Axtria SalesIQ™ Commercial Planning & Operations

SOLUTION BRIEF

The pharma commercial model is changing. Volume has been replaced by value. Physician influence is diminishing and other caregivers and institutions are becoming more significant. Most importantly, the pace of change is accelerating. As more and more independent physicians are opting to work in integrated delivery networks, purchasing decisions are becoming much more complex. Now there is a broader network of buyers and influencers to target, which goes way beyond the physician.

This has created the need for highly sophisticated go-to-market models, with talent structures aligned to engage stakeholders across multiple channels, regions, specialties, and facility sizes. This presents sales leaders and sales operations with multiple challenges. The agility to respond to unexpected scenarios including M&A is critical. This cannot be achieved with legacy planning solutions. Those outdated technologies are a stranglehold on the ability to execute and often result in decisions which are based on gut-feel and prone to errors, unpredictability, and latency. This results in sub-optimal strategy and a disconnect between plans and execution.

In the future, the most successful sales teams will be those willing to define and service customers in new ways. This requires the ability to make optimal decisions, maintain flexibility and agility, and minimize the complexity of the operating model.

AXTRIA SALESIQ ENABLES INTEGRATED COMMERCIAL PLANNING & OPERATIONS WITH INSIGHT-DRIVEN DECISION MAKING

Axtria SalesIQ is a state-of-the-art Commercial Planning & Operations platform with embedded analytics to support sophisticated commercial models. Embracing all of the Cloud advantages, it provides an integrated suite of capabilities across Territory Alignment & Roster Management, Multi-channel Call Planning, Incentive Compensation, Real-time Sales Triggers, and Field Reporting.
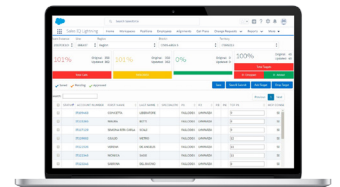
❯ TERRITORY ALIGNMENT & ROSTER MANAGEMENT

Optimize the alignment of your field teams to drive sales productivity with integrated capabilities across territory management, personnel placement, and roster management.

❯ MULTI-CHANNEL CALL PLANNING

Target the right customer, at the right time, with the right message over the right channel, using multi-channel call plan generation and collaborative field feedback processes.
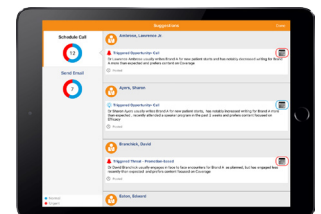
❯ INCENTIVE COMPENSATION

Motivate the right behaviors that drive your sales strategy with enterprise-grade capabilities to manage and optimize the entire incentive compensation planning and execution process.

❯ REAL-TIME SALES TRIGGERS

Analyze customer information from multiple sources and deliver next-best-action recommendations directly to the field through integration with Veeva CRM Suggestions.

❯ FIELD REPORTING

Deliver real-time insights across every aspect of field performance with engaging, mobile-ready visualizations that help to motivate sales teams and enable insight-driven decision making.

Built on Salesforce's Force.com and pre-integrated with Veeva CRM, Axtria SalesIQ delivers a rapid accelerator to enable end-to-end Commercial Planning & Operations in the Cloud.

OPTIMIZE THE ENTIRE COMMERCIAL PLANNING & OPERATIONS PROCESS WITH DATA-DRIVEN INSIGHTS THAT DRIVE FIELD PRODUCTIVITY AND EFFECTIVENESS.

END-TO-END INTEGRATED COMMERCIAL OPERATIONS PLATFORM

Axtria SalesIQ provides the industry's only integrated commercial operations workflow across territory alignment & roster management, call planning, incentive compensation, next-best-action, and field performance. The platform makes data-driven insights immediately actionable, increasing overall field productivity and effectiveness.

01

02

SUPPORT FOR INDUSTRY DATASETS, PROCESSES, AND COMMERCIAL MODELS

Axtria SalesIQ is engineered to address the specific needs of the industry, with deep domain expertise and knowledge of data sources, commercial processes, and market dynamics.

MODERN AND INTUITIVE USER EXPERIENCE WITH ROLE-SPECIFIC WORKFLOWS

Axtria SalesIQ was built from the ground up with the user experience in mind. The modern, responsive user interface provides a very intuitive and engaging experience that requires little training. The platform is Salesforce Lightning ready.

03

POWERFUL DECISION SCIENCE ENGINE TO MAKE INSIGHT-DRIVEN RECOMMENDATIONS

Axtria SalesIQ embeds insight at the point of decision and proactively generates business suggestions for the home office and field users. Advanced Decision Science techniques are leveraged to continually analyze data in the background and make proactive suggestions that optimize the Commercial Planning & Operations processes.

04

ENTERPRISE GRADE PERFORMANCE, SECURITY, AND SCALABILITY

Axtria SalesIQ is built natively on Salesforce and we use cloud services for data intensive operations. This not only provides enterprise grade performance, security, and scalability, but also a familiar user experience and tighter integration with CRM solutions.

05

PROVEN GLOBAL PLATFORM

Axtria SalesIQ supports more than 30,000 reps across the globe with customers achieving significant business results. For example, 40% cost reduction and less dependency on consultants, 90% efficiency gains, and 95% success rate in field adoption of call plans.

06

ABOUT AXTRIA

Axtria is a global commercial insights and operations provider. We empower leaders across the Life Sciences and Financial Services industries to make better data-driven decisions. We combine industry knowledge, business process, and innovative cloud technology to help our clients make better data-driven decisions.

Axtria's modern Cloud platforms provide all the capabilities necessary to operationalize commercial decisions and move from data to insight to action. We have more than 850 employees worldwide, we are growing rapidly, and we are proud to count 8 of the top 10 global Life Sciences companies and 2 of the top 5 global Banks as our customers.

For more information and a demo of the Axtria SalesIQ platform, please visit **www.axtria.com.**

Contact Us

+1-877-9AXTRIA

info@axtria.com

🌐 www.axtria.com

✉ info@axtria.com

🐦 @AxtriaConnect

f facebook.com/Axtria

in Axtria – Ingenious Insights

Founded in 2010, Axtria is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit www.axtria.com

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