



ANALYTICS CENTER OF EXCELLENCE

AXTRIA AT A GLANCE

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We combine industry knowledge, business process, and technology to help our clients make better data-driven decisions.

- 1,100+ employees worldwide in 10+ locations
- 35+ principals with 15+ years of domain experience
- Partnered with 100+ clients, including all of the top 10 life sciences companies



Gain Insights-Driven Competitive Advantage

The life sciences industry is no stranger to data. But with new sources continually emerging, it is challenging to keep up. Fueled by an ever-growing number of connected devices, Electronic Medical and Health Records (EMRs and EHRs), social activity, and Real World Evidence (RWE), this data has the potential to revolutionize the industry. But this is possible only for those who are able to generate actionable insights from this volume of data.

Companies who are able to do this make decisions five times faster than the competition. And the impact is considerable. But there is more to this than just collecting the data. It's about what you do with it. How you are able to ingest, integrate and analyze to gain insight and advantage over the competition. The insight gained from these exploding data-sets can be used to identify new market opportunities, innovate over the competition, avoid risk before escalation, and ultimately make well informed business decisions.

Despite such opportunity, the industry is not taking advantage of the insight available. In a recent data and analytics survey¹, only 42% of organizations in the health industry reported their decision making to be highly data driven. And even in highly data driven organizations, only 50% of decision making utilizes predictive and prescriptive analytics to model the future. This is not just about the technology. You need deep expertise in analytics, pharma sales and marketing, and modern cloud technologies.

Analytics Center Of Excellence

Axtria offers analytics services across every aspect of sales and marketing with an optimal mix of people, process and technology. We have experienced industry professionals and technology experts who work in tandem to deliver the insight that allows organizations to make the best possible commercial decisions.

- **Deep Expertise In Commercial Operations:** Deep domain and strategy consulting experience in Sales and Marketing.
- **Industry Experience In All Major Therapy Areas:** Many decades of experience across the biggest and most innovative brands in Life Sciences.
- **Unparalleled Innovation:** Help clients assess and integrate new data sources (e.g. EMR/ EHR and Labs Data) into their insight generation processes.
- **Investment In Scale:** Deep investment in bench as a growing company. Support large and core-flex operations, as per client's needs.
- **Principal Led PMO For Analytics Workbench:** Principals with over 15 years of industry expertise.
- **Unique Talent Transformation Ecosystem:** Our in-house training wing - Axtria Institute, for rigorous training and certification. Transformation of data analysts into insight generators and strategic consultants, enabled by experienced leadership.

1. PwC - Global Data and Analytics Survey 2016

Our Analytics Experience

Sales Analytics

- Commercial Model Design
- Account Level Segmentation
- Promotion Response Analysis
- Incentive Plan Design
- Territory Alignment Center Of Excellence (CoE)
- Call Planning Center Of Excellence (CoE)

Marketing Analytics

- Segmentation & Targeting
- Launch Planning
- Early Promotions Insights
- Marketing Mix Modeling
- Digital Marketing
- Customer Valuation

Managed Care Analytics

- Managed Markets And HEOR Analytics
- Managed Care Spillover
- Co-Pay Elasticity Analysis
- Deal Assessment
- Managed Care Influence Analysis
- Payer Segmentation

To find out how Axtria can help you optimize all aspects of sales performance visit us at www.axtria.com.

[Click here](#) to learn more about Axtria Analytics Center Of Excellence (CoE).

Highlights of Axtria's Analytics COE

- **Deep Expertise In Commercial Operations:** Weave strategy, tactics, and operations to successful outcomes with rich domain & consulting experience, and deep investments in technology.
- **Unparalleled Innovation:** Integrate new data sources (like EMR & Labs Data), advanced analytics and next-generation platforms into your insight building processes. Axtria's CoE is built to support 21st century life sciences companies.
- **Principal-Led PMO:** Drive sustainable innovation and operational excellence via strong management and governance. Our principals have 15+ years of industry experience.
- **Unique Talent Transformation Ecosystem:** Partner with experienced leadership, on-site client experts and a constantly evolving global talent pool of insight generators and strategic consultants, to drive efficiency and success.
- **Investment In Scale:** Invest in scale with a sizable global talent bench and a pool of resources and platforms to easily support large, core-flex operations. Axtria has worked with 8 of the top 10 life sciences companies.
- **Experience Gleaning Strategic Insights:** Benefit from decades of experience across the biggest, most innovative pharma brands, deep understanding of major therapeutic areas and client-side experience in market research & insights.

Customer Success Stories

Axtria transformed the sales and marketing analytics for a Top 25 Japanese/ US Pharma company. The client needed to enhance operational efficiencies and was looking for a partner for strategic transformation. Axtria set up a dedicated Centre of Excellence to manage end-to-end commercial operations support. Processes included marketing mix analysis, sales force strategy analytics, national and subnational reporting, territory alignment design and maintenance, call planning design and operations, incentive compensation, and a variety of ad-hoc analytical needs. Axtria delivered significant savings, robust change management with superior execution.

Axtria continues to make a leading oncology biotech successful with an ongoing analytics partnership. Making use of a wide variety of patient level, syndicated and primary research data, Axtria provides monthly reports across all oncology brands with information on managed market landscape, competitor trends by diagnosis, brand level adherence and drop off rates. Axtria resources are now placed within individual brand teams to support their analytical needs on a daily basis.

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Axtria's cloud-based platforms, Axtria DataMAx™, Axtria InsightsMAx™, Axtria SalesIQ™, and Axtria MarketingIQ™ 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.

This datasheet is a part of AIM (Axtria Intel Monitor), which is an engaging series of thought leadership that showcases Axtria's intelligence on therapy areas, industries and topics relevant to the life sciences.