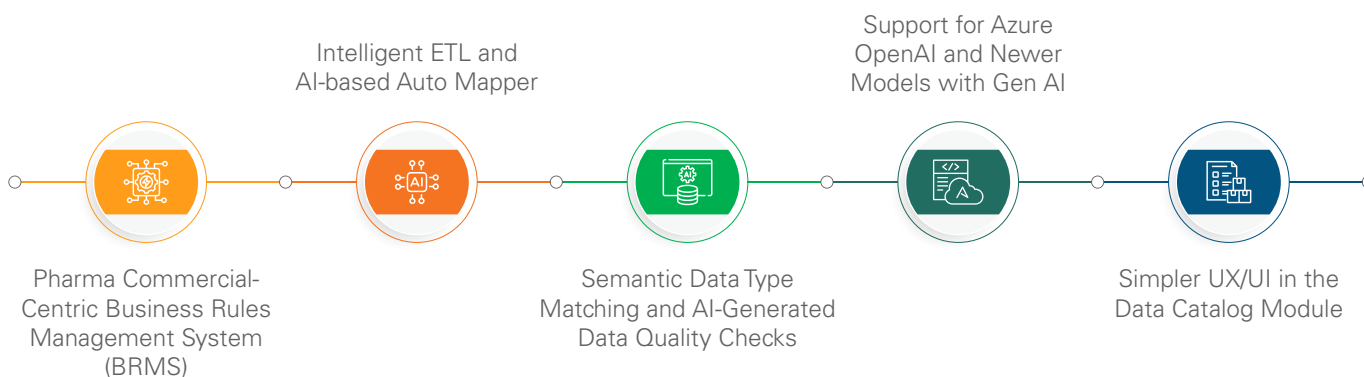# Axtria DataMAx™

Introducing the Fall 2024 Release

Discover what's new in the latest release of Axtria DataMAx™

Axtria is excited to announce the Axtria DataMAx™ 7.7.0 release with new and improved features to empower your business and commercial users while managing commercial datasets.

This update enables you to enrich your commercial and data management operations with AI-driven and GenAI-boosted features that create seamless integration, governance and simpler user interactions – enabling rapid and automated ingestion, governance, and managing commercial data at scale.

This latest release includes:

Intelligent ETL and AI-based Auto Mapper

Support for Azure OpenAI and Newer Models with Gen AI

Pharma Commercial-Centric Business Rules Management System (BRMS)

Semantic Data Type Matching and AI-Generated Data Quality Checks
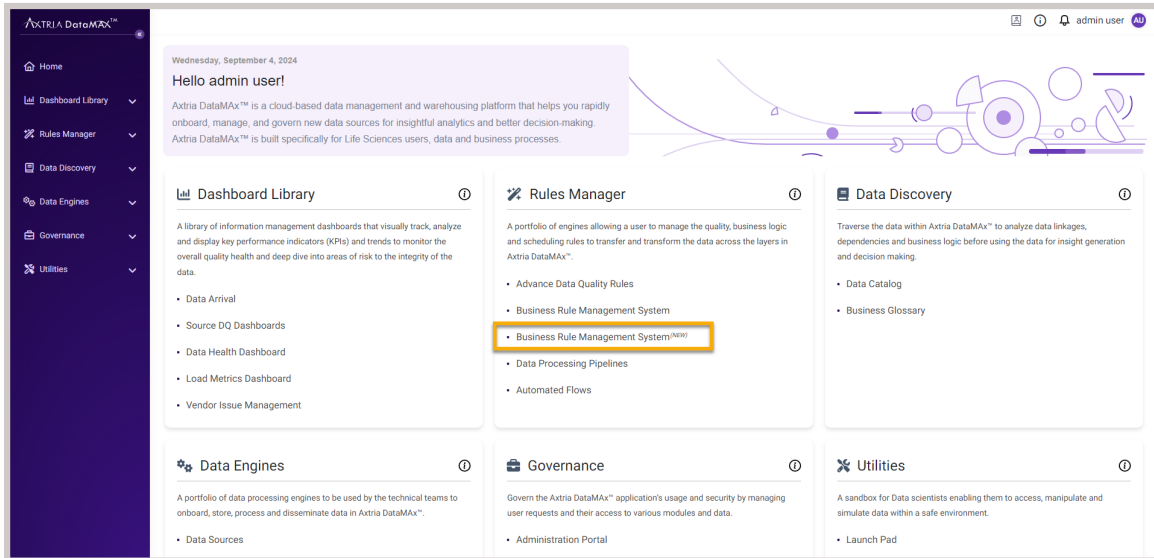
Simpler UX/UI in the Data Catalog Module

