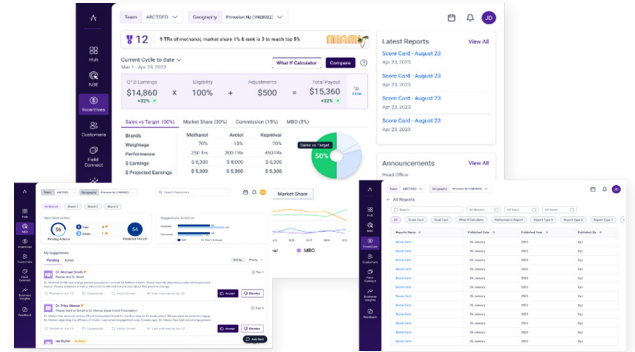


Delivering AI-Powered Field Force Effectiveness

Overview

Today's rapidly evolving landscape brings unique challenges for field teams—adapting to complex market access barriers; addressing increased competition from biosimilars and generics; delivering tailored, value-driven customer interactions; and leveraging advanced technologies to meet the rising expectations of HCPs.

Atria's AI-driven commercial platform is purpose-built to help you thrive in this complex environment by transforming your field force with adaptability, personalized insights, and operational excellence.



Addressing Commercial Challenges

Keeping customers engaged in today's complex environment takes more than traditional strategies. As specialty therapies and patient-focused outcomes become the norm, your commercial operations need a seamless, connected approach to planning and execution. At Atria, we empower your home office teams to align brand strategy changes with effective field operations that deliver real impact for each field action.

Adaptability

Manage agile responses to commercial model design changes.

Personalization

Integrate field teams and trigger local insights for each target.

Efficiency

Leverage Gen AI-guided automation of field processes and activities.

Optimizing Field Performance

Atria's integrated commercial platform is designed to give your field teams the tools they need to prioritize high-value opportunities and execute commercial goals with precision. By seamlessly connecting planning and insights, Atria can help your sales leaders achieve the agility, transparency, and accuracy required to outperform expectations.

Unified Sales Planning and Execution

Optimize territories, customer engagement, and incentive alignment with real-time data to drive seamless strategy-to-execution.

AI-Driven Field Optimization

Use advanced analytics and micro-segmentation to prioritize high-value activities, adapt to market changes, and strengthen customer relationships.

Omnichannel Customer Engagement

Leverage GenAI to harmonize digital and face-to-face HCP interactions, ensuring they are personalized and effective across all channels.

Operational Efficiency

Automate routine tasks, simplify call planning and territory adjustments, and enable field reps to focus on strategic, high-value activities.

With embedded AI and GenAI capabilities, Atria's commercial platform bridges the gap between sales planning and omnichannel execution, aligning the needs of key commercial sales functions. This ensures smoother coordination, faster decision-making, and smarter operations, so your teams can focus on what matters most—delivering results.

GenAI: Your Competitive Edge

We understand that your field reps need more than just tools; they need support in the form of a personal analyst, assistant, and coach. Axtria's suite of commercial solutions leverage AI and GenAI to provide real-time insights and dynamic support, helping your teams make smarter decisions, connect more effectively with customers, and stay motivated with tailored incentives.

Delivering Impact Across Field Personas

Axtria's AI-driven platform transforms commercial operations by empowering teams at every level, from the home office to the field. From field leaders and sales managers to analysts and sales reps, Axtria's tailored solutions ensure a unified and effective strategy for success.



Paving the Future of Field Force Effectiveness

At Axtria, we're reimagining the future of field force effectiveness. By equipping your teams with AI-guided insights and advanced tools, we help turn field reps into "super reps" capable of delivering meaningful, high-quality interactions that drive better business outcomes.

With seamless integration across sales planning, omnichannel engagement, and execution, Axtria eliminates data silos and leverages GenAI-led insights to help your field teams optimize call plans, manage territories, and deliver personalized customer experiences.

Read our latest [white paper](#) on how Axtria's GenAI-powered platform redefines field force operations. Contact your Axtria account representative for more details.



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About Axtria

Axtria helps life sciences companies harness the potential of data science and software to improve patient outcomes by connecting the right therapies to the right patients at the right time. The company is a leading global provider of award-winning cloud software and data analytics to the life sciences industry. We're proud to deliver proven solutions that help pharmaceutical, medical device, and diagnostics companies complete their journey from data to insights to action, enabling them to earn superior returns on their investments. As a participant in the United Nations Global Compact, Axtria is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and taking actions that advance societal goals.