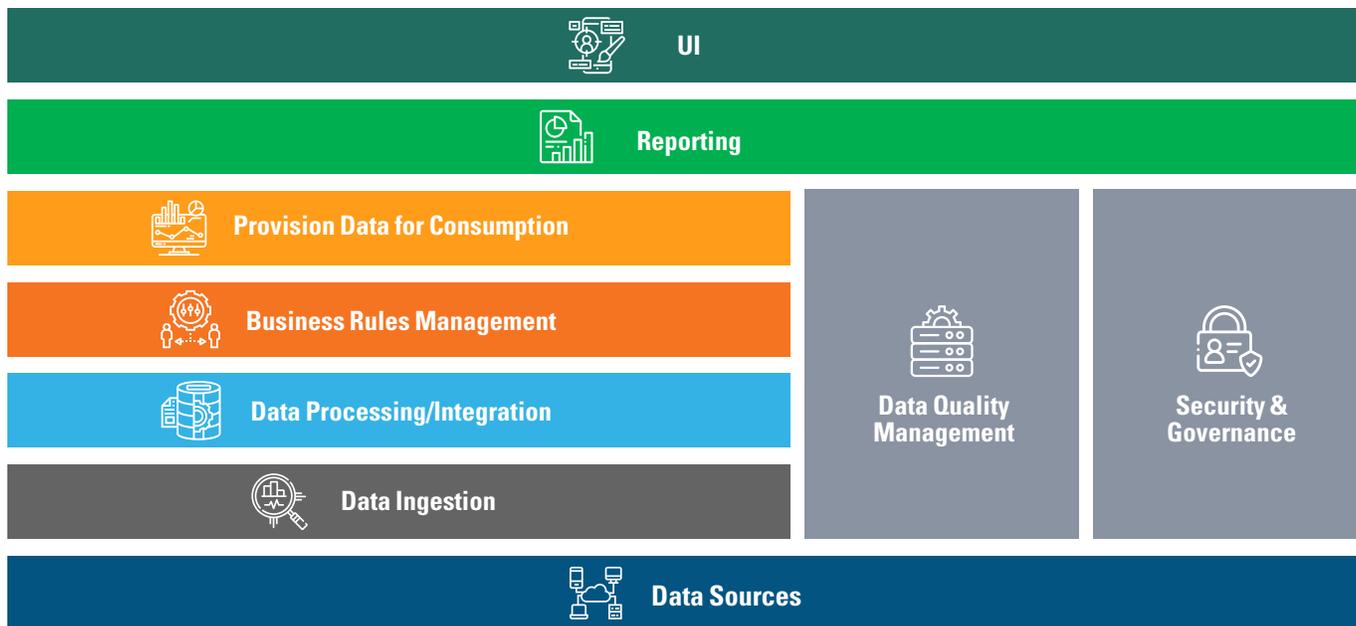
Enterprise-grade insights for Emerging Pharma

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**

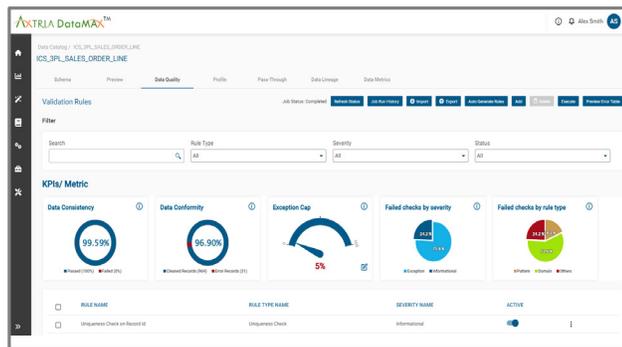
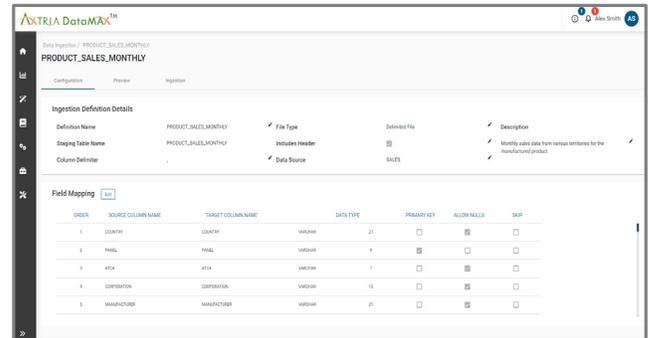
**Unified intelligence,
from C-Suite to field reps**