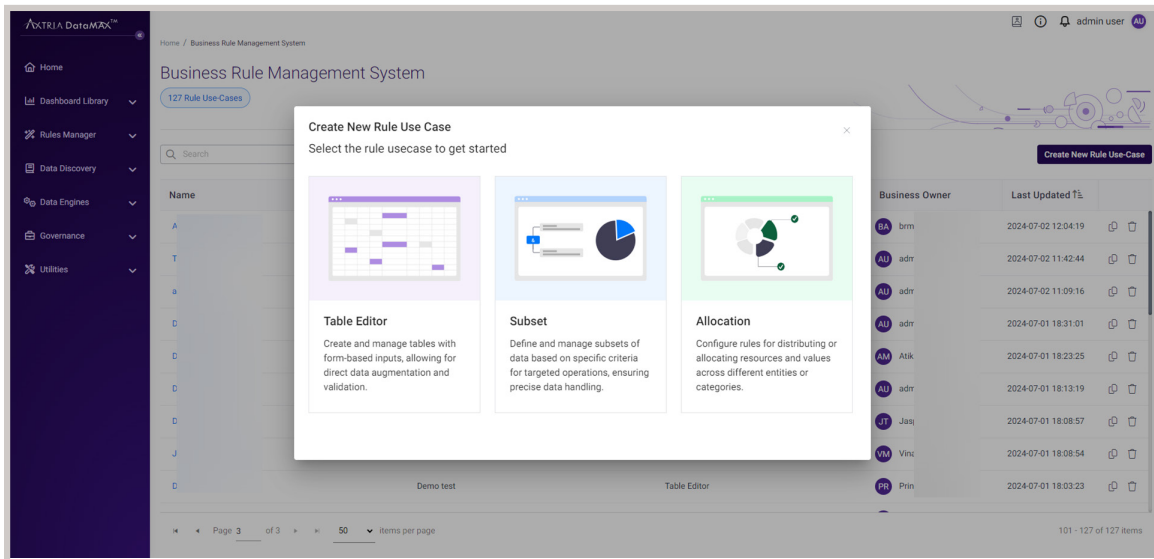## New impact features to deliver commercial execution without IT dependence

A. Pharma Commercial-Centric Business Rules Management System (BRMS)

Empower your business users and commercial team members with the new and easy-to-use BRMS module: With this release, you can now enable your IT teams to give business users direct control over managing 100+ pharma commercial rules in just minutes. With an intuitive interface, enhanced transparency, and the ability to understand rule impacts before execution, this new BRMS provides greater agility and control for managing critical business processes.

- **Pharma-Centric Design:** Built specifically for the unique needs of pharma commercial use cases, the system features a user-friendly interface that business users can easily navigate, allowing them to manage rules without deep technical knowledge.

- **Real-Time Data Quality Validation:** Business rules are validated against data quality in real-time, preventing erroneous data from being processed, and ensuring that only high-quality data flows through the system.

- **Scalable Architecture:** Designed to scale as you grow, the new BRMS can support increasing volumes of rules across multiple brands, geographies, and data domains.

- **Quick Rule Creation and Modification:** Rules can be created or modified in minutes, providing agility and reducing setup times during system implementations or adjustments.

- **Persona-Driven Experience:** Tailored for different user roles, the system ensures a customized experience that aligns with the specific needs and responsibilities of business users to IT administrators.

- **Rule Simulation:** Users can simulate rule changes and visualize their impact before implementing or running them, ensuring that decisions are well-informed.

