

CASE STUDY

CUSTOMER SUCCESS STORY

BEST-IN-CLASS SALES FORCE REPORTING
PLATFORM TO PROVIDE INSIGHTS WITH BUSINESS-
CRITICAL DECISION-MAKING ABILITY FOR TOP 5
GLOBAL LIFE SCIENCES ORGANISATION



INTRODUCTION

The explosion of data in the life sciences industry has generated volumes, making it imperative to select and use the appropriate data for impactful business outcomes. With the same data available to all companies, they're looking at speedy data ingestion, parsing, modeling, and governance combined with technological innovation to get ahead of the competition. Furthermore, using Business Intelligence (BI) tools that assimilate the right data points from various available datasets to create intelligent and real-time dashboards suitable for different department leaders and business users has become a standard reporting practice. BI has become an essential accelerator in the business reporting ecosystem; those without adequate BI tools tangibly feel the lack. In contrast, those with them can push decision-making boundaries to business impact.

The BI industry is quickly emerging as one of the top software categories in terms of market size, with expected global revenue of \$22.8 billion by 2021.¹ BI and analytics have accelerated the life sciences industry advancement across the business value chain from R&D to commercialization. Some of the impacts made by BI include:

1. Improving quality assurance: BI has enabled the life sciences companies to examine the risks throughout the product development to launch journey and identify trends and inconsistencies to constant process improvement and efficiency enhancements.
2. Stimulating sales and marketing: The visualizations in reports and dashboards allow life sciences companies to create reasonably accurate forecasts of the product portfolio, leading to significant improvements in optimal inventory levels, order size, and profit margins.
3. Lowering operating cost: Companies gain an ability to track their expenses and also predict factors impacting their expenses that can be optimized to reduce operating costs at later stages.

BUSINESS SCENARIO

For a top 5 global life sciences organization, Atria enabled a best-in-class sales force reporting platform to provide insights with business-critical decision-making ability across various therapeutic classes for commercial business units. The overall impact on the business around real-time decision speed, time-to-market, field force operational efficiency, rep enablement, and trust-building was invaluable.

The company's objective was to **replace multiple legacy reports** with an enterprise-grade, scalable reporting solution that would serve a myriad of reporting needs across various roles. The reporting solution was also intended for **scale, i.e., to onboard more brands** and future-ready features like self-serve analytics and next-best-action suggestions.





CLIENT CHALLENGES & THE EFFECTS

Challenges	Effects
Disparate data sources	Being located in different places, with different availability of files, the process of obtaining the data needed for specific business and reporting was time-consuming and inefficient.
Lengthy data processing time	The existing key performance indicators (KPIs) didn't provide much transparency on the business rules, leading to multiple reruns and significant processing time.
Multiple reporting platforms	The company had a separate and unique solution for each therapeutic class; the challenge was to shift from many independent solutions to a single unified solution.
Data quality issues/lack of trust in the data	The user adoption rate was low as sales reps lacked trust in the data provided to them.

AXTRIA'S APPROACH

Axtria leveraged its deep expertise in commercial sales force management and reporting solutions and enabled unified self-service reporting and analytics across business units. This met the business team's goal to enable unified and scalable reporting capabilities.

Based on discussions with various business layers and teams, Axtria understood that the following benefits needed to be added to the overall deliverables:

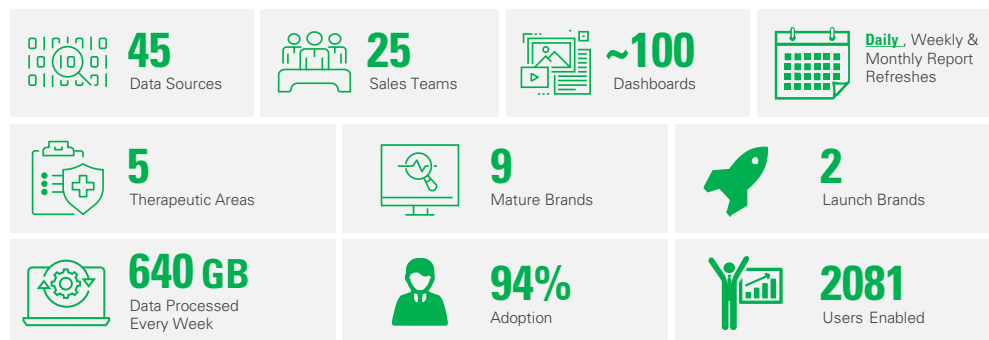
- Better and more business-appropriate visualization, with the ability to switch on and off visuals based on data criticality
- Better, faster, and deeper insights to drive confidence in the leadership team's decision-making ability
- Better turnaround time - more efficient and less stressful for data stewards and analysts with negligible downstream delays
- Offline capability to create stress-free work schedules and bandwidth management across the board
- Data download capability on local handheld devices (e.g., iPad), giving the field force time to review offline and respond, reducing response-time stress

To address the company's need for future-ready capabilities and consistency of capability design, Axtria envisioned a solution complete with end-to-end data management to sales force operations.

A Software as a Service (SaaS) solution was designed for commercial sales force reporting to manage the expectations around efficiency, scale, and speed of operations.