**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.

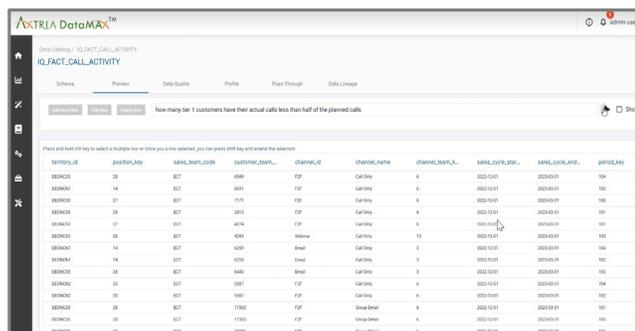
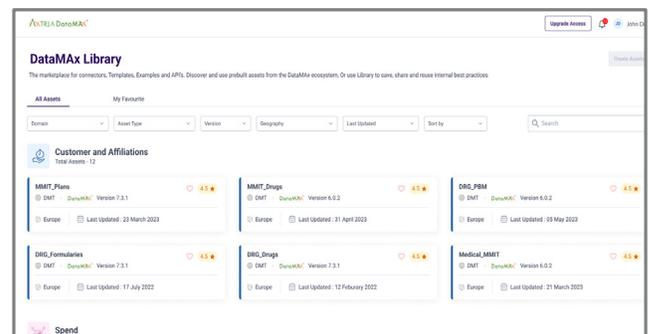


Trustworthy and Compliant Data

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.

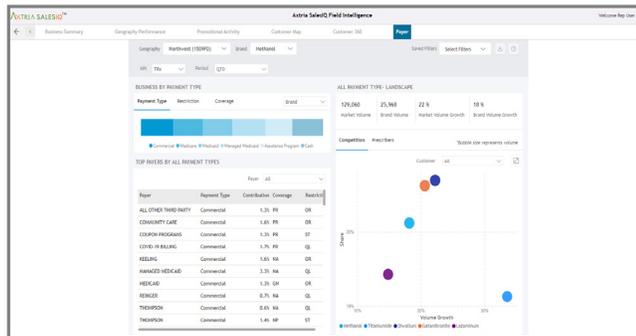
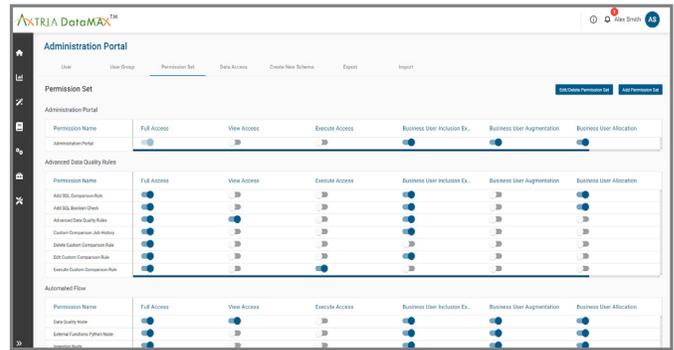


Integration of OpenAI technology

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.

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.

