



MAKING SALES OPERATIONS YOUR COMPETITIVE ADVANTAGE

AXTRIA SALESIQ™ — INTEGRATED COMMERCIAL OPERATIONS PLATFORM





The pharma commercial model is changing. Volume has been replaced by value. Physician influence is diminishing and other caregivers and institutions are becoming more important. Most importantly the pace of change is accelerating.

As more and more independent physicians are opting to work for integrated delivery organizations, purchasing decisions are becoming much more complex. There is now 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 size. 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 Those outdated technologies are a strangle-hold on the ability to execute and often result in decisions which are likely based on gut-feel and prone to errors, unpredictability and latency. It results in sub-optimal strategy and a disconnect between plans and execution.

The most successful pharmaceutical sales teams in the future will be those willing to define and service customers in new ways. What is needed is the ability to make optimal decisions, maintain flexibility & agility and minimize the complexity of the operating model.

INTRODUCING AXTRIA SALESIQ™

Axtria’s SalesIQ™ is a state of the art commercial planning and 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, Call Planning and Incentive Compensation. Built on Force.com

and pre-integrated with Veeva, it accelerates the efficiency & effectiveness of your investments. The platform, along with Axtria’s dedicated ‘Sales Planning & Operations Centre of Excellence’ provides the next generation of domain experts with a focus on process, innovation and quality - using best-of-breed cloud platforms.

We recommend a cloud-first strategy for technology proofing your commercial operations

