



AXTRIA SALESIQ™

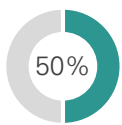
#1 COMMERCIAL PLANNING AND OPERATIONS PLATFORM

AXTRIA AT A GLANCE

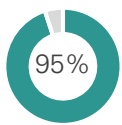
Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We combine industry knowledge, business process, and technology to help our clients make better data-driven decisions.

- 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

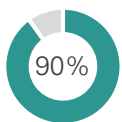
Typical Results



reduction in alignment cycle times



of field-reps accessed, reviewed, and adopted call plans



call plans approved by DMs electronically

Optimize Every Aspect Of Sales Performance With Axtria SalesIQ™

Driving a high performance sales team is a real challenge in the life sciences industry. Powerful forces have shifted the landscape, with the purchase and sale of drugs becoming more competitive and centralized. This consolidation has made the decision making process even more complex and the physician is now just one of many stakeholders involved. These challenges are compounded by a number of factors that many other industries do not face, including government regulations, sales channel proliferation, limited access to traditional buyers, and transforming operating models.

These dynamics have created the need for highly sophisticated go-to-market models, with talent structures aligned to engage stakeholders across multiple channels, regions, specialties and facility size.

- **Segmentation & Targeting:** Axtria's data-driven S&T frameworks can help identify high-potential customer segments, capture the most relevant channels for interacting with them, and speak their language with hyper-targeted messaging. Benefits include customer segments, actionable insights, increased engagement, collaboration & transparency, reduction in cost, and standardized business process.
- **Territory Alignment:** Optimize the alignment of your field teams to drive sales productivity. Alignment design and maintenance with ZIP and account movements, roster management, full support for parent-child affiliations, smart decision support, and intelligent workload balancing.
- **Roster Management:** Axtria's Roster Management solution, led by a team of pharma commercial excellence experts, is designed for efficient people management for commercial sales organizations. Our Roster Management capability focuses on process, innovation and quality while ensuring insights and real-time triggers are embedded at the point of decision.
- **Call Planning:** Target the right customer, at the right time, with the right message over the right channel with collaboration across team and channel, mobile accessible for field productivity, guard-rails to maintain control and governance, business rules library, configurable approval processes, and quality control reports to pinpoint issues in call plan generation.
- **Incentive Compensation:** Motivate the right behaviors to drive your sales strategy. Modules include compensation plan design and simulation, goal setting, sales crediting, plan and spiff administration, plan effectiveness reporting, and comprehensive auditing and history tracking capabilities.
- **Field Analytics & Reporting:** Deliver real-time insights across every aspect of field performance. Features include attractive and engaging visualizations, role specific reports and dashboard, mobile access for real-time analytics in the field, pre-built library of reports and KPIs, and Google Maps integration for location based analytics.

Why Axtria?

People: Strong team of industry domain experts with experience across all aspects of sales planning and operations.

Process: Structured and best practice processes for implementation and support across sales planning and operations, covering Commercial Model Design, Territory Alignment and Roster Management, Call Planning, Incentive Compensation, and Field Analytics and Reporting.

Technology: Built on Force.com, Axtria SalesIQ™ delivers end-to-end integrated sales operations in the cloud.



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 SalesIQ™.

What Axtria SalesIQ™ Can Do For You?

Axtria SalesIQ™ streamlines the entirety of the pharma sales process from start to finish. The platform leverages Salesforce.com's cloud services for added benefits like localized globalization, customer app connectivity, role-based security, regular upgrades, and process governance. Its CRM-integration is superior compared to other competitors' products.

Axtria SalesIQ™ is Axtria's flagship product best suited for life sciences companies as it is designed for 'plug-and-play,' allowing the clients to pick and choose the commercial operations elements that they want to transform. With deployment in global markets for 35,000+ reps, the platform has demonstrated proven partnership with industry leaders on their transformation journeys. Axtria has recently deployed Axtria SalesIQ™ in its 75th country, achieving a significant, global milestone.

Sales Planning And Operations

Sales planning and operations takes a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria provides the next generation of domain experts, with a focus on process, innovation and quality - using best-of-breed cloud platforms.

- **Expertise across all areas of Sales Planning and Operations:** Commercial Model Design, Territory Alignment and Roster Management, Call Planning, Incentive Compensation and Field Analytics and Reporting.
- Data-driven and collaborative processes with detailed planning, project documentation, field sales discussion and sales management review to optimize sales planning and operations as per company objectives.
- The Axtria SalesIQ™ platform is leveraged by the team to deliver decisions far more insightful than using manual-excel sheets or stand-alone systems.

Customer Success

- **Global Incentive Compensation For 12,000+ Sales Reps For Top Pharma:** End-to-end Sales Compensation services to all global commercial teams driving better sales productivity and effectiveness through incentives & bonuses.
- **End-to-end Integrated Commercial Operations For Global Pharma:** End-to-end commercial operations processes for 850+ sales reps across three therapy areas, supported by Axtria SalesIQ™ across Territory Alignment, Roster Management, Segmentation, and Call Plans.
- **Successfully Migrated 1,800+ Reps Of A Large Pharma To Axtria SalesIQ™:** The sales reporting project was for a large retail and non-retail cardiovascular sales force. Other client benefits included:
 - i. 50% reduction in weekly refresh time.
 - ii. 80% reduction in report response to filters, dropdown changes, etc.
 - iii. 40% Increase in platform adoption.
 - iv. 70% reduction in field inquiries in the 1st few weeks of launch.

Contact Us

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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.