



INSIGHTS FOR BETTER DATA DRIVEN DECISIONS

AXTRIA – A GLOBAL BIG DATA ANALYTICS COMPANY

“Data is the new oil?
No: Data is the new soil.”

David McCandless, TED Global



Data sources are exploding! More than 90% of world's data has been created in the last two years alone and it's not slowing down! There is data available on just about every aspect of your customer and their journey. Amongst such digital disruption, one thing is for certain: Data is the new opportunity.

However, all of this data is useless unless you can act on it! To take advantage, you need to integrate analytics into every aspect of your business. You need to be able to quickly leverage new data sources, with the right mixture of people, processes and technology, and generate insights at scale.

Experienced talent, strong governance and next generation cloud technology are all needed to future-proof your commercial strategy.



ABOUT AXTRIA

Founded in 2009, Axtria is one of the fastest growing global big data analytics companies. We combine industry knowledge, business process and technology to help our clients make better data-driven decisions. Our data analytics and software platforms support data science, commercial operations and cloud information management across multiple industry verticals. Our client list includes Fortune 500 companies across the globe in Life Sciences & Healthcare, Banking & Financial Services, Retail & CPG and Media & Technology.

We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform. The platform focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

Our growth is fueled by the “A team” we have put together which is a blend of industry professionals, data scientists, business analysts and technology experts. The Axtria team provides consultative leadership and a company culture of innovation that continually challenges the status-quo. Our leaders are well known in the industry and have been advisors to CXOs and Executives on strategic decision making, while architecting holistic solutions for global organizations.

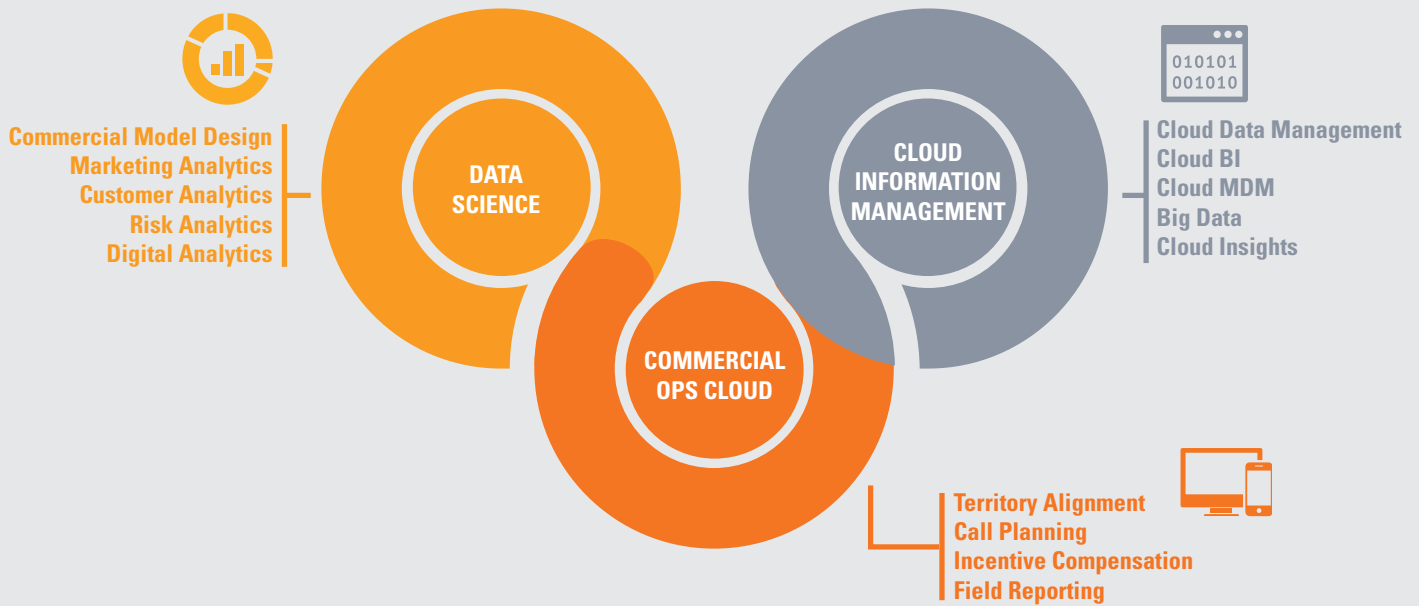
With Axtria Institute - our Learning & Development organization for talent onboarding, development and retention - we have been able to institutionalize a culture that supports long term career progression, stronger client relationships and scalable solution offerings.



