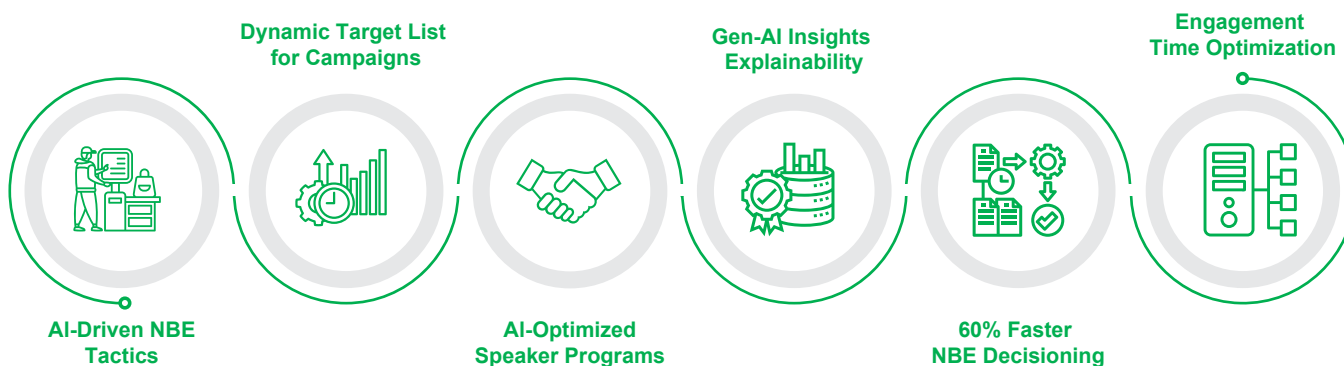


## Axtria CustomerIQ™ Fall 2024 Release Announcement

Axtria CustomerIQ™ Fall 2024 release is our most powerful release yet, with performance-led industry-advancing features to elevate your omnichannel customer experience. From AI-powered Next Best Experiences (NBE) tactics that connect strategy to execution, to GenAI-led conversational experiences, and models that optimize speaker programs and marketing campaigns, this release empowers users to deliver truly personalized outcomes.

Our data-integrated features help you move the needle from 'Return on investment' (ROI) to 'Return on customer influence' (ROCI) to fill gaps across your field plans and campaign investments for optimal outcomes.

