

Axtria SalesIQ™

Drive Intelligent, Integrated, Omnichannel Sales Planning, and Operations.

Axtria SalesIQ™ is the only end-to-end sales planning and operations solution, built for Life Sciences industry enabling effective and motivated sales teams to drive higher commercial success.

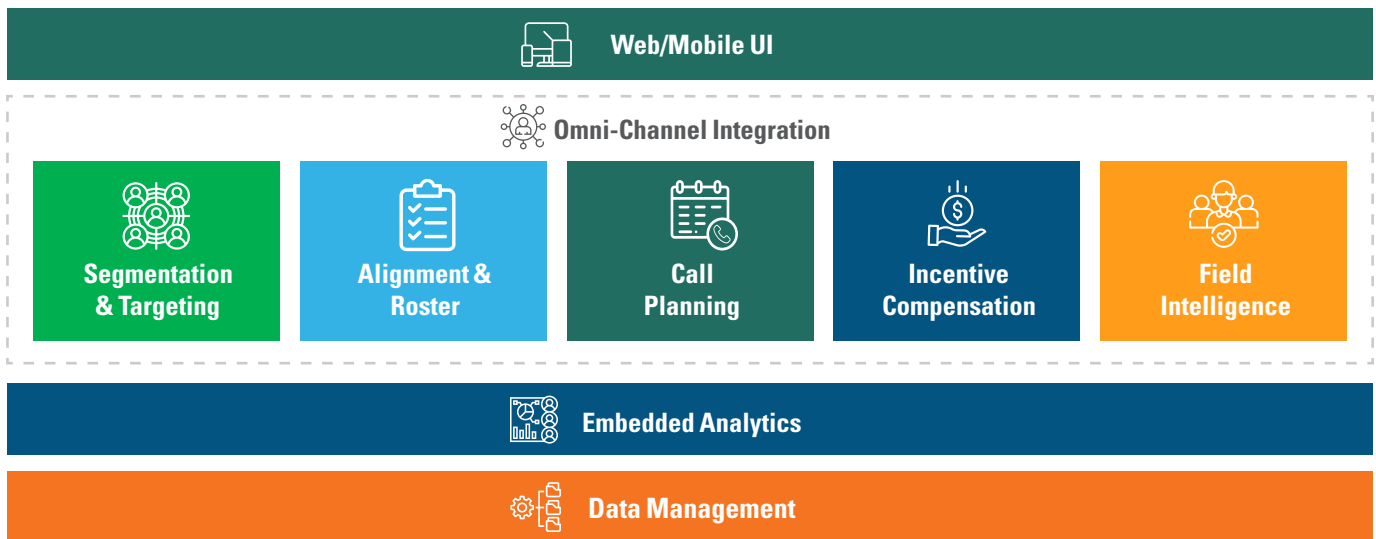
With its comprehensive capabilities Axtria SalesIQ™ provides seamless flow of data to insights to action. The enterprise-grade technology delivers improved productivity, efficiency, scalability, integration, and security.

Axtria SalesIQ™ is tailor-made for the global Life Sciences industry commercial business model and is designed for 'plug and play', allowing you to pick and choose the commercial operations elements that you want to transform.



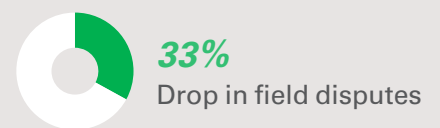
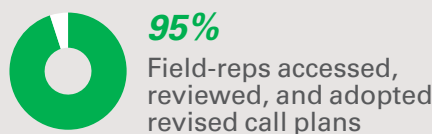
Axtria SalesIQ™ is an integrated Sales Planning and Operations solution

Logical Architecture



Axtria SalesIQ™ Differentiators

- Global Enterprise Solution**
- Digitized Integrated Sales Planning**
- Motivated Field Engagement**



Key Features and Capabilities

Segmentation and Targeting

➤ Segmentation design:

Flexibly identify and profile the customers to drive business. Segment and balance calls based on product priority or segment your market on HCO and HCP relationships. Enable reps to optimize F2F calls with HCPs, part of the same hospital system.

➤ Segmentation analysis and simulation:

Pressure test segmentation designs to verify if they support brand objectives. Track execution progress and estimate time by drafting scenarios.

➤ Customer targeting:

Identify the most lucrative areas for the sales team to focus on. Execute multiple rules, in parallel, configured across geographies to reduce time and increase speed-to-market.



Territory Alignment and Roster Management

➤ Territory design and alignment to Geo:

Easily design and organize multilayer sales territories to maximize financial success. Download territory/regional/ national maps to create multiple alignment scenarios and simulations.

➤ Customer alignment:

Map target customers to territories for eventual alignment with the field.

➤ Field alignment:

Intelligently deploy resources to territories, while balancing their workloads.

➤ HR System integration:

Automate the processing of resource updates for HO users. Eliminate manual assignment maintenance increasing accuracy.



Call Planning

➤ Omni-channel call plan generation:

Empower the sales teams to reach the right target, over the right channel, with the right level of interaction, improving customer experience, increasing productivity, and generating better call plan adherence.

➤ Omni-channel call plan refinement:

Provides real time field collaboration and feedback on call plan for faster decision making. Eliminate duplicate efforts with common product assignment and streamline with segmentation and targeting and alignment and roster.

➤ Workflow approvals:

Organizationally transparent and configurable approval processes.

➤ CRM System integration:

Remove barrier from planning to execution for the sales team.





Incentive Compensation

➤ Incentive plan design and goal setting:

Reduce IC plan creation time and drive the right outcomes by creating the appropriate field incentives. The ability to execute from any process step rather than having to execute the entire workflow.

➤ Incentive plan simulation:

Test the incentive plan to make sure they are fair. Visibility into plan impact eases adoption.

➤ MBO Based Incentive Planning:

Align goals and efforts better making incentivization more transparent. Enable HQ users to rapidly build, automatically publish, and reuse MBO plans, saving time and effort.

➤ Quota refinement: HQ:

Provide HQ with greater granular control to manage the quota refinement cycle.

➤ Quota refinement: Field:

Provide the field with better visibility and audit trails during refinement collaboration with HQ. Present information in the localized language to the field teams for easy consumption.

Additional Features and Capabilities

➤ Mobile UI:

Engage field teams through a mobile-optimized experience that gives reps easy access to the information they need in their preferred language. The field can view detailed Incentive Compensation reports on dashboards to track their performance, goal attainment, and earnings.

➤ Report creation:

Life sciences ready with applicable data models and reporting templates.

➤ Report dissemination:

Increased transparency and collaboration.

➤ Global solution with localized planning:

Rapidly deploys anywhere globally and easily drive seamless adoption across the enterprise.

➤ Auto-deployment:

Reduce the installation time from a week to a few hours.

➤ Domain specific data management

User does not have to do disparate work outside of SIQ. Reduces need of external processes and tools, creating efficiencies through greater reusability, control, and integration.

➤ Jobs:

85% reduction in job execution time, which increases operational efficiencies especially during cycle close.



CONTACT US

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

www.axtria.com

twitter.com/Axtria

facebook.com/AxtriaInc/

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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.