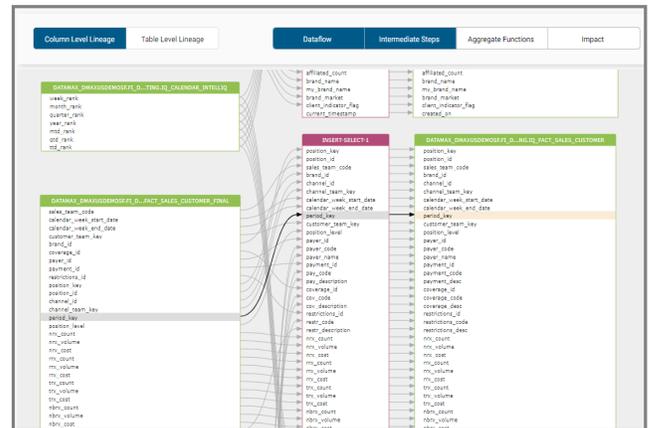


Ready to use Business Reporting

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

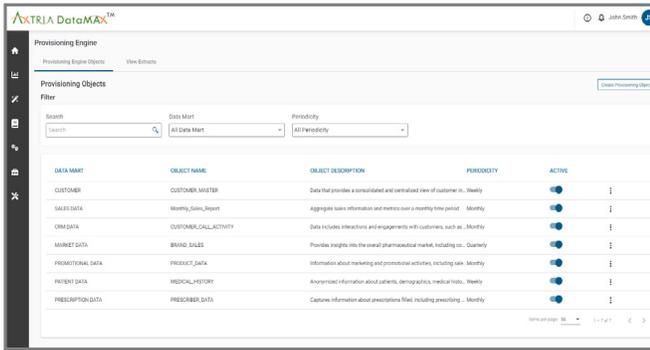
Ensure data reliability and track your data's journey with our robust quality framework. Our solution allows you to manage metadata effectively, fostering trust in your data—an essential aspect for data analysts and managers when making strategic decisions.



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	AW.Common	
SALES_TEAM	SALES_TEAM	Master list of Sales Teams	Department	Alignment and Rules	Data Warehouse	AW.Common	
POSITION	POSITION	This is a Custom Dimension	Master, Territory	Alignment and Rules	Data Warehouse	AW.Common	
CUSTOMER_AFF	CUSTOMER_AFF	This is a Custom Dimension	Customer	Alignment and Rules	Data Warehouse	AW.Common	
EMPLOYEE	EMPLOYEE	This is a Custom Dimension	Auth	Other	Data Warehouse	AW.Common	
PRODUCT_LINE	PRODUCT_LINE	This is a Custom Dimension	Part	Product	Data Warehouse	AW.Common	
PRODUCT_AFF	PRODUCT_AFF	This table provides the Product Affinity	Master, Product	Alignment and Rules	Data Warehouse	AW.Common	
PRODUCT_JOB	PRODUCT_JOB	This table provides the Product Job	Master, Product	Product	Data Warehouse	AW.Common	
SALES_TEAM_AFF	SALES_TEAM_AFF	This table provides the Sales Team Affinity	Department	Alignment and Rules	Data Warehouse	AW.Common	
EMPLOYEE_AFF	EMPLOYEE_AFF	This table provides the Employee Affinity	Auth & Role	Alignment and Rules	Data Warehouse	AW.Common	
PRODUCT	PRODUCT	This is a Custom Dimension	Master	Product	Data Warehouse	AW.Common	
PRODUCT_LENGTH_CODE	PRODUCT_LENGTH_CODE	This table provides the Product Length Code	Master	Product	Data Warehouse	AW.Common	
CALENDAR	CALENDAR	Client Calendar Details	Calendar	Other	Data Warehouse	AW.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.

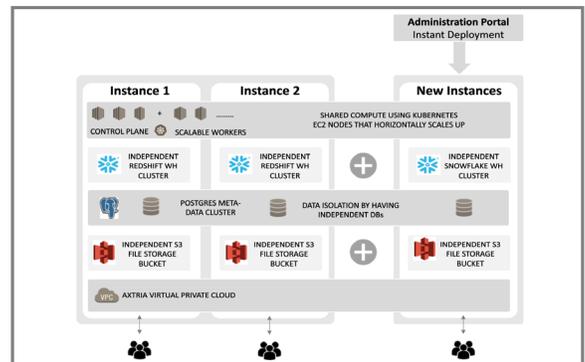


Flexible Data Distribution

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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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.