



Product Data Sheet

Axtria DataMAx™



Overview

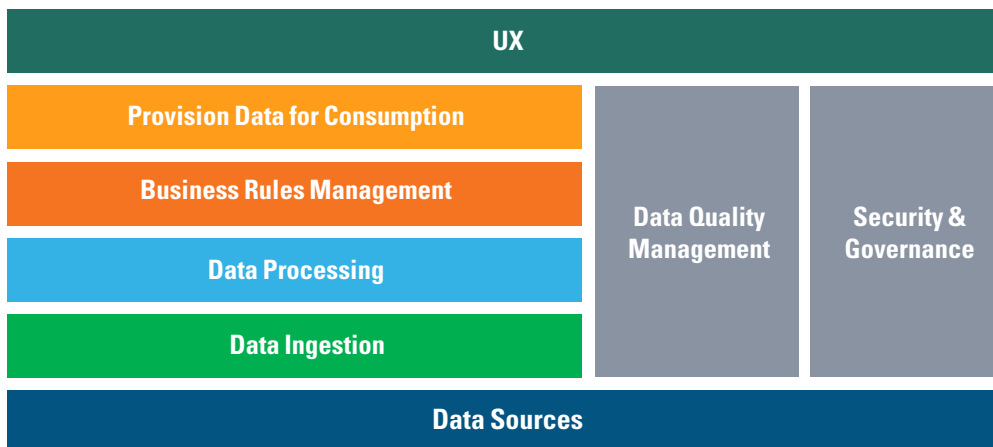
Life Sciences companies are experiencing exponential data growth. That data has increasingly become important to the success of their commercial operations. It is not surprising then that properly managing the orchestration, business rules, governance, quality, security, and reuse of that data has become mission critical. However, achieving this comprehensive set of capabilities is not easy and requires focus and persistence.

Axtria DataMAx™ is the next generation global cloud-based commercial Life Sciences data management product, enabling accelerated actionable business insights from trusted data.

Axtria DataMAx™ facilitates the rapid integration of all major structured and unstructured life sciences data sources, securely, accurately, and with industry compliance. Data quality and business management rules are applied to make sure the data being processed is conditioned for its intended use and can be trusted. Users can provision data mart creation for downstream consumption and reporting by analytics systems, models, or individual data stewards.

With Axtria DataMAx, data management becomes easy.

Logical Architecture



Key Differentiators of DataMAX™

Self-Service

- Grant business users the power to create, experiment with and apply business rules to analytic processes with minimal help
- Minimize need for IT support with self-service data discovery allowing users to easily find the right data sets and explore data lineage
- Slash operational costs through democratized direct access to system capabilities, minimizing need for support organizations

Intelligent

- Intelligently ingest source files, identifying appropriate column data types for downstream processing from system knowledge base
- Data Quality rules are recommended and can be automatically applied, driven by a robust inference engine
- Decrease file setup and DQ application times up to 40% from continuously learning knowledge base

Rapid Time to Value in Life Sciences

- Commercial life sciences data model integrated across sales, omnichannel, specialty and managed care domains
- Pre-built library and marketplace of data connectors, reports, and KPIs facilitate rapid insight generation across business functions
- Rapid ingestion and processing of data from standardized life sciences commercial data sources

Key Features/Capabilities

Feature/Capability	Benefits
Data Ingestion	
Agnostic Data Connection: Self-service data ingestion with leveraging a library of pre-built connectors to life sciences data sources for faster data onboarding	Access and onboard any data from any source needed to power the commercial operations of your business. Store the asset for future use, saving time for your business
Data Quality Management: Automatically generate rules to validate data based on the data types that are present in the data pool. Configure simple or advanced data quality rules and consume the outcome through self-service. Can be stored as a library asset.	Increased trust in your data. Validate and check all key dimensions of the data ensuring its suitability for downstream use
Data Processing	
Extendable Common Data Model: Define global commercial data warehouse models with seamless integration across syndicated and enterprise data sources, also leverage compatibility to 3rd party models. Can be stored as a library asset	Normalize all the data ingested into a common data model, making the data more analytics ready and prepared to unlock business insights. Storage in the library future proofs your operations
ETL flows: Define the process of extracting data from different source systems, transforming it and finally loading the data into the data Warehouse system. Can be stored as a library asset	Transform data to fit the desired and specified canonical data model needed for business operations

Key Features/Capabilities

Feature/Capability	Benefits
Data Processing	
Catalog and lineage: Self-service data discovery allowing users to easily discover the right data sets and traverse through its lineage without involvement of IT	Develop trust and transparency in the data you use to make decisions by understanding how it was processed and where it came from
Business rules management: Enable business users to configure Sales, Brand, Patient and Marketing specific business rules and seamlessly embed them within the data processing system. Can be stored as a library asset	Business users enjoy increased data ownership to create and evaluate business scenario-based outcomes and strategies
Data orchestration: Seamlessly orchestrate the data management process using enterprise scheduler and monitor it through an Operations Cockpit	Faster transformation of data from source structures to a common data model reducing the overall implementation and support cycle
Data Provisioning	
Analytics & reporting data mart creation: Functional pre-built analytics / reporting data marts to meet the data consumption needs of regional and global domain/use cases	Rapidly provision and manage data marts used to drive business reporting and analytics
Business reporting: Reports for field force / Home office to track performance, promotions, etc. Executive level dashboards to track integrated sales, marketing, payer reports at different geographical levels. Can be stored as a library asset	Robust business reporting to communicate information and enable the formulation of insights
Additional Key Features	
Data asset library: Pre-built self-service life sciences data assets including connectors, business rules, data quality rules, ETL flows, canonical models, and reports.	Increase operational agility and significantly slash the time it takes to address your data management needs with an extensive library of pre-built data processing assets that can be leveraged at all stages of the data journey
Technology agnostic: Built on both AWS and Azure cloud platforms as well as Redshift and Snowflake databases	Reduce total cost of ownership with data management environment that is adaptable and portable to the organization's technology stack of choice
Industrialized security: Secure cloud environments leveraging OAuth and OpenID IDPs for authentication. Role-based security model using separate functional and data permissions	Minimize the attack surface of your business ensuring only authorized access to your most valuable data assets
Hosted or private deployment: Choose to deploy in virtual private cloud or hosted environments	Flexibility to choose solution deployment that is the best fit for specific organizational needs



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About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the Life Sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments.