

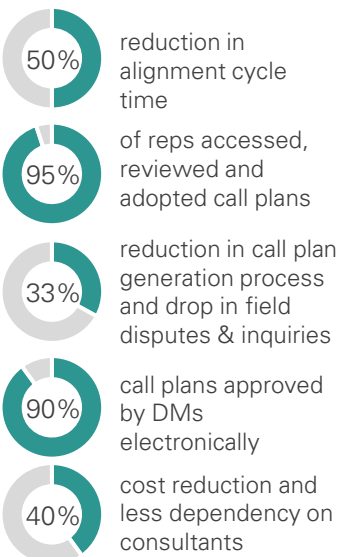


COMMERCIAL EXCELLENCE ON MODERN ENTERPRISE CLOUD

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 Results



Optimize Every Aspect of Sales Performance with Better Business Outcomes

Driving a high-performance sales team and getting better business outcomes (top line growth, optimized costs, and faster go-to-market) is a real challenge in the life sciences industry. Powerful forces have shifted the landscape with the purchase and sale of drug becoming more competitive and centralized. This consolidation has made the decision-making process even more complex and the physician is now just one of many stakeholders involved. These challenges are compounded by several factors that many other industries do not face including government regulations, sales channel proliferation (personal and non-personal), limited access to traditional buyers and transforming operating models..

The complexity of the implementation and measurement of commercial ops has created the need for highly sophisticated go-to-market models, with sales structures aligned to engage stakeholders across multiple channels, regions, specialties and IDNs. This presents sales leaders with a few important decisions to make:

Knowing who to target: There is now a broader network of buyers and influencers to target that go way beyond the physician. Balancing interactions with the right stakeholder is crucial for better business results.

Aligning by multiple dimensions: Regional differences, specialty and IDNs all need to be considered when aligning territories to ensure interactions are effective.

Deciding optimal talent mix: What resource types are required to meet the needs of the broad set of buyers and influencers: Field Reps, Inside Sales, KAM, Medial Liaison, Channel Partner, Intermediaries?

Incentivizing right behaviors: With complex decision criteria focused on economics and outcomes, how do you incentivize to drive the right behaviors?

Responding to market dynamics: Merger integration, competitive landscape and changing government regulation demand a fast turnaround of POA cycles.

Fielding disputes & change requests: Poorly managed change is disruptive can lead to low confidence, shadow accounting and high volumes of inquiries.

Maintaining control & governance: Changes to the operating model have commercial implications at multiple layers. Controlling approval with the insight to make well informed decisions is key.

Sales leaders need to address all of this, maintaining flexibility and agility while minimizing the complexity of the operating model.

Why Axtria

People: Strong team of domain experts with experience across all aspects of sales planning and operations.

Process: Structured and best practice processes for implementation and support of all areas of sales planning and operations, covering Commercial Model Design, Territory Alignment, Call Planning, Incentive Compensation and Field Reporting.

Technology: Built on Force.com, Axtria SalesIQ™ delivers end-to-end integrated sales operations in the cloud.



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 Commercial Excellence capability.

Sales Planning & Operations 'Centre of Excellence' (CoE)

Sales Planning and Operations takes a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' provides the next generation of domain experts, with a focus on process, innovation and quality - using best-of-class cloud platforms.

- Expertise across all areas of Sales Planning and Operations: Commercial Model Design, Territory Alignment, Call Planning, Incentive Compensation and Field Reporting.
- Team of domain experts, data scientists and analysts with deep expertise in multiple therapeutic areas, geographies and industry data sources.
- Data-driven and collaborative processes with detailed planning, project documentation, field sales discussion and sales management review to optimize sales planning and operations as per company objectives.
- The Axtria SalesIQ™ platform is leveraged by the team to deliver decisions far more insightful than using manual-excel sheets or stand-alone systems.

Highlights of Commercial Excellence capabilities:

- Segmentation and targeting
- Territory alignment
- Roster Management
- Call planning
- Incentive compensation
- Field analytics and reporting

(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

Commercial Excellence CoE For A Global Top 20 Pharma

An engagement transitioned & transformed by Axtria spanning across end-to-end commercial services (data-to-insights-to-operations). Our Client was working with multiple vendors for the processes in commercial operations. Besides having to deal with multiple vendors, they were facing many issues owing to dependencies between various upstream & downstream processes. They had a clear mandate for enhancing operational efficiencies and needed a partner for strategic transformation.

Axtria established a CoE model comprised of core resources for institutionalization of business specific knowledge about data, processes, and systems (thereby, resulting in better and richer insights), supported by a flex pool to scale up in case of market or business events. The structure allowed for significant synergies across multiple work streams, smoother handshakes, and tighter integration of upstream / downstream processes. We also helped our Client to transition to a new data vendor, reporting vendor, and reporting platform all at the same time!

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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.