### What's New?

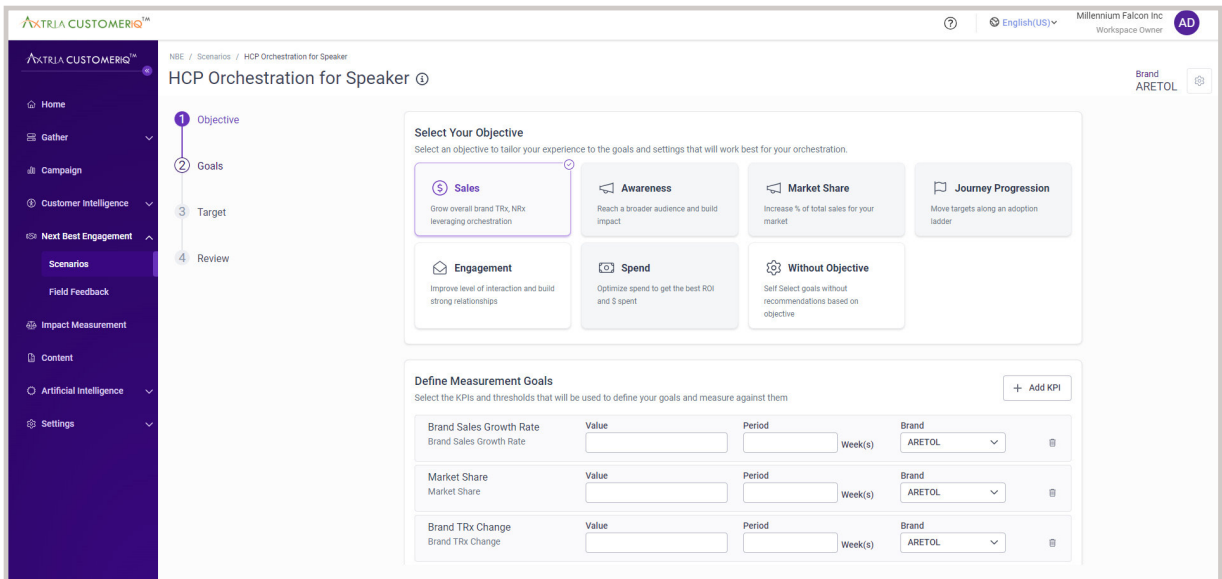


## Launching AI-driven NBE tactics for sustained strategy to execution engagement

AI-led automated tactic configuration empowers commercial analysts to measure and plug brand goal gaps

**Power AI-Driven NBE Tactics for highly optimized activations:** Our AI-Identified tactics feature is designed to seamlessly link your objectives with execution and real-time measurement, automating orchestration to enhance your omnichannel strategy. The NBE Wizard is designed to seamlessly automate tactic creation and configuration aligned with your brand's objectives and goals in mind. Axtria CustomerIQ™ ensures that your tactics are continuously reviewed and refined based on performance metrics and customer feedback.

- **AI-powered NBE configuration:** Automatically link strategy, execution, and measurement with AI-led NBE execution for streamlined operations.
- **Guided scenario-creation Wizard:** Effortlessly generate NBE workflows with our intuitive Wizard that simplifies scenario creation.
- **Enhanced ROI:** Link objectives to execution and measurement to showcase investment impact more effectively. Achieve over 20% ROI by identifying and executing market-prominent use cases.



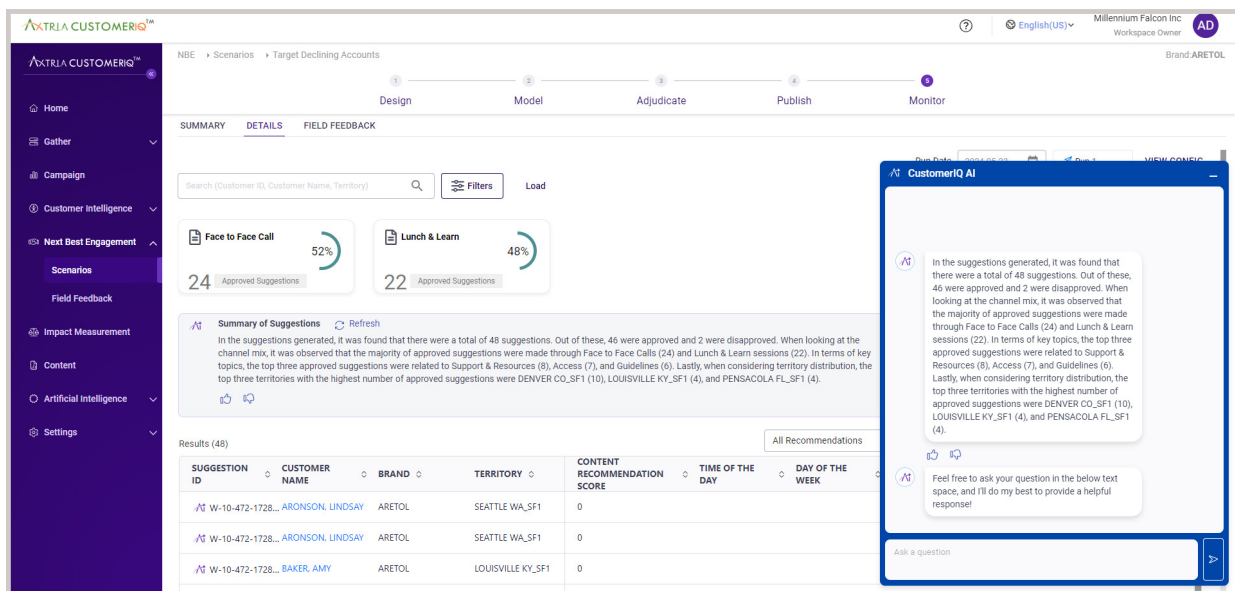
## Unleashing GenAI powered insights for enhanced NBE adoption and rep efficiency

