DATA & ANALYTICS CENTER OF EXCELLENCE FOR A GLOBAL PHARMA

AN ENGAGEMENT TRANSITIONED & TRANSFORMED BY AXTRIA
SPANNING ACROSS END-TO-END COMMERCIAL SERVICES
(DATA-TO-INSIGHTS-TO-OPERATIONS)

INTRODUCTION

A recent IDC survey of CIOs and technology leaders revealed that more than 90% of senior decision-makers in the US accept that their organization is leveraging some form of an analytics center of excellence (COE) to drive Artificial Intelligence (AI) and data science initiatives. The survey also disclosed that the COEs play an essential role in their organization's data and analytics strategy, no matter how small, nascent, and experimental they are.[1]

Life sciences companies have their struggle with:

- Fragmented analytics teams

- Siloed decision making

- Limited thought leadership

- Inflexible operating models

Analytics COEs can be the answer. The COEs offer an avenue for major success if the commercial IT and the business units (sales, marketing, finance, operation) work in tandem to achieve strategic business priorities such as:

- Driving patient centricity

- Stay ahead of the competition

This illustration details how Axtria engaged with a top pharma client to transition & transform their end-to-end commercial services (data-to-insights-to-operations).

BUSINESS SCENARIO

- A Global top 20 pharma with Key TAs presence including Cardiovascular, Diabetes, and Oncology
- 2000+ sales representatives across multiple retail, non-retail & hybrid teams
- Products in various stages of the lifecycle

AXTRIA
INGENIOUS INSIGHTS

CURRENT FRAGMENTED STATE

- Datamart & Stewardship
- Reporting (Brand & field)
- Analytics – Go-to-market, Marketing Mix, on-demand and real-time
- Forecasting
- Sales operations (Alignment, Incentive Compensation & Call Planning)
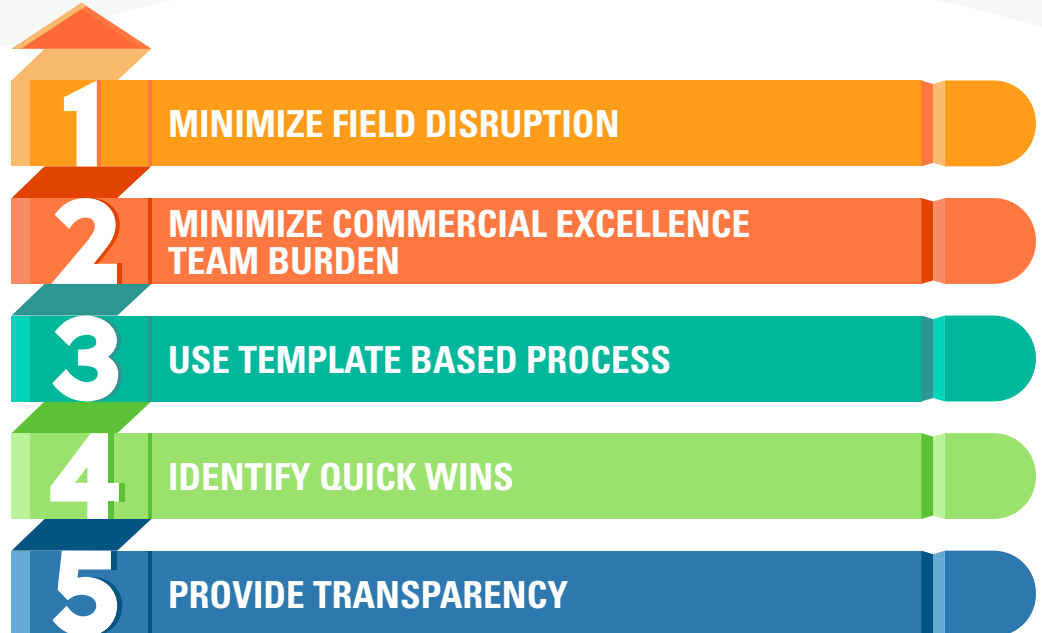
CHALLENGES

- No single version of the truth
- Multiple vendors supporting commercial operations
- Limited cooperation from incumbent vendors
- Multiple stakeholders for buy-in
- HO personnel wasting time in tactical work
- Long cycle times for processes & changes
- High Costs

AXTRIA'S APPROACH

Axtria transitioned all work-streams by leveraging the best practices from actual deployments, robust processes, and their transition accelerators.

KEY 5 TENETS OF THE TRANSITION APPROACH

1 MINIMIZE FIELD DISRUPTION

2 MINIMIZE COMMERCIAL EXCELLENCE TEAM BURDEN

3 USE TEMPLATE BASED PROCESS

4 IDENTIFY QUICK WINS

5 PROVIDE TRANSPARENCY

- Establish the PMO
- Align on production & transition schedules
- Work on multiple work-streams in parallel to complete the transition
- Ensure "business-as-usual."
- Risks mitigation

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COE STRUCTURE

DATA·INSIGHTS·OPERATIONS

- Datamart
- Data Governance

- Promotion response analysis
- Sales force size & structure
- ROI & Marketing Mix Optimization
- Forecasting

- Alignment
- Call Planning
- Incentive Compensation
- Field Reporting

Reporting
- Brand/HQ Reporting (Excel/PowerPoint)

IMPACT GENERATED

Axtria was able to achieve the following with alignment to client priorities, people, platform & flex service model.

DATA CONSISTENCY
- One version of truth between various Business Operations systems (IC, Reporting, Call Planning, etc.)

RELATIONSHIP MANAGEMENT
- Focused Supplier with a dedicated team to each of the work streams
- Service Level Agreement management; ensuring we maintaining quality

FISCAL ECONOMIES
- Fiscal economies by consolidating suppliers

PRODUCTIVITY ENHANCEMENTS
- Consistency of user experience towards field based systems
- Reducing cycle time access upstream and downstream processes

INNOVATION & EFFICIENCY
- Cross functional innovation, Improved user experience
- Fewer data feeds and Streamlined data to minimize processing errors

CLIENT BENEFITS

Data consistency, productivity enhancements, better relationship management, and internal efficiencies

- **43% lesser** time in data processing (From 7 days to 4 days)
- **38% decrease** in goal setting (From 32 days to 20 days)
- **33% drop** in plan changes (From 20 days to 12 days)
- **33% drop** in report changes (From 15 days to 10 days)

CONCLUSION

CoE engagement, such as this, has helped not only the client, but Axtria was able to scale with a defined strategy & focus over the years. This partnership grew due to the cross-learning and by developing mutual trust and was achieved by delivering several small-scale projects and thus establishing credibility.

Highlights of the engagement evolution:

Kick-off: Transition of the existing process, ensuring minimum disruption to field and HO, established PMO, and risk mitigation plan.

Year 1: Achieved accuracy and effectiveness by improving internal processes, successful go-live, and hyper care support.

Year 2: Operation excellence by focussing on flexibility and efficiency, faster turnaround on changes with a specific focus on IC and Call Planning, improved tracking, communication, and streamlined change management process.

Year 3: Innovate and improve while aligning with stakeholders and thinking ahead to evolving market needs.

AXTRIA COE BRINGS:

Flex Service Model
- Hand picked dedicated team with flexibility to change resources & mix

- Underlying platforms for data ingestion, call planning, Incentive Compensation, etc.
Platform Based Solution

Connected Operating Model
- Common Data Layer inter-connecting different commercial operations applications

- People with right experience & skills (domain, technical, managing large complex engagements)
People Capabilities