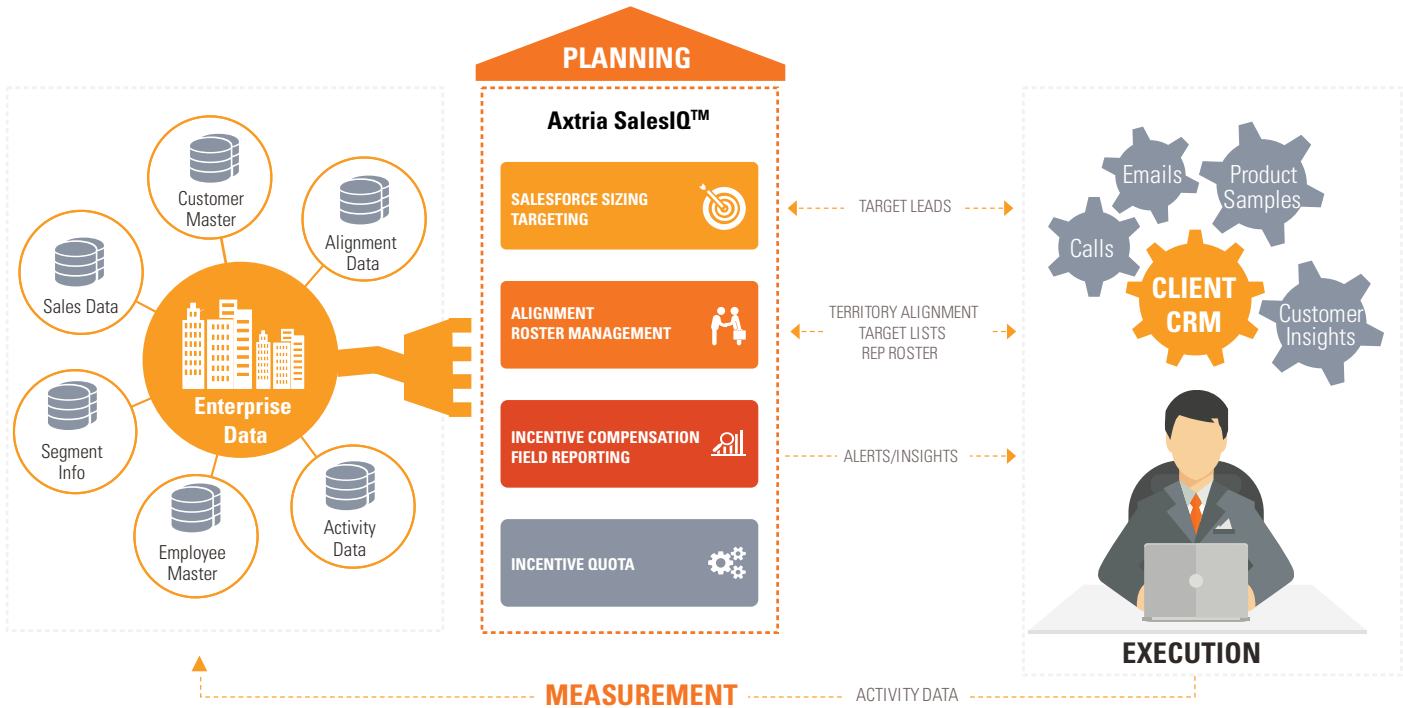
Surrender all spreadsheets to the Cloud

Empower data-driven decision making

Leverage self-service capabilities to put control in your hands

Mitigate risks by planning for the unexpected

Integrate all processes for end-to-end commercial excellence



WHY AXTRIA SALESIQ™?



Leverages Salesforce’s Force.com platform for enterprise-grade performance, security & scalability



Modern & Veeva like interface to limit training time & ensure agility for adoption



Empowers business users with its trusted, transparent, configurable workflows & business rules



Drives decisions & smarter commercial outcomes by offering valuable insights



Proven customer success with more than 30,000 reps live on the platform



Enhances field force effectiveness through agile response to changing commercial models & shorter cycle times



Easy maintenance, governance & control

TERRITORY ALIGNMENT AND OPTIMIZATION

A key challenge facing the Home Office is how to get the most out of the deployed sales force? On one hand, influencers including physicians travel between hospital groups, practices and ZIP codes. On the other hand, sales teams often need to respond to unplanned events like new product launches, co-promotions and sales rep attrition. All these factors leave a lasting impact on the alignment of reps to territories, physicians and accounts. Sub-optimal alignment can leave reps unproductive and wasting efforts on the wrong targets.

Axtria SalesIQ™ Alignment module provides integrated alignment capabilities across territory management, personnel placement and roster management. This platform provides a single version of truth for alignment data, integrating with upstream and downstream systems. It enhances data driven and collaborative process with detailed planning, project documentation, field sales discussion & sales manager review to realign territories and specialty sales teams in line with company objectives.



Traditional Alignments

- Unstructured alignment process
- Offline process with limited audit trail
- Inconsistent and limited business rules
- Lack of trust from the field due to multiple version of alignments

Axtria SalesIQ™ Alignments

- Distinct alignment process with approval workflows
- Robust & configurable rules engine
- Integrated audit management
- Single version of truth for alignment information

