



CLOUD MASTER DATA 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.

Typical Benefits

- Reliable operational data, on-demand
- Multi-domain, affiliations, and hierarchy management
- Fast – CoE-driven solution deployment
- Managed services – IT and infrastructure
- Fast onboarding of structured, semi-structured, unstructured data sources leveraging 'common format'
- AI-ML enabled automated and rule based data stewardship

Make Better Commercial Decisions with Consistent, Accurate and Integrated Master Data

The life sciences industry is no stranger to data with new sources continually emerging. Real world datasets provide the next level of visibility into patient journeys and the granularity of data in traditional channels continues to increase. The industry realizes that the data is a strategic asset and mastering it will yield several potential benefits such as improved process efficiency and hence lower operating costs, and it also permits better reporting and data insights that can in turn drive better strategic and operational decisions.

However, with such volume, data can quickly become disconnected and the opportunities to take advantage and differentiate disappear. Companies typically struggle with challenges in data quality, data effectiveness, and data infrastructure which directly impacts business performance. And despite this, half of companies still do not have a formal data governance policy in place.

Managing the consistency of data content and definitions across such vast data sources is a challenge in any industry. However, the need for strong data management in the life sciences industry is particularly important. Well-structured data is necessary to measure sales productivity, customer experiences, regulatory reporting and compliance, research and development, commercial model design and well-targeted multichannel campaigns.

Strong data management is the reliable control of master data and key business data related to customers, products and organizations. With the right foundation in place, the ability to ingest, integrate and analyze across all emerging data sets is crucial to provide the insight to make better commercial decisions

Axtria MDM Services

Axtria delivers complete Information Management in the cloud. Data Management requires a deep understanding of the life sciences industry, strong process governance and flexible cloud technology. Axtria's dedicated team provides the next generation of MDM experts, with a focus on process, innovation and quality using best-of-breed technologies.

Our robust MDM processes and technologies assist in resolving data conflicts to create, store, maintain, exchange, and synchronize a consistent, accurate, and timely system of record.

Axtria has worked with all major data vendors in the commercial operations space and has pre-built connectors to most of them. Axtria can provide independent advice in the selection of data sources based on each vendor's strategy for coverage, quality, refresh, services and suitability for a given therapeutic area.

Why Axtria

Deep Domain Knowledge:

Deep understanding of all aspects of commercial operations, life sciences industry and therapy areas

Modern Cloud

Technology: Uses proven and innovative MDM tools to meet demanding performance and scalability needs

Pre-built Connectors and Accelerators:

Axtria has pre-built connectors and data quality rules for onboarding most retail and specialty data sources. Axtria also has connectors to reference data sets and easily configurable match and survivorship rules

Technology Partnership:

Axtria has OEM and partnership agreements with MDM tool vendors and data quality vendors, to provide a single point of responsibility for MDM projects



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 MDM capability.

Data Quality

It is not possible to make better commercial decisions if there are concerns with data quality and consistency. Our services support clients in profiling their data, identifying data quality issues and cleansing. Axtria can de-duplicate accounts across one or more data sets and uses reference data to enrich and validate (Address, Specialty, NPI, HIN, DEA etc.).

Axtria can also deliver solutions to integrate data quality into an organization's operational systems, such as CRM, ERP and Data warehouses. Axtria's data quality module can be deployed on top of existing systems to deduce and enrich profiles. Pre-built data quality reports then help clients to track and measure pre and post processed quality.

Data Stewardship

Axtria has experience in defining processes and workflows to support data stewardship, incorporating policies, guidelines and responsibilities for administering all company data in compliance with policy and regulatory obligations. This includes all end user interactions, development of communication templates, operational activities and change requests.

Managed Service Offerings

Axtria provides a complete set of Information Management service offerings with strict SLAs and data governance policies. Axtria provides cloud platform support, including cloud infrastructure, MDM, data quality tools and ongoing data feeds, as well as data stewardship support.

Customer Success

Customer Master Solution For A Leading Pharmaceutical Company

- Deployed an MDM solution to create a "golden" copy of a customer profile (prescribers, accounts, etc.) with a single internal Client ID, along with all relevant external identifiers, name, address and KOL
- Enable regular stewardship of Customer data

Patient MDM For A US Top 10 Pharma

- Built a HIPAA compliant patient master data hub that involved collection of patient longitudinal data from multiple specialty pharmacies
- The Patient data hub helped the client to track patient journeys and drop/switch behaviors and patterns between client's and competitor's drugs over time

Data Governance Model For One Of The World's Largest Pharma Companies

- Built a 3-Tier Data Governance council structure and Data Governance charter for sponsors to enforce effective data governance across different departments
- Created workflows, checklists and SOPs for all major Data Governance processes viz. data procurement, onboarding, access, business rules management, triage, change management and events

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Axtria's cloud-based platforms, Axtria DataMAx™, Axtria InsightsMAx™, Axtria SalesIQ™, and Axtria CustomerIQ™

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.