



Product Data Sheet

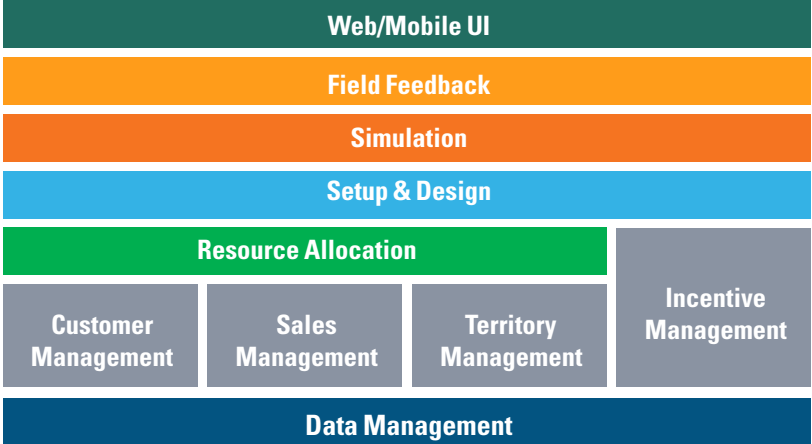
Axtria SalesIQ™



Overview

Axtria SalesIQ™ is the leading sales planning and operations solution for the global life sciences industry that enables effective and motivated sales teams resulting in higher commercial success. Axtria SalesIQ™ is tailor-made for the global life sciences industry providing intelligent, insightful, end-to-end sales planning and operations capabilities that help companies make better business decisions, maximizing their commercial success.

Logical Architecture



Key Features/Capabilities

Feature/Capability	Benefits
Segmentation and Targeting	
<p>Segmentation design: Construct sophisticated customer segments that are internally homogeneous, distinct segments, which respond similarly to market stimulus. Additionally includes portfolio-based segmentation (based on product priorities) and affiliation-based segmentation (bottom-up roll up of HCP data to HCO segments or top-down from HCO's segments to affiliated HCPs)</p>	<p>Flexibly identify and profile the customers needed to drive your business. Segment and balance calls based on product priority or segment your market based on HCO and HCP relationships allowing reps to optimize their F2F calls with HCPs who are part of the same hospital system</p>
<p>Segmentation analysis and simulation: Comparative and ad-hoc analysis. Simulate workload balancing and segmentation scheme changes that affect workload balancing</p>	<p>Pressure test segmentation designs to verify they support brand objectives</p>
<p>Customer targeting: Account for unique market attributes, including structure, competitive situation, and channels</p>	<p>Identify the most lucrative areas for the sales team to focus on</p>

Feature/Capability	Benefits
<i>Territory Alignment and Roster Management</i>	
Territory design and alignment to Geo: Use rich visual interface and interactive maps for the design & maintenance of geography, account alignment & structure. Manage alignment structures	Easily design and organize multilayer sales territories to maximize financial success. Download territory/regional/national maps to create multiple alignment scenarios and simulations
Customer alignment to territory: Create & maintain business rules for customer alignments	Map target customers to territories for eventual alignment with the field
Field alignment to territory: Business intelligence to capture employee eligibility information. Add/delete employees to territory assignment. Transfer/swap employees across territories	Intelligently deploy resources to territories, while balancing their workloads
HR System integration: Get employee data updates from HR systems	Automate the processing of resource updates for HO users. Eliminate manual assignment maintenance increasing accuracy
<i>Call Planning</i>	
Multi-channel call plan generation: design the optimal customer engagement plan to include rep-controlled non-personal channels like phone, email, and virtual meetings as well as personal channels for face-to-face calls.	Empower the sales teams to reach the right target, over the right channel, with the right level of interaction, improving customer experience, increasing productivity, and generating better call plan adherence
Multi-channel call plan refinement: Give the sales team the opportunity to update call frequency, segment information, and channel preference with extensive configurability	Provides real time field collaboration and feedback on call plan for faster decision making
Workflow approvals: Configure approval workflows, guardrails, and time widows	Organizationally transparent and configurable approval processes
CRM System integration: Seamlessly connect call plan to execution systems	Remove barrier from planning to execution for the sales team
<i>Incentive Compensation</i>	
Incentive plan design and goal setting: Set quotas, create and edit incentive compensation plans with granular node level execution and data replacement	Reduce IC plan creation time and drive the right outcomes by creating the appropriate field incentives. The ability to execute from any process step rather than having to execute the entire workflow
Incentive plan simulations: Administrators can see how plan changes impact field incentives and earnings	Test the incentive plan to make sure they are fair. Visibility into plan impact eases adoption
Quota refinement: HQ: Enhancements to Quota Refinement HQ administrative capabilities (cancel, edit, delete active cycles)	Provide HQ with greater granular control to manage the quota refinement cycle
Quota refinement: Field: Improved interaction between Rep and HQ users during a quota refinement cycle by capturing and showing changes made by Rep and HQ user	Provide the field with better visibility and audit trails during refinement collaboration with HQ
<i>Other Key Features</i>	
Mobile UI: Provides field with on-the-go mobile access to the solution	Engage field teams through a mobile optimized experience that gives reps easy access to the data they need
Report creation: Modify or use existing templates to create reports	Life sciences ready with applicable data models and reporting templates
Report dissemination: Publish results for key planning processes	Increased transparency and collaboration
Global solution with localized planning: Built in multiple, language, currency, and standards compliance	Rapidly deploy anywhere globally and easily drive seamless adoption across the enterprise
Auto-deployment: Install or upgrade SalesIQ™ modules using automated installers	Reduce the installation time from a week to a few hours
Domain specific data management: Holistic data management experience for SalesIQ™ that offers ingestion, profiling, quality, and processing capabilities to transform and aggregate source data in preparation of a data set for analysis	User does not have to do disparate work outside of SIQ. Reduces need of external processes and tools, creating efficiencies through greater reusability, control, and integration
Jobs: Highly efficient “jobs” execution processes	5% reduction in job execution time (needs to be validated), which increases operational efficiencies especially during cycle close



CONTACT US
+1-877-929-8742
info@axtria.com

www.axtria.com

facebook.com/AxtriaInc/

twitter.com/Axtria

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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.