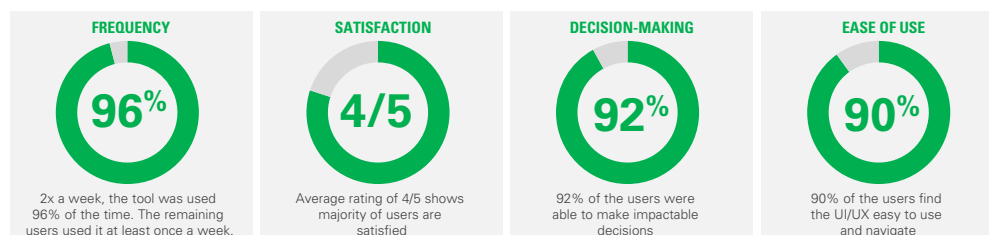
Built completely on Axtria's infrastructure, the initial design and implementation kicked-off as a pilot for one brand. The results eventually enabled the implementation to scale across 25 sales teams in five therapeutic areas with 10 brands, multiple SKUs and labels.

Key statistics of the commercial sales force reporting solution included:



To drive speedy measurement enablement, Axtria's KPI library was utilized. Subject matter experts build the KPI library with a deep understanding of life sciences. The library was critical in the design phase to configure business-specific rules for the software solution.

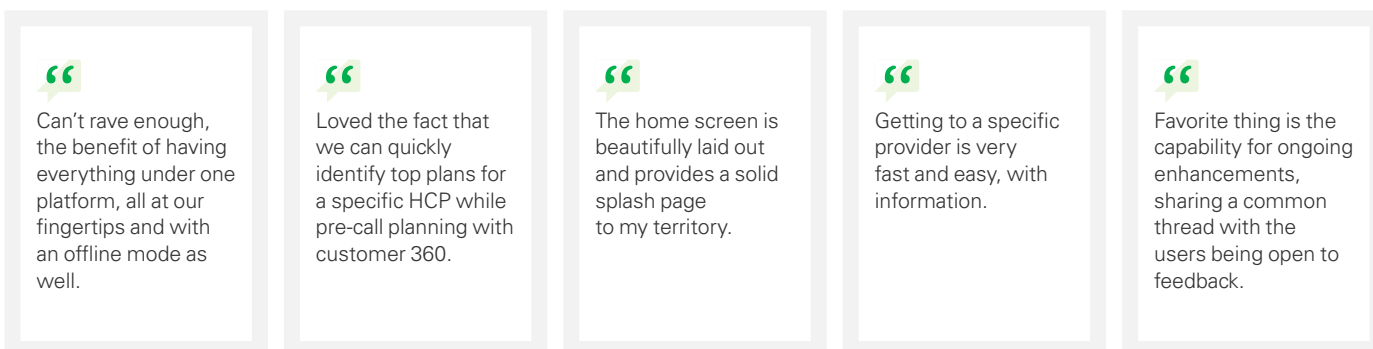
PERFORMANCE IMPACT ON THE SALES FORCE TEAM



In addition, the sales reps got:

- **Custom list capability:** Each rep could make a customized list of target prescribers (verified by the sales force teams, signed off by sales leaders), with potentially far-reaching benefits
- **Offline capability:** Each rep could download up to 200 MB of data on a handheld device (e.g., iPad), meaning the rep needn't respond to a query in the middle of a trip or call, further reducing stress

What the sales reps and other field users have to say about the reporting solution:





KEY TAKEAWAYS & HIGHLIGHTS

Axtria brought its significant expertise in the life sciences industry and leveraged its robust pre-built KPI framework to define and refine metrics in consultation with client stakeholders from brand and market access teams, with solution features as highlighted below:

- Carefully designed program with a multi-stream plan that evolved to account for changing business needs and other initiatives. *(Average time to onboard a new brand: 3-4 months, 40% efficiency gained due to the Axtria DataMAx™ platform)*
- The reporting turnaround time for the whole application was reduced as compared to the earlier reporting solution due to Axtria's pre-built capabilities and KPI knowledge
- Enabled sales and call tracking for reps, providing insights on the actual and goal numbers with high data quality
- Enabled insights into drug sales comparison with competitors



CENTRALIZED – ONE STOP SOLUTION
for all reporting, insights and analytics related needs



STATE OF THE ART
Enterprise grade, latest technology laden reporting platform with **common ELT & easy to configure design**



OFFLINE AVAILABILITY
Powerful offline capability, enabling users to access reports anywhere without any disruption



POWERFUL HOME SCREEN
Summarized insights encompassing Geo, prescribers, competition, payers, and brand performance



DETAILED PRESCRIBER VIEW
Customer 360 deep drill-down ability into individual prescribers & connections, and the ability to identify potential issues or opportunities



ACCESS DRIVEN
Rule-based access users can rest assured of data privacy across levels



RICH & ENGAGING UX/UI
A platform with great UX, providing elevated immersive experience; reports can be casted on wide screen w/o pixilation



FUTURE READY PLATFORM
Highly scalable with features like self-serve analytics & next best actions suggestions in pipeline

REFERENCES:

1. Susan Moore, Gartner Says Worldwide Business Intelligence and Analytics Market to Reach \$18.3 Billion in 2017, published in February 2017 available at <https://www.gartner.com/en/newsroom/press-releases/2017-02-17-gartner-says-worldwide-business-intelligence-and-analytics-market-to-reach-18-billion-in-2017>

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We help life sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy artificial intelligence and machine learning. Our cloud-based platforms - Axtria DataMAx™, Axtria SalesIQ™, Axtria InsightsMAx™ and Axtria CustomerIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from data to insights to operations.

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