Fig.1: BRMS (Business Rules Management System) new user landing page

Fig.2: BRMS intuitive interface to create new rules

B. Intelligent ETL and AI-based Auto Mapper

Accelerate data integration with pharma-centric AI and create industry compliant and relevant datasets: Leverage AI data models trained on pharma-centric glossaries and data management best practices to map your source data to the canonical Axtria DataMAx™ data model. The AI intelligently recommends the most suitable mappings based on several factors including table and attribute descriptions, domains, alias names, data types, and pharma-specific semantics. This feature significantly accelerates the integration process by suggesting precise source-to-target mappings that allow users to prepare data for reporting and analytics.

With this new feature, your commercial data gets smarter with:

- **First Pharma Commercial-Centric AI Auto Mapper:** Improves data accuracy, enhances efficiency, speeds up time-to-market, and delivers tailored insights for better commercial strategies.
- **Rapid, automated data ingestion:** Reduces data ingestion and integration time by at least 60%, minimizing the effort required to build source-to-target mappings and align source data with the Axtria DataMAx™ warehouse model.
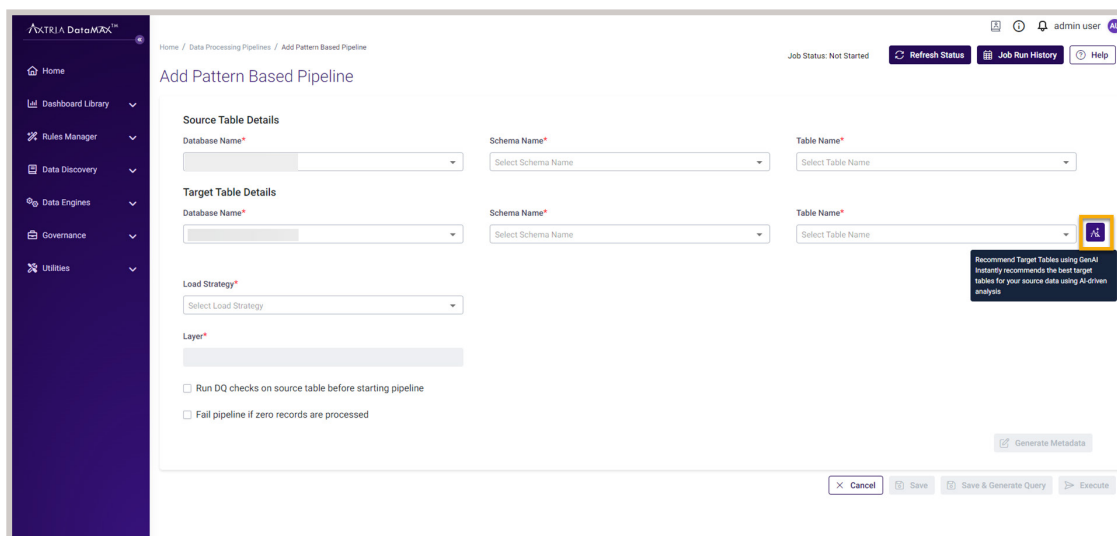

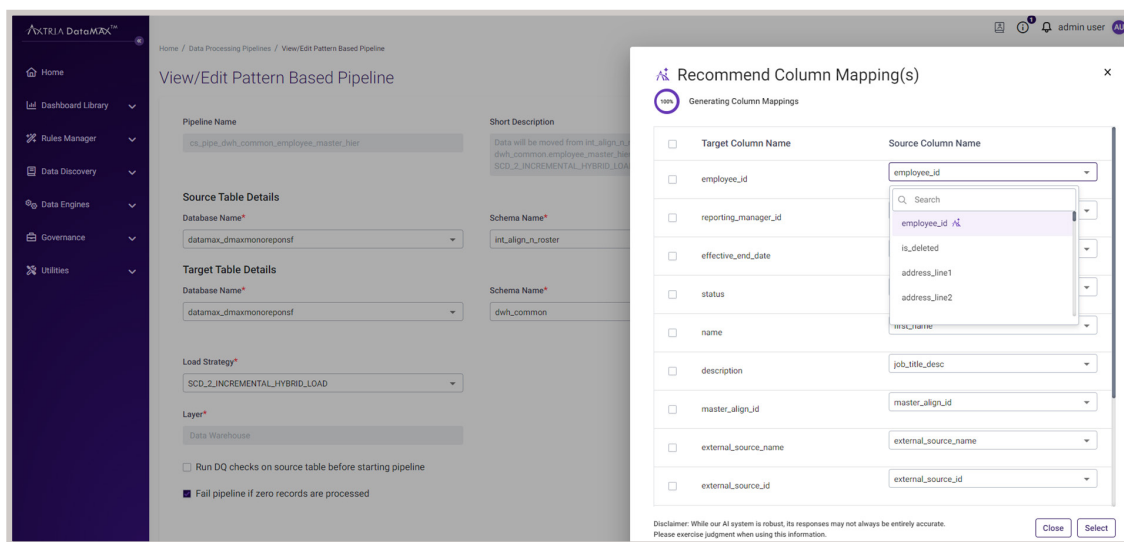*Fig.3: Intelligent ETL from Staging to Integration*