Key Highlights

Seamless integration with Veeva

Insights for territory alignment decisions

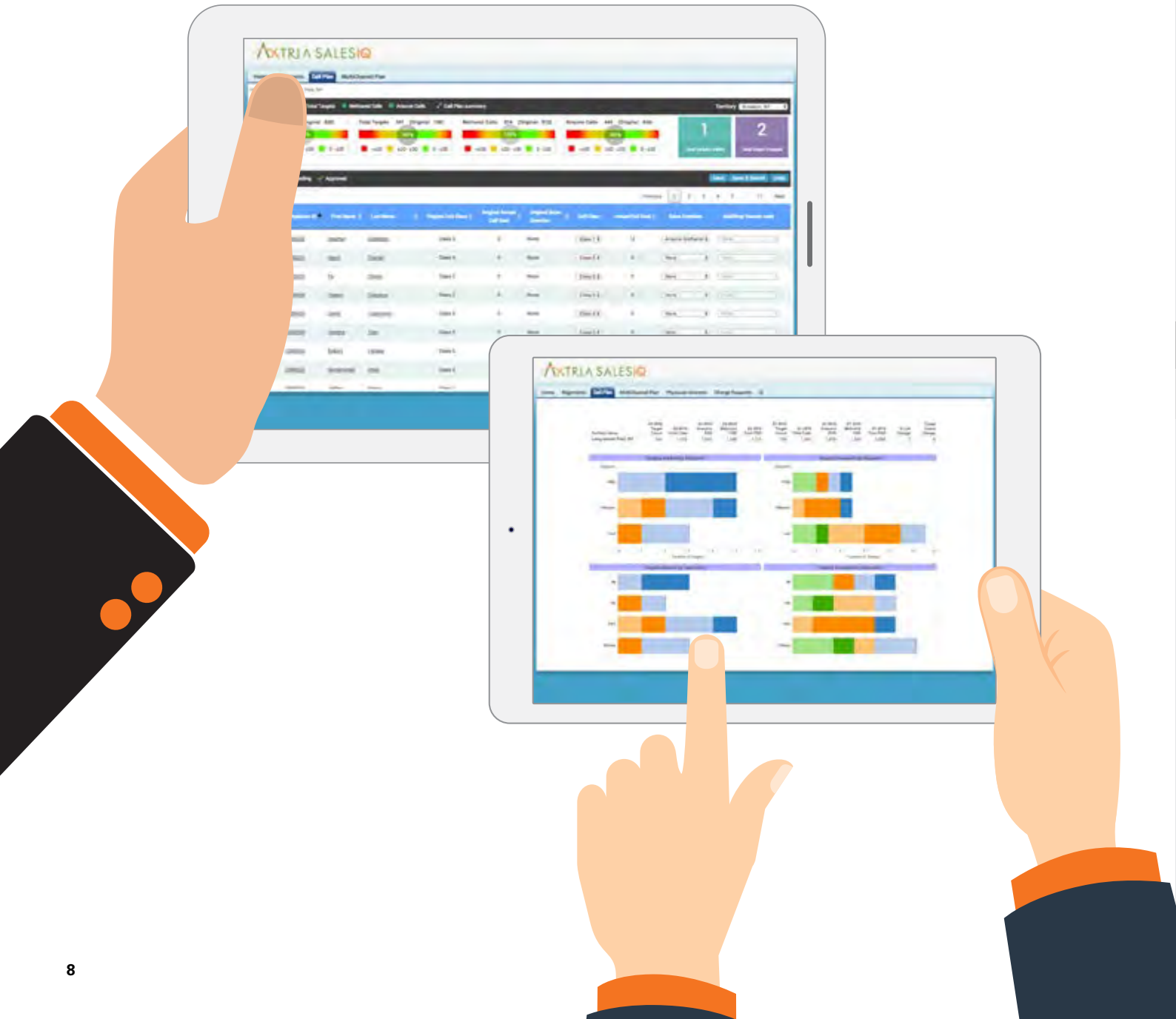
Pre-built APIs for faster integration & data exchange

Rep Types	Structures	Selling Models	Customer Type
<ul style="list-style-type: none"> • Can handle different rep types • Portfolio reps • Key Account Managers 	<ul style="list-style-type: none"> • Overlays • Mirrored Territories • Hybrid Alignments 	<ul style="list-style-type: none"> • Therapy Area Selling • Tiered Structures • Differential Resourcing 	<ul style="list-style-type: none"> • Physicians • Group Practices, Accounts, IDNs • Payers, Providers, Regulatory Bodies

MULTICHANNEL CALL PLANNING

In today's dynamic selling environment, it simply is not possible to allocate equal efforts to every physician in a territory. Even if they had time, it would be far from optimal. Well-designed call plans, fed to sales reps on quarterly or bi-annual cycles can help align execution to corporate strategy. In addition, sales reps always have on-the ground information that is not reflected in home office planning. Collecting this feedback and using it in the process is important for call planning effectiveness and field buy-in.

Axtria SalesIQ™ Call Planning module enables mobile, collaborative and integrated call planning. The platform helps reconcile conflicting priorities found in the call planning process. This modern cloud technology drives agility, flexibility and scalability. The platform creates a call planning dialogue with the field, empowering them to provide inputs and creating ownership.