### Conversational Q&A led suggestion generation for enhanced insights and team decision-making

GenAI automation features help optimize omnichannel performance across all key modules:

**Enhance your NBE with conversational Q&A:** Our Gen-AI-driven conversational chatbot, embedded within Axtria CustomerIQ™ modules, provides tailored insights and context-specific answers to help you optimize recommendations. With the 'Ask AI Now' button integrated across NBA profiling, EDA, simulation, and monitoring modules, you can easily gain insights as you move through NBA generation stages.

- **AI-driven insights delivery:** Access tailored, context-rich insights with ease using our Gen AI conversational Q&A for seamless NBA generation.
- **Integrated module support:** Effortlessly engage with AI across profiling, simulations, and monitoring modules using the 'Ask AI Now' button.
- **Faster decision-making:** Leverage real-time conversational insights to accelerate your data-driven decision process, driving operational efficiency.



**Suggestion explainability for reps:** Leverage AI-powered suggestion titles and reasons to give reps a clearer understanding of each NBE. This feature predicts contextually relevant titles and reasons, simplifying actionable NBEs and boosting adoption rates. Reps can focus on high-value interactions while the system generates insightful, easy-to-understand NBE suggestions.

- **Contextual AI-driven generation:** AI generates suggestion titles and reasons using scenario details, ensuring full contextual relevance.
- **Increased rep efficiency:** Automates the process, allowing reps to concentrate on engaging HCPs rather than crafting suggestions.
- **Rep actionable insights:** Simplifies the communication of suggestions, making NBEs easier for reps to understand and act upon.

**Suggestion explainability for home office:** Gain actionable insights into rep performance, channel impact, and territory dynamics. Atria CustomerIQ™ provides high-level summaries of approved suggestions, top-performing channels, and reps. Audience-level insights and channel-mix analytics highlight the most effective channels by specialty. Real-time freshness scores and workflow insights drive optimized strategies.

- **Rep and channel insights:** Track rep performance and identify high-impact channels with clear, data-backed suggestions.
- **Audience-level analytics:** Monitor HCP engagement and workflow success with audience-specific insights for sharper targeting.
- **Real-time optimization:** Leverage dynamic segment freshness scores and workflow insights to enhance omnichannel strategy and maximize impact.

**Intent tagging for suggestion feedback:** Revolutionize NBA adoption by capturing rep feedback’s true intent. With GenAI driven automatic intent generation, you can instantly uncover key drivers and challenges behind NBA adoption without the need for manual tagging. Analysts can leverage AI-suggested tags, regenerate intent if necessary, and explore alternative insights provided by GenAI. This tool empowers analysts to classify feedback effectively and guide future actions for higher adoption.

