

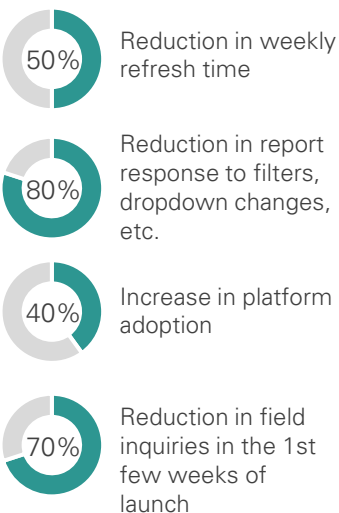


FIELD REPORTING & ANALYTICS FOR IMPROVED REP PERFORMANCE

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



Make the Right Business Decisions with Insightful Field Reporting And Analytics

Actionable insight is required across all areas of field performance to stay competitive. Life sciences companies typically spend 25% to 30% of their annual revenue on sales and marketing activities - which is often the single largest expense. Experience has shown that much of this investment is sub-optimal and does not drive desired business results. With a highly competitive market and the pressure on to do more with less, organizations must have the visibility to all aspects of field performance.

There is no issue with data availability; organizations are drowning in commercial data. The challenge is in gaining insightful reporting from this data to make well informed business decisions.

A modern field reporting solution needs to ingest, validate and integrate all relevant and new data sources, and deliver timely insights to the business and leaders. Whether to a Sales Rep, District or Regional Manager, Home Office or Sales VP – everyone should be leveraging insightful reporting to make well informed business decisions.

Insightful decision making has a real impact on the bottom line. Axtria experiences and engagement with several clients highlights up to 5% increase in revenue and profitability through better data-driven decisions.

Field Reporting And Analytics 'Centre of Excellence' (CoE)

Insightful field reporting involves a deep understanding of the industry domain, deep expertise in commercial operations, datasets, strong process governance, and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' leverages decades of deep life sciences industry knowledge and experience in utilizing an extensive library of KPIs to help drive sales effectiveness.

Life Sciences organizations can significantly reduce their cycle time by taking advantage of Axtria's pre-built, yet customizable pharma-ready data model, back-end framework and reporting templates.

- Experienced Business Intelligence professionals with vast experience in field reporting across a range of Life Sciences and B2B companies
- Best-in-class visualization, navigation, mobile, analytics capabilities and ready-made library of 200+ KPIs for quick deployment
- Robust process for efficient management of input files from multiple sources, capturing inputs from field
- Data quality standards for supporting mission-critical processes where there is zero tolerance for error
- Efficiently deliver easy to understand insights, both on-line/off-line across the web and mobile devices

Why Axtria

People: Experienced Business Intelligence professionals with vast experience in field reporting and life sciences industry.

Process: Structured and best practice processes for implementation and support of all field reporting requirements.

Technology: Delivery accelerator with cloud-based Axtria SalesIQ™. Best-in-class visualization, navigation, mobile, analytics capabilities and readymade library of 200+ KPIs for quick deployment.



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 Field Reporting and Analytics capability.

Highlights of field reporting and analytics capabilities:

- **Pharma Business Insights:** Make informed sales force strategy decisions with actionable insights specifically for sales reps, district managers and regional managers with Axtria's field analytic solutions.
- **Role Specific Dashboards:** Find the most relevant KPIs and field insights for your specific role. Axtria's role specific dashboards beautifully represent key field performance metrics meant for consumption by varying decision-makers.
- **Sales Effectiveness KPI Library:** Closely track sales force effectiveness with a library of 200+ sales effectiveness KPIs. These pre-defined KPIs provide a holistic view of each rep's performance on field and enable informed decision-making.
- **Mobile Access** for real-time dynamic analytics in the field
- **Google Maps integration** for location-based analytics

(All of this can be enabled by our best-in-class, next generation, enterprise grade end to end cloud-based platform Axtria SalesIQ™. It enables commercial organizations to create the right territories, assign the right personnel, target the right customers through the right channels, and measure and reward high performance)

Customer Success

Integrated Dashboards Using Data-lake For A Top 5 US Pharma

The client wanted to develop an automated solution to deliver integrated managed market dashboards across therapeutic areas to communicate value and aid decision making. Axtria developed a Tableau based reporting and analytics solution built on Amazon cloud using Redshift, integrating 15+ internal and external data sources, to show KPIs that measure performance, growth and goals for products. Axtria also developed managed market reports for Payers, GPOs and IDNs. These reports focused on comprehensive analysis of sales, rebates and chargebacks across multiple measures.

iPad Field Reporting In 8 Weeks For Global Biotech Company

A global biotech wanted a field reporting portal accessible on iPads that pulled in multiple data sources, integrated with Veeva, and included executive dashboards and an analytical workbench. Axtria was able to successfully release the field dashboards in a short period of 8 weeks in to provide an integrated solution for sales alignment, incentive compensation and sales reporting processes.

1,800+ Reps From Web To Mobile Field Reporting

The Client's sales force was using a web based reporting platform for field analytics and reporting. The usage and adoption of the application was low, and the Client was struggling to manage multiple data streams. The Client wanted to upgrade technology to provide the sales force with a state of art mobile reporting solution with offline capability and increase analytics adoption to drive performance. Axtria was able to successfully deploy a high performance BI solution with average response time of <5 seconds and meeting the stringent SLA of 2 days report refresh, every week. Role-based reporting was also done for Home Office, Regional Director all the way to the sales reps. Insights related to Performance (\$, units, Rx), Promotion (activity, samples), Payer, days in field, etc. were provided in a easy to use and intuitive reporting application.

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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.