



Product Fact Sheet

Axtria DataMAx™



Typical Results

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Improved data to insights transformation speed by **50%** across customers
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Decrease in total cost of ownership by **35%**
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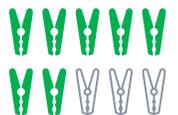
Pre-built life sciences commercial ready solution, saving implementation time by **40%**
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20% increase in productivity of data scientist and stewards through self-serve capabilities

Axtria DataMAx™ The Information Foundation for Intelligent Enterprise Decision Making

Introduction

Life Sciences companies are experiencing exponential data growth. That data has increasingly become important to the success of their commercial operations. It is not surprising then that properly managing the orchestration, business rules, governance, quality, security, and reuse of that data has become mission critical. However, achieving this comprehensive set of capabilities is not easy and requires focus and persistence. Many life sciences companies are still trying to solve this problem using point solutions and custom build projects because it offers the promise of more control and customizability. Although non-commercial based custom solutions offer tailored capabilities, the development projects and timelines surrounding them do not persist long enough to deliver robust data management solutions. The reality is that control and customizability do not have to be sacrificed with commercial solutions which also offers much shorter time to market, tremendous scale, and TCO benefits. You can have the best of both worlds!



On an average **7 out of 10** new data sets onboarded on Axtria DataMAx™ without IT dependencies for data discovery

Current Data Management Pain Points

How do you leverage life sciences data for generating insights, reporting on performance, and other key business applications, such that it is:

- **Trusted** in quality and transparent lineage
- **Agile**, self-service, capabilities to add new sources and quickly provision new applications
- **Future proof**, with technology that evolves along with the market and does not become obsolete
- **Secure** from external threats, yet **Accessible** to internal users with the right privileges

Without ever compromising **ownership** of the data, business rules, and processing logic and the ability to **customize** and respond to business needs.

Axtria DataMAx™

Axtria DataMAx™ is the next generation global cloud-based commercial Life Sciences data management product enabling accelerated actionable business insights from trusted data.

Axtria DataMAx™ facilitates the rapid integration of all major structured and unstructured life sciences data sources, securely, accurately, and with industry compliance. Data quality and business management rules are applied to make sure the data being processed is conditioned for its intended use and can be trusted. Users can provision data mart creation for downstream consumption and reporting by analytics systems, models, or individual data stewards.

Axtria DataMAx™ Advantage

Self-Service



- Grant business users the power to create, experiment with and apply business rules to analytic processes with minimal help
- Minimize need for IT support with self-service data discovery allowing users to easily find the right data sets and explore data lineage
- Slash operational costs through democratized direct access to system capabilities, minimizing need for support organizations

Intelligent



- Intelligently ingest source files, identifying appropriate column data types for downstream processing from system knowledge base
- Data Quality rules are recommended and can be automatically applied, driven by a robust inference engine
- Decrease file setup and DQ application times up to 40% from continuously learning knowledge base

Rapid Time to Value in Life Sciences



- Commercial life sciences data model integrated across sales, omnichannel, specialty and managed care domains
- Pre-built library and marketplace of data connectors, reports, and KPIs facilitate rapid insight generation across business functions
- Rapid ingestion and processing of data from standardized life sciences commercial data sources

Axtria DataMAx™ Business Benefits

Trusted and Secure

- Transparent real-time traceability of data lineage and transformations
- Confidence in predefined, easily configured, data and business rules quality checks that can be applied
- Comprehensive early warning error management alerts in case of critical anomalies
- Decrease attack surface with secure cloud environments leveraging OAuth and OpenID IDPs for authentication
- Role-based security model using separate functional and data permissions

Agility

- Onboarding automation including, schema inference, source to library definitions matching, and rapid data access pass-through
- Self-service extraction, ingestion (loading data into staging tables), and data quality features
- Prebuilt library definitions of ingestion, data quality, ETL, and orchestration processes cuts time to leverage assets
- Convert any new definition into library element for reuse
- Democratization puts the power of data engineering in every business user's hands, accelerating solution adoption and usage

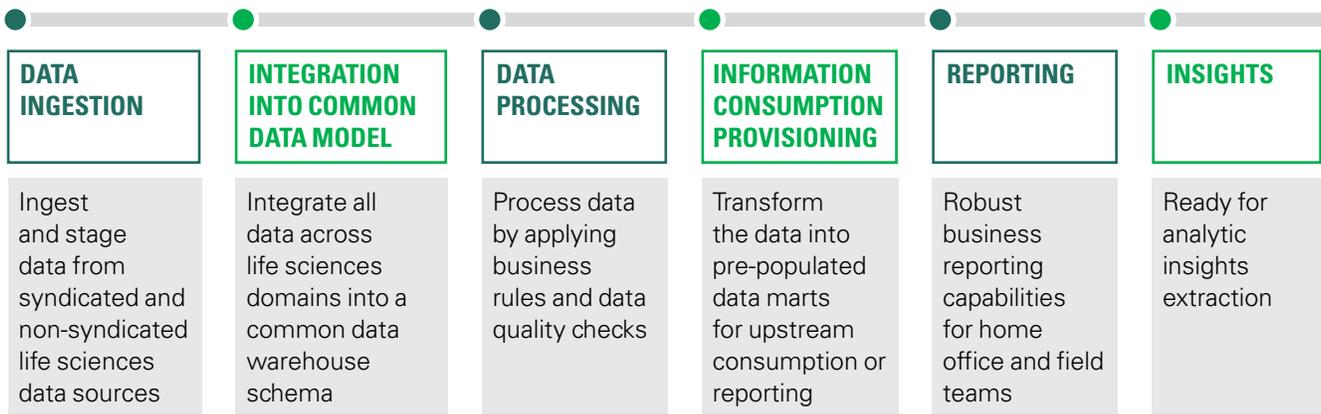
Future Proof and Lower TCO

- Enduring product using rigorous development discipline to deliver regular updates that grow and expand with your business minimizing disruption
- Technology and design choices that minimize technical debt and lowers TCO, making future updates easier with no need to rip and replace
- Broad client base drives continuously evolving features minimizing product obsolescence



Axtria DataMAx™ Process Architecture

Data to insights journey



✓ Technology agnostic — available in AWS and Azure

✓ Omni-Channel Support — Prep data for successful upstream omni-channel processing

✓ Data discovery using data catalogues, data lineage and data labs

✓ Data Validation & Governance using DQM engines



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About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the Life Sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments.