



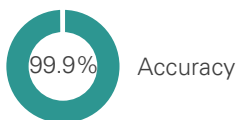
INCENTIVE COMPENSATION

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



Motivating High Performance Sales with Incentive Compensation & Rewards

With the marketplace moving from primary to specialist and value-based care, the way sales performance is measured and rewarded has also changed. There's a higher pressure on the sales reps to promote effectively. Incentive compensation is the strongest tool to influence salesforce effectiveness by aligning the reward to their effort to build a high-performing, motivated salesforce. Good incentive compensation plans and well administered execution drive the right behavior and propels higher field force performance. Yet few companies can efficiently and accurately execute on the best intentions.

Incentive Compensation Centre of Excellence

Motivating high performance sales takes a deep understanding of the industry domain, strong process governance and flexible cloud technology. Our dedicated centre of excellence, comprising a team of incentive compensation experts, domain specialists and data scientists, create IC frameworks that are financially-predictable, accurate, transparent, and scalable at a global level. Our well defined and modular processes backed by business rules and algorithms provide point solutions for alignment audit, territory design and field sessions.

Consulting Services: Deep Domain & Vertical Knowledge:

- Annual / POA based design services
- Analytics driven quota setting process
- Effectiveness study of existing incentive compensation plans

Implementation Services: Experts in Enterprise Grade Solutions

- Onboarding from incumbent platforms
- Well-defined SOPs, Business KPI driven Quality Checklists
- Strong focus on exception and change management to ensure process sanctity

Outsourcing Services: Strong Process Governance

- Scheduled touch points during production cycles to review results, exceptions and outliers
- Comprehensive SLA reporting on quality, and other process metrics
- Periodic governance and planning meetings

Why Axtria

People: Strong team with industry experience of managing incentives for more than thousands of sales reps globally.

Process: Structured and best practice processes for implementation and support of all sales performance management applications.

Technology: Delivery accelerator with cloud-based Axtria SalesIQ™. Experience with best of breed IC platforms and integration services with upstream and downstream applications.



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's Incentive Compensation capability

Highlights of IC Capabilities

A well designed compensation plan gives right motivation to achieve high sales performance. This ensures timely and accurate payout of incentives, reduced operational costs, a decline in cycle time and increased field engagement. Axtria supports end to end incentive compensation design and administrations by motivating the right behaviors to drive your sales strategy through:

- Compensation plan design and simulation
- Goal setting
- Sales crediting
- Plan and spiff administration
- Plan effectiveness reporting

Our best-in-class next generation, enterprise-grade end to end cloud-based platform Axtria SalesIQ™ can enable all of this. It allows commercial organizations to create the right territories, assign the right personnel, target the right customers through the proper channels, and measure and reward high performance.

Customer Success

Complex Incentive Program Implementation For Global Markets With 12,000+ Sales Reps

Our client, one of the world's largest life sciences companies with diversified operations into animal and human health, wanted to drive field force effectiveness, standardize its operations on a modern, enterprise-grade platform that align compensation strategies and implements best sales incentive programs, globally.

Axtria's partnership with the client resulted in transforming their operating model through global planning with localized execution to derives the best of both worlds. The shared vision for global implementation helped improved operational efficiency by reducing overall operating costs and by reallocating investment into value-adding and essential new capabilities. It also increased insight generation, active decision support, and innovation at the speed of business.

IC Transformation for a Complex Sales Structure

A Fortune 500 company was facing inefficiencies in sales force deployment leading to significant delays in incentive payments, increased frustration with the field force, and poor sales performance visibility. Axtria implemented a robust business rules engine to manage alignment, crediting and eligibility rules and scenarios for over 1200 reps, across 24 sales teams. Through the implementation Axtria streamlined the client's sales crediting and eligibility processes resulting in 50% cost reduction and improvement in IC payments cycle time by 100%.

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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.