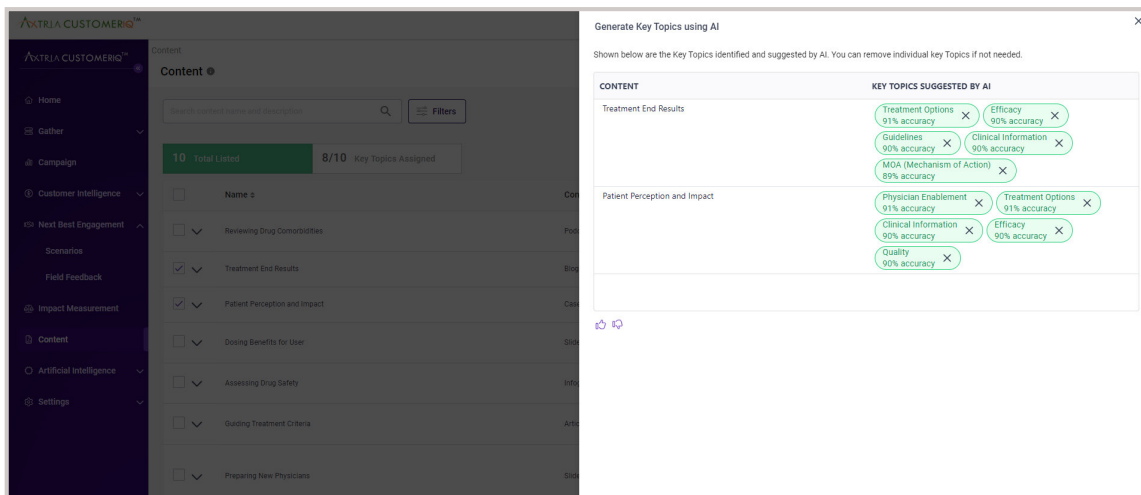
- **AI-suggested intent tagging:** Automatically identify key reasons behind NBA adoption through AI-driven tagging.
- **Feedback regeneration:** Regenerate intent if initial suggestions don’t align with feedback for more accurate insights.
- **Enhanced adoption rates:** Use AI-powered insights to refine strategies, driving higher NBA adoption and more effective actions.

The screenshot displays the Atria CustomerIQ interface. On the left is a navigation sidebar with options like Home, Gather, Campaign, Customer Intelligence, Next Best Engagement, Scenarios, Field Feedback, Impact Measurement, Content, Artificial Intelligence, and Settings. The main area shows the 'Field Feedback' section with a table of feedback items. A modal window titled 'Generate Intent using AI' is open on the right, showing AI-generated intent for two reasons: 'HCP IS NOT A PRIORITY CUSTOMER FOR F2F CALLS AT THIS TIME 2C' (94% accuracy) and 'COLLEAGUE TOOK APPROPRIATE ACTION FOR THE SUGGESTION 6C' (92% accuracy). The modal also includes a 'Cancel' button, an 'Apply' button, and a disclaimer: 'AI generated feedback intent may be inaccurate.'

REASON CODE	FEEDBACK REASON	CHANNEL	
<input checked="" type="checkbox"/>	2C	HCP IS NOT A PRIORITY CUSTOMER FOR F2F CALLS AT THIS...	Face to Fa
<input checked="" type="checkbox"/>	6C	COLLEAGUE TOOK APPROPRIATE ACTION FOR THE SUGGES...	Face to Fa
<input type="checkbox"/>	5C	HCP IS NO LONGER PRACTICING OR IN MY TERRITORY 5C	Face to Fa
<input type="checkbox"/>	1C	HCP IS CURRENTLY INACCESSIBLE FOR CALL 1C	Face to Fa
<input type="checkbox"/>	3C	F2F CALL CURRENTLY SCHEDULED WITHIN THE NEXT 2 WEE...	Face to Fa
<input type="checkbox"/>	4C	SUGGESTION DOES NOT SEEM ACCURATE 4C	Face to Fa
<input type="checkbox"/>	3C	EMAIL CURRENTLY SCHEDULED WITHIN THE NEXT 2 WEEKS...	Virtual Cal
<input type="checkbox"/>	4C	SUGGESTION DOES NOT SEEM ACCURATE 4C	RT Email
<input type="checkbox"/>	6C	COLLEAGUE TOOK APPROPRIATE ACTION FOR THE SUGGES...	Virtual Cal
<input type="checkbox"/>	1C	HCP IS CURRENTLY INACCESSIBLE FOR EMAIL 1C	RT Email

