



Product Data Sheet

Axtria InsightsMAX™

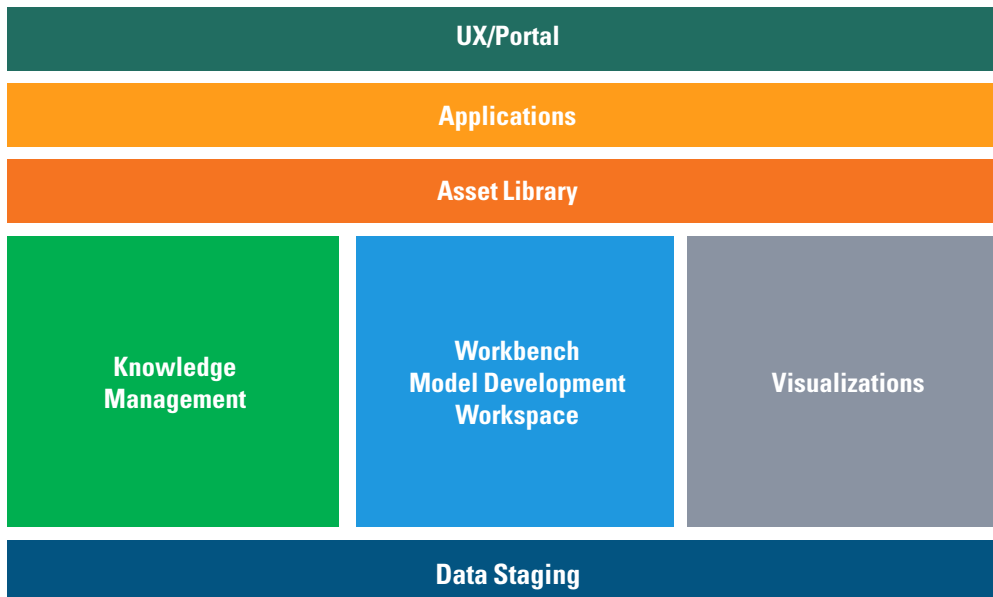


Overview

Axtria InsightsMAX™ is a cloud-based, unified analytics product built for the Life Sciences industry, with a rich reusable library of data preparation capabilities and analytics models across sales, marketing, payer, patient, and trade domains. The product allows for the collaborative development of analytics and facilitates interactive decision-making across diverse personas within the business, including roles beyond data scientists.

Axtria's deep Life Sciences experience is infused in every aspect of InsightsMAX™, helping users build industry-specific modules and workflows. This enables faster insights across use cases and helps companies address their most complex business decisions.

Logical Architecture



Key Differentiators of InsightsMAx™

Analytics as an Asset



- Drive continued organizational value by developing analytic assets, not throw-away model development projects
- Save time, money, and resources when building future analytics solutions with pre-built library of reusable Life Sciences data analytics business assets
- Enjoy business and technical scalability with a robust analytic asset governance environment

End-To-End Analytics Solution



- Enterprise analytics solution, not just a collection of tools, with harmonized processes and integrated data journeys for analytic use cases
- Drive broader organizational use and participation. Caters to multiple personas beyond the data scientist
- Turn-key analytics infrastructure delivers comprehensive integrated solution driving faster deployment and time to value

Full Transparency



- Complete visibility into data models, business rules, processing logic, and project organization with workflow management
- Clearly identified access rights, and asset owners with access control
- Unified user experience with centralized provisioning of workspaces and compute/storage resources

Key Features/Capabilities

Feature/Capability	Benefits
Library	
Pre-built analytics assets: Standardized pre-built library of reusable commercial Life Sciences components including multiple modules across broad categories (Marketing Analytics, Sales Analytics, etc.). Reusable assets also include multiple utilities to perform common analyses (deciling, clustering, etc.), each tuned to the specifics of Life Sciences uses	Reusable business assets that save time, effort, and resources, when building analytic solutions
Model Development	
Analytics modeling: Mathematical models that are used to capture multiple elements of the Life Sciences commercial and clinical ecosystems	Make specific business decisions or answer business questions driven by quantitative data
Workflow management: Easily manage the creation, storage, and dissemination of models	Overall efficiency. Rapid re-use and modification of past work to meet current requirements
Model visualization: View your analytic model to ensure that it is operating on the data it processes correctly	Get a holistic view of the model to better align the solution to your business needs

Key Features/Capabilities

Feature/Capability	Benefits
Data Staging	
Data discovery: Scanning your environment and determine where data (both structured and unstructured) resides	Enabling consolidation of all business information into a single view and more easily find what you are looking for
Data visualization: Get a clear idea of what the information means by giving it visual context through maps or graphs	Easily identify trends, patterns, and outliers within large data sets by making the data more natural to comprehend
Data wrangling: Transform and map data from one "raw" data form into another format	Make the data more appropriate and valuable for a variety of upstream purposes such as analytics
Analytic Applications	
Next best action guidance: Provides next best action recommendation formulated from recent activity data combined with a prediction model and simulated outcomes	Confidently determine the most optimal next action to take driven by relevant data and rules customized to your business model
Marketing mix: Provides insights to improve the organization's understanding of marketing performance	Guide more precise decisions beyond just allocating budget into promotional channels
Other Key Features	
Auto scaling: Dynamically consume critical system resources within predefined upper and lower limits	Confidently scale resource usage based on organizational needs without having to reconfigure solution environment
Unified user experience: Centralized provisioning of workspaces, compute/storage resources, and management of permissions enables co-creation, management, and dissemination of analytics	Enable cross-functional capabilities across business, analytics, and technology and common user experience for all personas from analytics leader to the system administrator
Project organization & access control: All projects are clearly organized with project owners and access rights strictly limited to allowed user. Data for a given project is linked to the project and access similarly controlled. All actions by allowed users are tracked & documented	Projects no longer simply get lost or grow in multiple directions without control. Data is strictly accounted for and limited to allowed users and purpose. Projects can be archived and picked up again later with a clear understanding of data needed, workflow purpose, workflow authors, etc.



CONTACT US
+1-877-929-8742
info@axtria.com

www.axtria.com
twitter.com/Axtria

facebook.com/AxtriaInc/
[Axtria – Ingenious Insights](https://in.linkedin.com/company/axtria)

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.