OUR SOLUTIONS

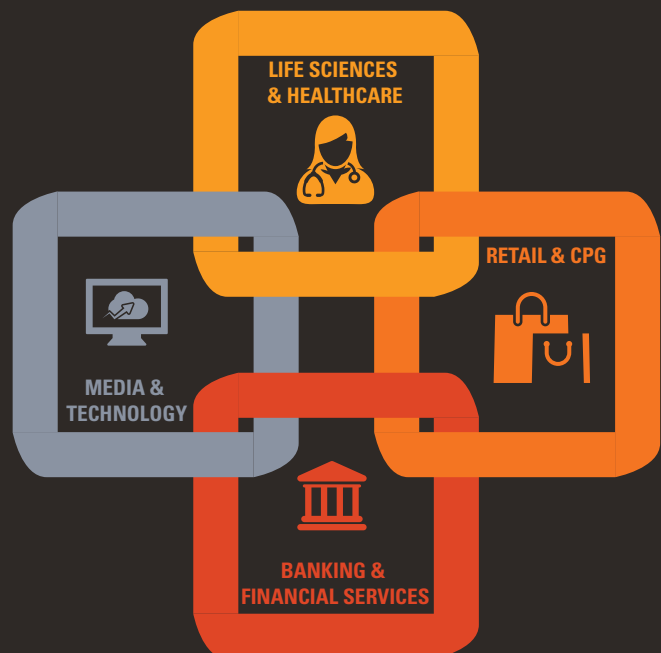
The marketplace is changing at a pace never seen before. Digital has disrupted every industry across the globe. The data sources are exploding, both in volume and variety. The only way to compete is to leverage insights faster

than the competition. Axtria brings together Data Science, Commercial Operations and Cloud Information Management. We put the insight into every commercial decision.



INDUSTRIES

We service clients around the globe, across multiple industries – Life Sciences & Healthcare, Banking & Financial Services, Retail & CPG and Media & Technology. Deep domain knowledge is key to our work, allowing us to leverage technology and analytics through industry-tuned platforms and processes. Our experts bring several years of experience in industry specific business challenges, stakeholder landscape and datasets. This allows us to generate insights that are meaningful and actionable.



Data Science

Data Science separates the winners and losers in this marketplace. Despite all the data, many organizations suffer from lack of data science skills, analytical processes and integrated technology to tap into valuable insights that sit within. Axtria brings together the people, processes and technology to deliver cutting edge data science leading to better and faster insights.

Commercial Ops Cloud

Some things do not change - the majority of commercial spend is still on sales. Axtria leverages the insight generated to get the best commercial results from your sales teams. Axtria's SalesIQ™, recognized by Forbes as the hottest sales platform at Dreamforce (2015),

is a cloud based, sales performance and operations platform. Built on Salesforce.com, the fully integrated platform allows data and analytics teams to move quickly with real-time insights and triggers for effective decision making.



Cloud Information Management

Success hinges on your ability to leverage new data sources. You cannot do this by retrofitting legacy IT architectures. The cloud has brought agility, elasticity, integration and high performance, which are the very attributes that can drive innovation. Axtria delivers best-in-class Cloud Information Management - one in which data sources are integrated seamlessly, analyzed and processed in real time and managed efficiently.

AWARDS & CERTIFICATES

3 consecutive years on **Inc500 | 5000** list of the **fastest growing** private companies (2014 – 2016)

Axtria is **ISO 27001** certified, proving our commitment towards ensuring the highest level of **data protection** for our clients

Ranked 91 on Deloitte's Technology Fast 500 – a ranking of 500 **fastest growing technology** companies in US (2015)

Ranked #15 among New Jersey's 50 **fastest growing companies** (2015)

Winner in the prestigious Red Herring **Top 100** North America awards (2015)

Jassi Chadha (CEO) and **David Wood** (Sr. Principal) received **PMSA Lifetime Achievement Award** (2014 and 2016)

Axtria SalesIQ™ has been recognized as one of the 10 **Hottest Sales Tools** by Forbes (2015)



CASE STUDIES



Axtria established a strategic analytics workbench for managing end to end commercial operations across sales and marketing. The robust change management, faster transition time and use of Amazon Redshift for processing large volumes of data resulted in 35% savings in the first year.



Axtria configured and deployed Axtria SalesIQ™, our cloud based sales planning and operations platform, for a large multimarket sales force, resulting in 50% reduction in alignment cycle time, 33% reduction in the call plan generation process and 30% reduction in field disputes and inquiries.



Axtria developed a real time data hub for a leading auto insurance company capturing data from trips to generate real time triggers. More than 40,000 files with approximately 2GB data per day were processed with an average processing time of 200 files per second.

TESTIMONIALS

« Axtria has not ceased to amaze me. Understanding our needs, concerns, limits and consistently delivering above my expectations. Your hard work is impressive, but more so is the adaptability and flexibility with which you do it! You are truly a trusted partner that we can count on in times of critical need. Thank you again for being this partner to us! »

Vice President of a Leading Pharma Company

« The Axtria SalesIQ™ platform includes the processes and tools that ensure that the science meets the art in the field, allowing us to effectively capture and maximise the opportunity in each geography. »

Head of Sales Operations of a Leading Advertising Company


« This is some of the best analytics work I have seen. I really appreciate the way you leveraged all data available to frame a meaningful hypothesis and generate very useful and actionable insights. I can't wait to see the business results – this is going to change the game! »

Head of Commercial Strategy of a Leading Bank



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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