Fig.4: Intelligent ETL using Generative AI Enhancements

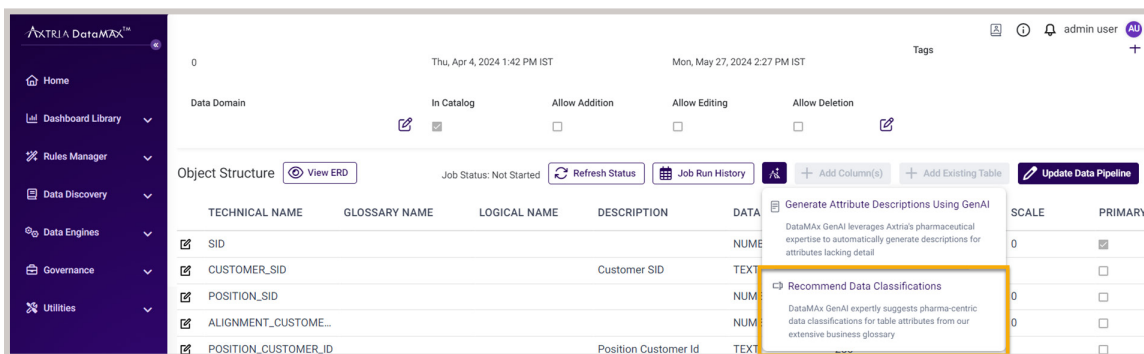## Enhanced features for improving data governance and quality

A. Semantic Data Type Matching and AI-Generated Data Quality Checks

Enriched data governance with AI-driven pharma semantic validation: Harness the power of AI to classify and validate your source data using over 250+ pharma-centric semantic data types available in the Axtria DataMAx™ Glossary. The AI recommends specific data quality checks for attributes based on accepted semantic data type recommendations. This enables faster and more accurate governance and data quality management, especially for syndicated and non-syndicated data.

Drive compliance and quality at scale with:

- **Extensive Pharma-Centric Semantic Types:** Access a large library of over 250+ pharma-specific semantic types for AI-driven data classification.
- **Enhanced Data Governance:** Automatically classify any source data for better governance, reducing the time spent on manual categorization and improving data quality oversight.
- **AI-Driven Data Quality Checks:** Apply highly specialized pharma-centric data quality checks, cutting down the time to create data quality rules by up to 75%.

- **Best Practices in Data Quality and Governance:** Ensure your data adheres to industry standards with AI-generated data quality checks and governance frameworks built on pharma commercial data management best practices.