Traditional Call Planning

- Multiple hand-offs for business rules, input files, diagnostics with vendor
- High vendor dependency for call plan generation & adjustments
- Black-box, no business rules visibility, interim outcomes
- ~3 weeks (Only for call plan generation), higher cost of operations
- Deficit of innovation & new functionality calls for investment

Axtria SalesIQ™ Call Planning

- Integrated system enables smooth data transition from Alignment to Call Planning
- Self-serve capability & lower vendor dependency
- Transparent, configurable parameters & business rules
- ~1-2 weeks. System driven process with lower operating cost
- Scenario modelling & comparison, defined business rules, diagnostics & built-in decision support/impact analysis, field collaboration

Key Highlights

Integrated planning and collaboration

Seamless integration with Veeva

Configurable guard-rails for governance & control

Insights to guide all call planning decisions

Asynchronous Call Planning

- On demand call planning for different teams at different times
- Efficient resource allocation for call plan process
- Non-overlapping time-window reduces stress for different teams

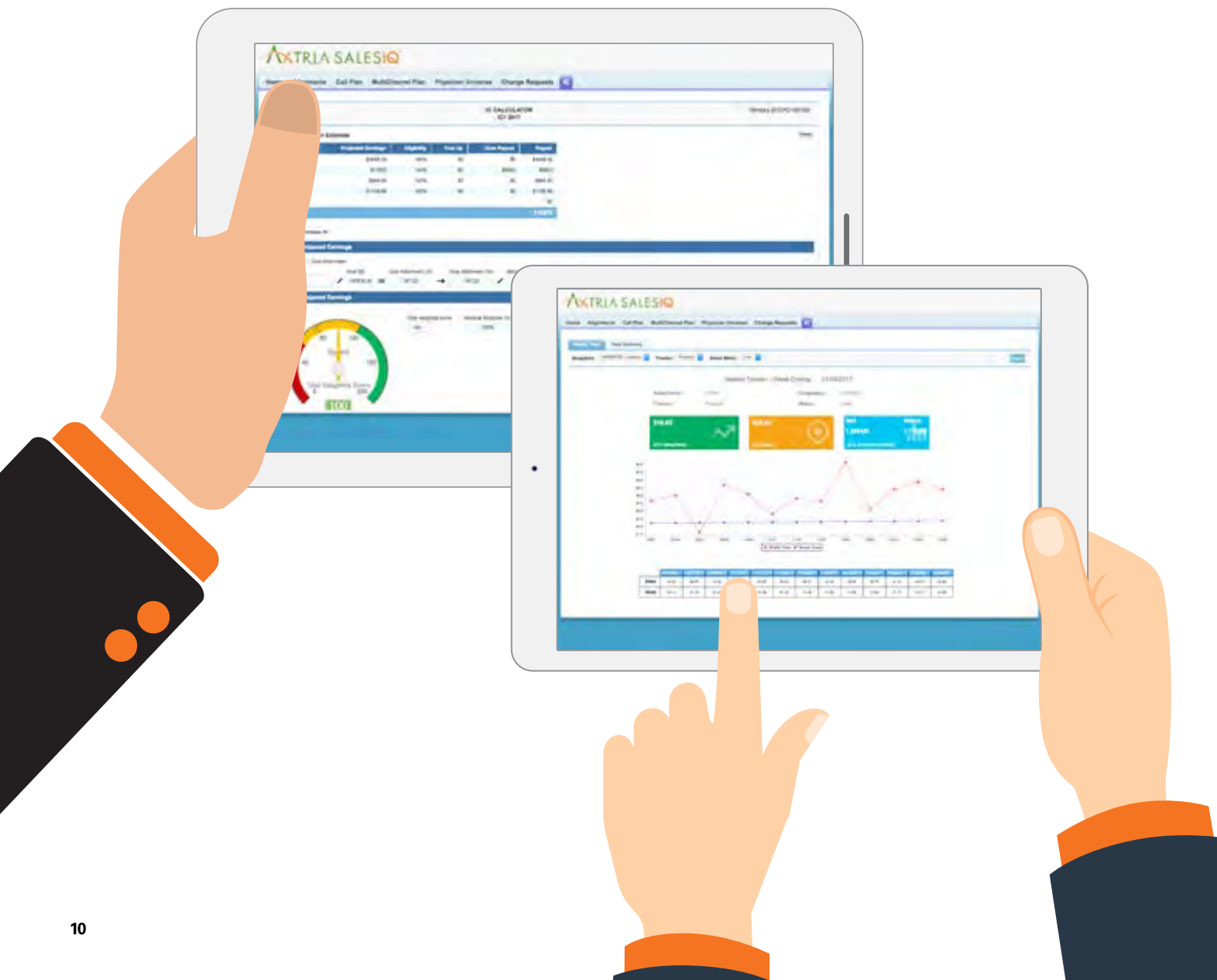
"Always On" Call Plans

- Proactive process inputs do not restrict reps in two-week window & fits into their daily routine
- Eases planning/optimization through data updates
- Allows implementation of final plan review & input for buy-in purposes

INCENTIVE COMPENSATION

We all know that in sales, the outcomes you get are the outcomes you incent. This is especially important for Pharma field forces, where a very large number of influencers are being targeted and compensation is based on volumes of external data! Good incentive compensation plans and well administered execution can drive right behaviors & motivate reps to align to corporate goals. Yet very few companies achieve this.

Axtria SalesIQ™ Incentive Compensation module provides end-to-end solution to deliver accuracy, transparency & efficiency in field compensation management. The platform along with Axtria's dedicated 'Incentive Compensation Centre of Excellence' provides the next generation of Incentive Compensation experts, with a focus on process, innovation & quality. The enterprise grade sustainable technology provides complete insights into topline compensation effectiveness, while delivering scalability, integration & security.



