A|M
Axtria Intel Monitor

D|A|TA SHEET

ROSTER MANAGEMENT

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

Reinvent Roster Management With Sophisticated Business Rules Integration

The data for roster creation and management comes from several sources such as HR, CRM, Sample, Training, Fleet, and Incentive Compensation. Managing Sales Rosters for Commercial Operations in an integrated manner has always been a challenge for the pharmaceutical industry. This is compounded by the fact that sales operations teams are utilizing multiple dis-jointed tools based on legacy technology, which only provide insights on limited data sets. There is a need for an operational model that is continuously evolving with changing business rules, and challenges that are unique to pharma industry such as sales channel proliferation and increasing variability in the sales force. An effective sales ops driven roster process requires participation, process ownership and technical expertise from many stakeholders including commercial and sales ops leaders, analysts, HR business partners and IT architects. This ensures analytical decision making for roster changes, painless data communication for downstream systems, instant turnaround time for roster data requests and cost savings due to elimination of manual process.

Highlights of Roster Management Capabilities

Axtria's Roster Management solution, led by a team of pharma commercial excellence experts and backed by business rules and algorithms, 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.

Our Roster Management solution acts as the System of Records to manage:

- **Employee Information**: Employee HR profile, CSO and contractor data, multiple addresses (samples shipping or storage), fleet eligibility, awards, certifications and performance history.

- **Territory Information**: Territory hierarchy, territory attributes (part-time/full-time), credentialing, vacant territories, posted for hiring.

- **Assignment Information**: Management of temporary assignments such as in case Leave of Absence (LOA), full assignments history, and handling of various HR events such as new hires/terminations.

- **Other Features**: Automated notifications, full change detail in notification, daily/real-time, past, current and future rosters.

Why Axtria

People: Strong team with industry experience in managing Roster management for multiple clients.

Process: Structured and best practice processes for implementation and support of key Roster management features.

Technology: Delivery accelerator with cloud based SalesIQ. Experience with best of breed HR/Training/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 Roster Management capability

Key benefits of a well executed Roster Management solution

- Reduction in time spent on maintaining and tracking changes to alignment data
- Simultaneous and consistent data availability to all the different business functions
- Reduction in cost due to elimination of manual process
- Easy and immediate access to historical, current and future territory alignment data to the rep

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

End-To-End Roster Management for 1200+ Reps

Our client, a global medical diagnostic services company, was managing its Roster manually that resulted in significant delays of 2 weeks to 1 month in updating changes, which subsequently led to frequent reprocessing payroll. The client was looking for a single source of truth for effective-dated territory-rep assignments. With its Roster Management module, Axtria improved process efficiency by streamlining the information flow and reducing turnaround time to less than 48 hours.

Roster Management for a Global Pharma Company

One of our top pharma clients faced challenges across their error prone processes in managing Commercial Sales Roster manually. Multiple versions maintained in excel files and sub-par handling of constant sales personnel movement led to incorrect eligibility calculations. With no central repository of sales deployment information including roster, territory, and account assignments, decision making was impacted. Axtria SalesIQ implementation provided a scalable solution improving process efficiency by as much as 45%.