

Axtria SalesIQ™

Drive Intelligent, Integrated, Omnichannel Sales Planning, and Operations.

Motivating and maintaining a high-performance sales team is a real challenge in the Life Sciences industry. The landscape has shifted from volume-based to outcomes-based interactions that drive the sale and purchase of effective drugs. Life Sciences organizations must re-think their commercial models to keep up with evolving trends, make data-driven decisions, and insights-based judgments.

To build comprehensive Sales Planning and Operations strategies, Life Sciences leaders must consider a multitude of factors.



- ▶ Target the **RIGHT Customers**
- ▶ Identify the **RIGHT Channels**
- ▶ Measure and Reward the **RIGHT Outcomes**
- ▶ Create the **RIGHT Territories**
- ▶ Right the **RIGHT Personnel**

Axtria SalesIQ™ is the only end-to-end sales planning and operations solution, built for the Life Sciences industry enabling effective and motivated sales teams to drive higher commercial success.

With its comprehensive capabilities, Axtria SalesIQ™ provides a seamless flow of data to insights to action. The enterprise-grade technology delivers improved productivity, efficiency, scalability, integration, and security.

Axtria SalesIQ™ is tailor-made for the global Life Sciences industry commercial business model and is designed for 'plug and play', allowing you to pick and choose the commercial operations elements that you want to transform.

Axtria SalesIQ™ Differentiators

- Global Enterprise Solution**
- Digitized Integrated Sales Planning**
- Motivated Field Engagement**



Axtria SalesIQ™ Benefits

Alignment

Superior brand strategy execution

Seamlessly convert brand strategy into concrete sales plans through simulation and what-if analysis.

Agility

Adapt to changing market conditions

Accelerate the launch of any drug or medical device for any therapeutic area with complete flexibility.

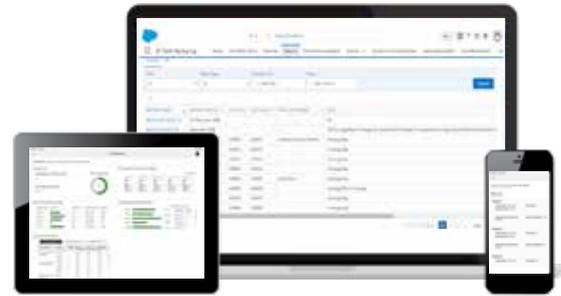
Performance

Boost commercial success

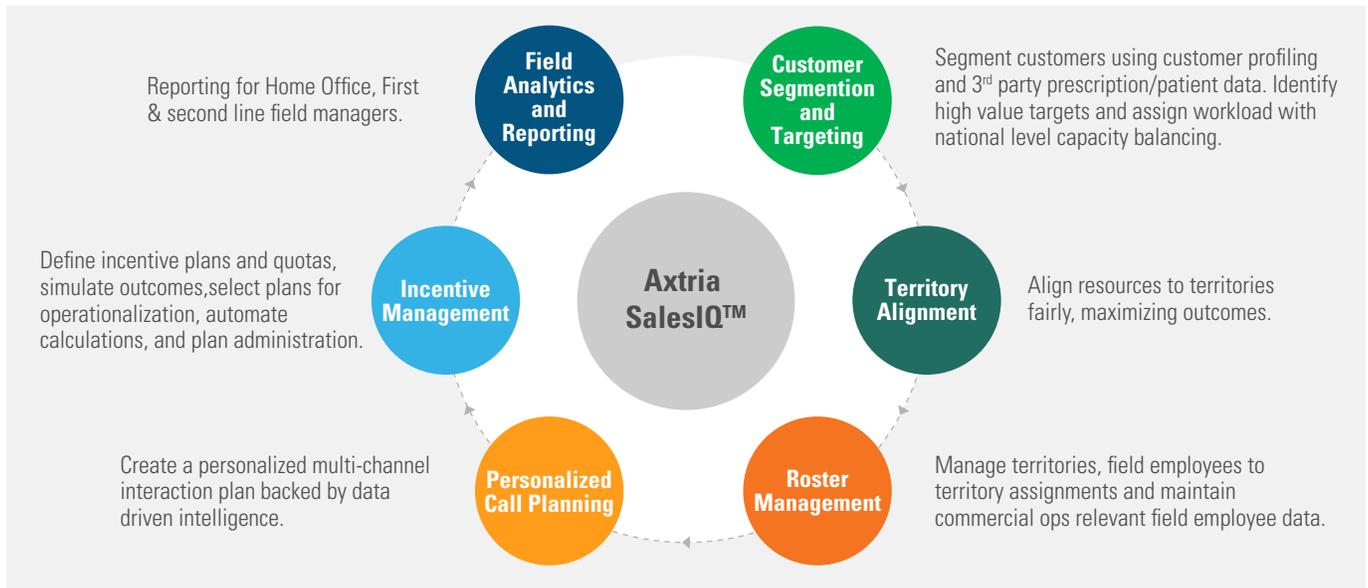
Move from product-centric to customer-centric omnichannel interactions and engagement.

As omnichannel customer interactions take center stage the integration across sales and marketing environments should be seamless and is crucial for a 360° view of the customer.

The field reps need the latest information while on the move to be successful. With the Axtria SalesIQ™ app, the reps have on-the-go access to the information and metrics about their performance and quota. They can dynamically adjust their call plans and project earnings through simulation. The collaboration between the reps and the home office is improved with streamlined communication.



Axtria SalesIQ™ is an integrated Sales Planning and Operations solution



Deployed in global markets and utilized by 60,000+ reps, the solution has demonstrated proven success with industry leaders on transformation journeys.



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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.