Traditional Incentive Compensation

- Misalignment between company objectives & sales behavior
- Inability to respond to unexpected scenarios like long POA cycles
- Difficult to measure & reward in a value-based commercial model
- Issues with payment accuracy & overall governance
- Shadow accounting, disputes & motivation impacting sales productivity



Axtria SalesIQ™ Incentive compensation

- End-to-end program management
- Offers flexible & scalable platforms for stakeholders
- Data-insights continually evaluate & respond to market conditions
- Allows strong governance through approvals & dispute management
- Creates culture of trust & transparency through real-time performance reporting



Key Highlights

Multi-tenancy, mobile-friendly user interface

Robust authorization and security framework

Advanced visualization through rich reporting capabilities

Globalization and localization

Communications and approval framework

Multi-optional data integrations

Data Management	Plan Administration and Simulation	IC Administration & Workflows	Supporting Modules	Reporting & Communication
<ul style="list-style-type: none">• Pre-built Veeva integration• Sales crediting & expressions. Data validation and QC reports• User defined rules management• Configurable data adaptors (SAP, HR, Veeva etc.)• Bulk loaders, Batch & Schedulers. Web data load interfaces	<ul style="list-style-type: none">• Exhaustive plan types (Goal, Rank, Commission, Kicker, MBOs and more)• Payout curves (Linear, Step, 2D Grids, Capped, Accelerated, and more)• Simulation, What if scenario modeling and comparisons• Budget planning and analysis• Contest, Kickers, Leaderboards and Gamification	<ul style="list-style-type: none">• Configurable approvals, Workflows and data validations• Payout administration• Output validation and QC• Payout adjustments, true ups and holdbacks• Payroll & HR integration• IC scheme acceptance and approvals. Audit and compliance.	<ul style="list-style-type: none">• MBOs setup, configuration, scoring and refinements• Goal setup and configuration• Goal refinements• Eligibility management• Localization configurations• User & Role management	<ul style="list-style-type: none">• Field communication portal with notifications, announcements and Chatter• Scorecards, Interactive Calculators, Contest reports, Leaderboards• BI integration• Dispute resolution• Veeva web and iRep integration, fully mobile compliant

