



Product Fact Sheet



Atria InsightsMAX™

Usage:



3-5x increase in non-data science participation

Efficiency:



increase in Data Science productivity



shorter time to value

Introduction

Driving meaningful business decisions within the Life Sciences industry is complex given the volume, veracity and variety of data and the lack of synchronized/connected analytical solutions. Companies rely heavily on data scientists to model their analytics needs. These data scientists often spend a disproportionate amount of their time on painful data acquisition and preparation. The point solutions they use reinforces their siloed environment, leading them to re-invent the wheel for every brand, business unit or geography when developing their analytic models. To complicate matters, Life Sciences companies are finding it increasingly difficult to hire and retain data science talent, which is in short supply almost universally. Companies need solutions that allow a broader range of employees to participate in data analysis.

The introduction of standardized industry-specific solutions that democratizes analytics, putting the capability of data scientists into the hands of the decision-makers. This enables organizational-wide industrialization of analytics and can help to move away from the siloed systems, slow turnaround time, and one-off projects of the current system.

Current Data Management Pain Points

- Lack of full organizational transparency
- Multiple point solutions needed to address corporate analytics issues
- Inability to reuse the work from previous projects

Axtria InsightsMAx™

Axtria InsightsMAx™ is a cloud-based, unified analytics product built for the Life Sciences industry, with a rich reusable library of data preparation capabilities and analytics models across sales, marketing, payer, patient, and trade domains. The product allows for the collaborative development of analytics and facilitates interactive decision-making across diverse personas within the business, including roles beyond data scientists. Axtria's deep Life Sciences experience is infused in every aspect of InsightsMAx™, helping users build industry-specific modules and workflows. This enables faster insights across use cases and helps companies address their most complex business decisions.

Axtria InsightsMAx™ Differentiators

Analytics as an Asset



- Drive continued organizational value by developing analytic assets, not throw away model development projects
- Save time, money, and resources when building future analytics solutions with pre-built library of reusable Life Sciences data analytics business assets
- Enjoy business and technical scalability with a robust analytic asset governance environment

End-To-End Analytics Solution



- Enterprise analytics solution, not just a collection of tools, with harmonized processes and integrated data journeys for analytic use cases
- Drive broader organizational use and participation. Caters to multiple personas beyond the data scientist
- Turn-key analytics infrastructure delivers comprehensive integrated solution driving faster deployment and time to value

Full Transparency



- Complete visibility into data models, business rules, processing logic, and project organization with workflow management
- Clearly identified access rights, and asset owners with access control
- Unified user experience with centralized provisioning of workspaces and compute/storage resources



Axtria InsightsMAx™ Process Architecture



DATA PREPARATION

- Data Model and Relationships
- Processing Rules
- Use Case Specific Preparation
- Project Cart and Assignment
- Catalog and Search



ASSET DEVELOPMENT

- Visual Programming
- IDE / Notebook Coding
- Data Wrangling
- Jobs and Automation
- Exploratory Data Analysis
- Pre-built KPIs and Storyboards and KM for common data types
- NLP



GOVERNANCE

- Model / Asset Approval
- Publishing
- Monitoring



KNOWLEDGE MANAGEMENT

- Wikis
- Document Management
- Videos



COLLABORATION

- Team Space / Collaboration
- Personalized Labs
- Shared Compute
- Compliant Data Separation



SAVE ASSETS

- Generic Utilities
- Sales Analytics
- Marketing Analytics
- Patient Analytics
- Payer Analytics
- Trade Analytics



MANAGEMENT SERVICE

- Session Management
- File Management
- Package Management
- Job Management
- Chargeback



ADMINISTRATION

- User and Access Management
- Cloud Provisioning
- Scale up/down
- Usage Monitoring



INTEGRATION

- APIs
- Out of the box Astria product integration

Axtria InsightsMAx™ Business Benefits

Democratize Analytics, Empower Users

- Extend data science capabilities to a broader set of business users through expanded process accessibility and standardized data analytics environments
- Elevate enterprise collaboration and interactive decision making
- Easy to use full self-service capabilities

Scale, Efficiency, and Effectiveness

- Rich library of Life Sciences reusable assets built on decades of experience
- Industrialize analytics operations to broaden impact and reduce total cost of ownership
- Dynamically scale system resource usage to meet organizational needs without reconfiguration, with auto scale
- Provides next best action recommendation formulated from recent activity data combined with a prediction model and simulated outcomes

Foster Experimentation

- Removal of barriers to innovation with on-demand resources
- Analytics and technology unification
- Personalized labs for experimentation without production environment disruption



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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.