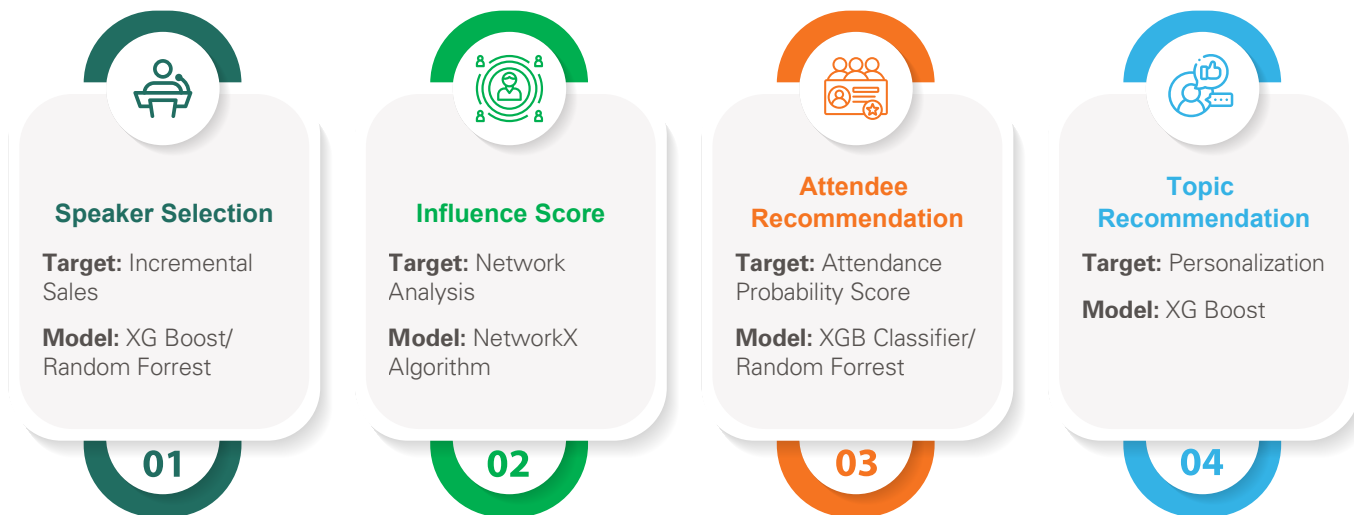
**Automated content tagging:** Our auto-generated key topic feature ensures that each content asset is tagged with detailed topic scores, allowing users to instantly access actionable insights. With automated tagging across multiple channels, users can quickly identify the highest-scoring topics and compare them across channels to identify HCPs that surpass score thresholds across all channels.

- **Auto-generated key topics:** Effortlessly tag content assets with key topics and instantly access detailed summaries for deeper insights.
- **Multi-channel topic linking:** Seamlessly compare topic scores across multiple channels to uncover similarities and drive targeted actions.
- **Enhanced HCP insights:** Identify HCPs that scoring above topic thresholds and evaluate channel-specific and cross-channel performance for better targeting.



## Unparalleled AI-driven speaker programs to maximize ROI

Analytics-led speaker selection optimization, attendee targeting, and follow-ups for optimal event outcomes



**Select the right KOL with confidence:** AI-driven 'Speaker selection' model identifies the most impactful KOLs using influence scores, past engagements, and key publications to ensure data-led speaker choices.

**Uncover KOL-HCP influence with advanced modeling:** The 'Influence score' model uses network analysis to identify the most influential HCPs in a rep's territory, ensuring invitations target right attendants.

**Maximize attendance with smart invites:** The 'Attendee and topic recommendation' model identifies likely attendees and suggests personalized invitations that align speaker content with brand goals.

**Drive post-event success with timely follow-ups:** Automated reminders prompt follow-ups within 30 days, reinforcing messages. Impact scoring helps refine future speaker choices and strategies.

