



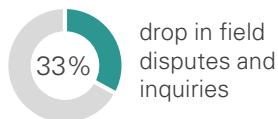
# TERRITORY ALIGNMENT

## 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



## Optimize Alignment of Territories to Drive Competitive Advantage

Purchase and sale of drugs is becoming more competitive and centralized owing to the shift in power dynamics in the healthcare industry. Sales force must constantly adapt to evolving ground realities, including physician movement between hospital and ZIP codes, and rep-attrition. This has 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.

Territory Management sits at the core of this strategy and impacts all areas of sales operations. All processes from sales force design and deployment to compensation and financial reporting depend on the optimized alignment of territories. The market today is extremely dynamic, and companies need to achieve flexibility and agility while minimizing the complexity of the operating model by ensuring the following:

- **Knowing Who To Target:** There is now a broader network of buyers and influencers to target that go way beyond the physician. Balancing interactions with the right individuals is key.
- **Aligning By Multiple Dimensions:** Regional differences, speciality and facility size all need to be considered when aligning territories to ensure interactions are effective.
- **Deciding Optimal Talent Mix:** What resource types are required to meet the needs of the broad set of buyers and influencers: Field Rep, Inside Sales, KAM, Medial Liaison, Channel Partner, Intermediaries.
- **Responding To Market Dynamics:** M&A activity, fierce competition and government regulation ensure an ever changing environment, demanding fast turnaround of POA cycles.

## Territory Alignment Centre of Excellence

Optimizing territory alignment takes a deep understanding of the industry domain, strong process governance and flexible cloud technology.

- Axtria's dedicated 'Centre of Excellence' provides the next generation of domain experts, with a focus on process, innovation and quality - using best-of-breed cloud platforms.
- Team of domain experts, data scientists and analysts with deep expertise in managing alignments for small to large sales teams across therapy areas encompassing primary and specialty care
- COE specialists with vast experience of handing zip based, account-based and hybrid alignment designs utilize business rules and algorithms to create a framework for Home Office decision-makers, to adapt to real-world complexities and make intelligent alignment decisions.

## 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](http://www.axtria.com).

[Click here](#) to learn more about Axtria's Territory Alignment capability

## Highlights of Territory Alignment Capabilities

A proactive and agile territory alignment ensures that the sales force is ever-prepared to deal with the changing needs. A data-driven territory alignment approach can enable a fair, equitable and optimized allocation of territories to sales reps, ensuring balanced workload and in turn maximizing sales opportunities.

Axtria supports optimization of the alignment of your field teams to drive sales productivity by:

- Alignment design and maintenance
- ZIP and account movements
- Roster management
- Full support for parent-child affiliations
- Smart decision support
- Intelligent workload balancing

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

### Maximized Drug Launch Sales Through Effective Territory Alignment For A Biopharmaceutical Company

A global biopharma company was developing the go-to-market strategy for launching its new ophthalmology drug. Having been through the other aspects of product launch planning, the client needed expertise and support in creating 50+ well-balanced, optimized sales territories. They recognized it as critical to the commercial success of the new drug.

Axtria's dedicated 'Center of Excellence' with a team of 50+ territory alignment specialists, domain experts, data scientists and analysts designed high-potential sales territories for the client using customer potential as the base for alignment. The effective sales territory alignment designed by Axtria addressed the client's operational challenges while staying within budget.

### Maximizing Sales Force Productivity Through Effective Territory Alignment

The company, a leading rare disease drug maker wanted to conduct a re-alignment exercise for its drug in the gastrointestinal market. With the loss of exclusivity for one of the products, there was a need to balance the field force workload to maximize the effectiveness of sales representatives in each territory and the client wanted to re-align the team from 75 to 60 territories and development of a new hierarchy based on reduced headcount. o increase operational efficiency. Axtria helped the client achieve operational efficiency by leveraging traditional and non-traditional metrics and creating balanced territories.

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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.