FIELD REPORTING

In today's highly competitive environment, it is important for the modern sales team to understand every aspect of their performance. In Pharma, we see both challenge and opportunity. The opportunity is that there are immense data sources that are available to help reps understand physician behavior, engagement and their overall performance. These data sources include digital, multichannel, sales, KOL, personal and MSL information. However, these data sources are also the challenge – what information can be distilled into something simple and effective for a field rep to understand their customer and how they are performing?

Axtria SalesIQ™ Field Reporting Solution is our iPad- enabled platform, which delivers accurate, timely and engaging insights direct to the field. The platform comes with a pre-built library of KPIs across multiple roles, pharma-ready data models and connectors to allow for faster configuration and lower total cost of ownership. It allows integrated views across multiple data sources including syndicated data and activity data. It is also integrated with Google Maps for real-time location-based analytics and is available online as well as disconnected modes.



Traditional Field Reporting	Axtria SalesIQ™ Field Reporting
<ul style="list-style-type: none">• Requires tracking & measurement of every aspect of performance• Reported numbers trigger sales rep confidence deficit & dampen the morale• Lack of accessibility to reporting in field affects sales productivity• Lacks experience to determine what field reporting & sales performance KPIs to track• Frequently changing approach-adaptation impacts time & cost	<ul style="list-style-type: none">• Provides integrated cloud field reporting platform & mobile-ready insights• Data quality supports mission-critical processes to minimize errors• Tight integration with SFA & other sales systems• Pre-built library of best practice reports & dashboards• Self service capabilities & strong governance

Key Highlights

Automated data load from standard data sources

Pharma field reporting data model & security best practices

Scalable & flexible architecture

Best-in-class KPI, visualization and report library

Across all roles	Connectors & Templates	Strong governance for high performance BI
<ul style="list-style-type: none">• Sales Leaders• Field Representatives• First Line Sales Managers• Key Account Managers	<ul style="list-style-type: none">• 20+ pre-built plugins for pharma data source• 100+ pharma centric automated data quality rules• Pre-configured data model and reporting layers• Re-usable report library with 200+ KPIs	<ul style="list-style-type: none">• Integrated dashboards linking cause and effect• Insights beyond the 'facts' to provide a 360-degree view• Enables a single version of the truth• Identifies performance gaps and provide visual alerts

BUSINESS RESULTS

ALIGNMENT TIME



Reduction in Alignment Cycle Times

FIELD ADOPTION



Of Field Reps Accessed, Reviewed, and Adopted Call Plans

CALL PLAN CYCLES



Reduction in Call Plan Generation Processing

EFFICIENCY



Call Plans are Approved by DM's Electronically

COST



Cost Reduction and Less Dependency On Consultants

FIELD INQUIRIES



Reduction in Field Disputes & Inquiries

OUR TESTIMONIALS

« We would spend a significant amount of time maintaining multiple planning spreadsheets that we had very little confidence in. »

Sales Operations Director, US Top 5 Pharma

« We went from decisions based on gut-feel to decisions based on data insights. Our confidence increased at every step. »

Regional Manager, Global Top 20 Pharma

« Agility and flexibility comes from having everything together on one common platform - fully integrated from planning through to execution. »

Head of Commercial IT, European Top 5 Pharma

« Our own commercial operation processes were guarded like a black box and every update required a change request. We needed to take control back. »


Commercial IT Director, US Top 10 Pharma

« We encountered some pretty challenging issues, but having a partner that had been there before was key to working through them. »

Head of Commercial IT, US Top 10 Pharma

Founded in 2009, Axtria® is a global big data analytics company. We combine industry knowledge, business process and technology to help our clients make better data-driven decisions.

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