Fig.5: AI driven data quality checks and governance frameworks
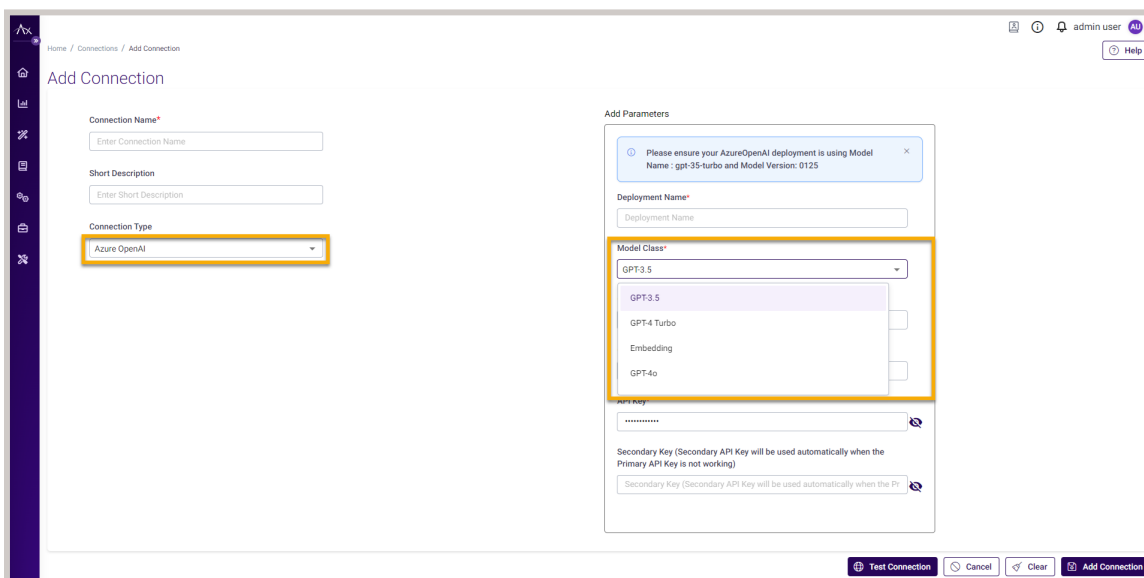
B. Support for Azure OpenAI and Newer Models with Gen AI

Unlock the true value of your private datasets with Axtria DataMAx™ and Azure OpenAI Integration: Axtria DataMAx™ now enables GenAI features, such as pharma-centric table and attribute descriptions, natural language-based data search, with support for Azure OpenAI models. This includes the latest 4-series Azure OpenAI models, offering improved results and a more robust GenAI experience.

In addition to the existing OpenAI model options, Azure OpenAI provides enhanced security, compliance, and seamless integration with Azure services, making it the preferred choice for enterprises.

Transform your data in combination with Azure OpenAI with:

- **Azure OpenAI Integration:** Choose between Azure OpenAI or regular OpenAI models to power GenAI features like table and attribute descriptions, and natural language search.
- **Enterprise-Grade Security:** Azure OpenAI ensures that data stays within private network boundaries (VNet), preventing data from leaving the controlled environment and offering enhanced data security.
- **Compliance with Data Residency Requirements:** Azure OpenAI models support strict data residency regulations, ensuring that your data remains within specified geographic regions.
- **Seamless Integration with Azure Services:** Leverage native integration with existing Azure services, enabling smooth and efficient workflows.
- **No Data Used for Model Training:** Unlike regular OpenAI models, Azure OpenAI guarantees that no user data is used for model training or improvement, providing peace of mind for businesses focused on data privacy and control.
- **Enhanced Performance with Latest 4-Series Models:** Support for the latest 4-series Azure OpenAI models offers better performance, ensuring more accurate and faster results for GenAI features.

Fig.6: Azure OpenAI integration while ingesting data from your virtual private cloud

C. Simpler UX/UI in the Data Catalog Module

With the Fall 2024 release, Axtria DataMAx™ now comes with a fresh UI/UX of the data catalog module, focusing on eliminating redundant functionalities and duplication of user flow. The upgraded interface offers more cohesive and standardized user experiences with a connected view of data cataloging and classification.

In the updated data catalog module for Axtria DataMAx™, data stewards and analytics team members get:

- **Easy navigation:** Streamlined navigation, improved layout consistency, and visibility on new data additions that align with user needs, ultimately enhancing the overall functionality and user engagement with the dashboard.