# Dynamic NBE insights to enhance marketer efficiency with 2X campaign outcomes

Drive higher campaign ROI with 4C optimization, PETO cadence models and agency-enabled publishing

Building on our previous release which established robust marketer persona features for campaign monitoring and journey targeting, this release empowers marketers with sophisticated NBE insights:

**Drive higher ROI for digital campaigns with 4C optimization:** Achieve 2X ROI by leveraging 4C optimization, which integrates customer, channel, content, and cadence across NBE workflows. This approach enables dynamic targeting and efficient digital strategies. One-click updates streamline data integration and KPI enhancements, maximizing campaign effectiveness and NBE workflow performance.

**Optimize the best time to engage with 'Time optimized' models:** Achieve precision in personalization with 'Predictive Engagement using Time Optimized' (PETO) Models. AI-driven insights predict the optimal timing for message delivery across personal and non-personal channels, maximizing response rates and campaign effectiveness along-with boosting sales rep efficiency by prioritizing high-impact interactions.

**Drive efficiency leveraging agency enabled automated publishing:** Simplify your campaign management with pre-configured agency connectors for automated publishing. Efficiently orchestrate and activate agency actions across any channel, tactic, and content type using dynamic mapping. Send extensive data points across agency extensions, ensuring precise and timely execution of marketing strategies.

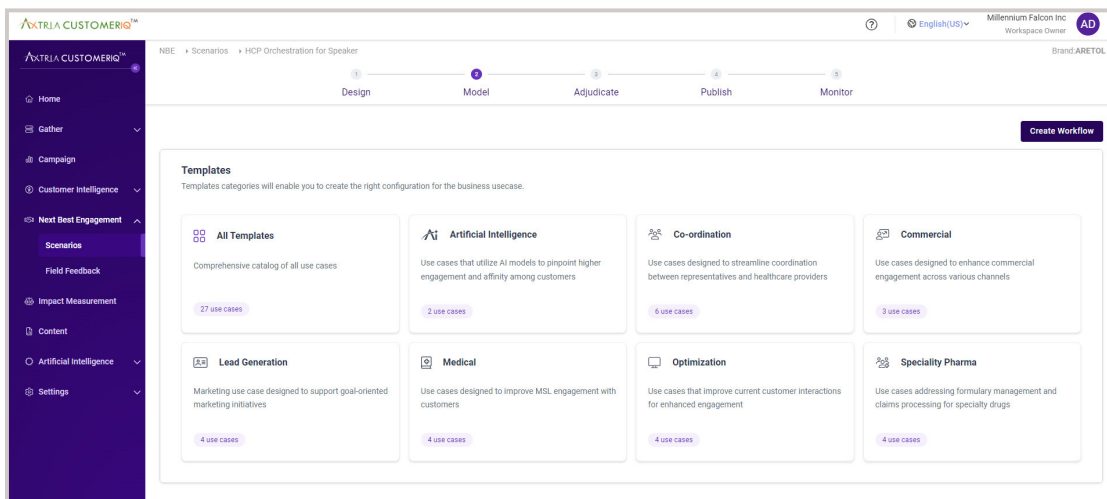
## 60% Faster NBE configuration and decisioning for sales operations analysts

Accelerate workflows and decision-making with performance upgrades reducing processing times by 30%

With this Fall release customers can benefit from extensive NBE engine performance upgrades with enhanced data design, modeling and processing for faster decisioning:

**Faster ingestion, simulation & suggestion generation:** Streamline data ingestion with advanced automation, reducing processing times by over 30%. Our enhanced technology speeds up NBE simulation and generation, enabling agile responses to market changes and faster access to insights, boosting decision-making and commercial efficiency.

**Faster NBE configuration with templates:** Access an updated library of high-impact NBE templates, categorized as cards for easy use. These workflows boost NBE configuration speed by 75%, allowing easier customization of advanced use cases, triggers, rules, and constraints.



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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.