- **Cleaner and intuitive interface:** Quicker access to important features and efficient workflow, allowing users to manage and discover data with greater precision and less effort.
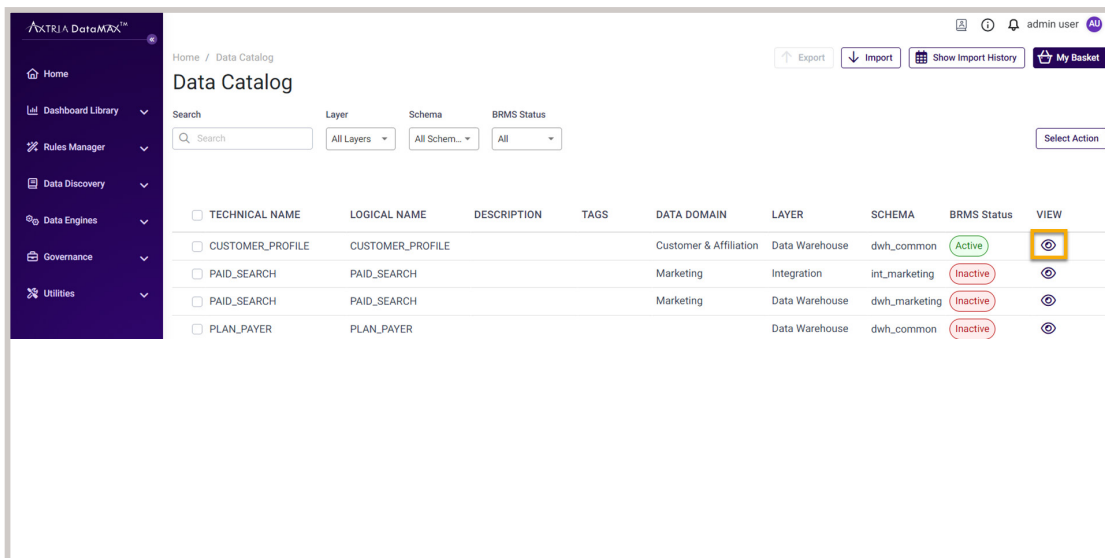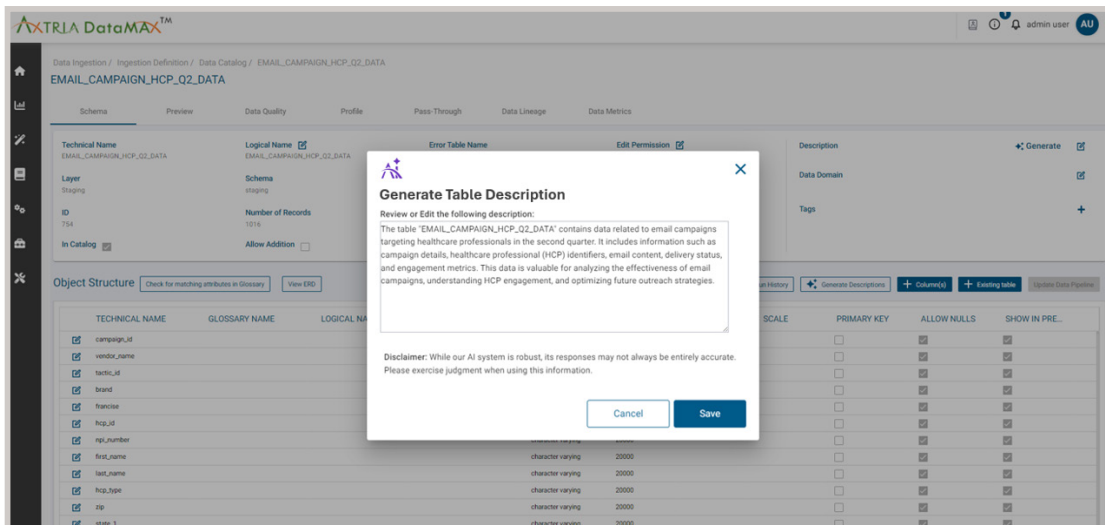

Fig.7: Simple UX/UI for Data Catalog module with tags and indicators

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About Axtria

Axtria helps life sciences companies harness the potential of data science and software to improve patient outcomes by connecting the right therapies to the right patients at the right time. The company is a leading global provider of award-winning cloud software and data analytics to the life sciences industry. We're proud to deliver proven solutions that help pharmaceutical, medical device, and diagnostics companies complete their journey from data to insights to action, enabling them to earn superior returns on their investments. As a participant in the United Nations Global Compact, Axtria is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and taking actions that advance societal goals.