

Axtria DataMAX™

The Information Foundation for Intelligent Enterprise Decision Making

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 offer a much shorter time to market, tremendous scale, and TCO benefits. You can have the best of both worlds!



Current Data Analytics Pain Points

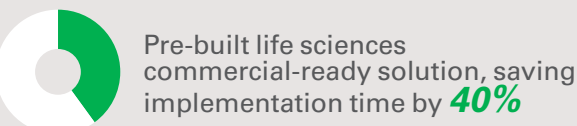
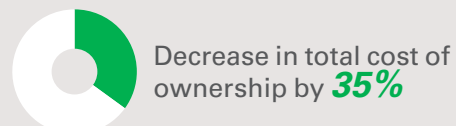
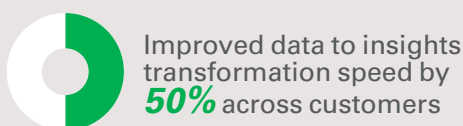
How do you leverage life sciences data for generating insights, reporting on performance, and other key business applications, such that it is:

- ▶ **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™ Differentiators

- ▶ **Self-Service**
- ▶ **Intelligent**
- ▶ **Rapid Time to Market in Life Science**



AxtriaDataMAx™ Business Benefits

Trusted and Secure	Agility	Future Proof and Lower TCO
Transparent real-time traceability of data lineage and transformations	Democratization puts the power of data engineering in every business user's hands, accelerating solution adoption and usage	Technology and design choices that minimize technical debt and lower TCO, making future updates easier with no need to rip and replace

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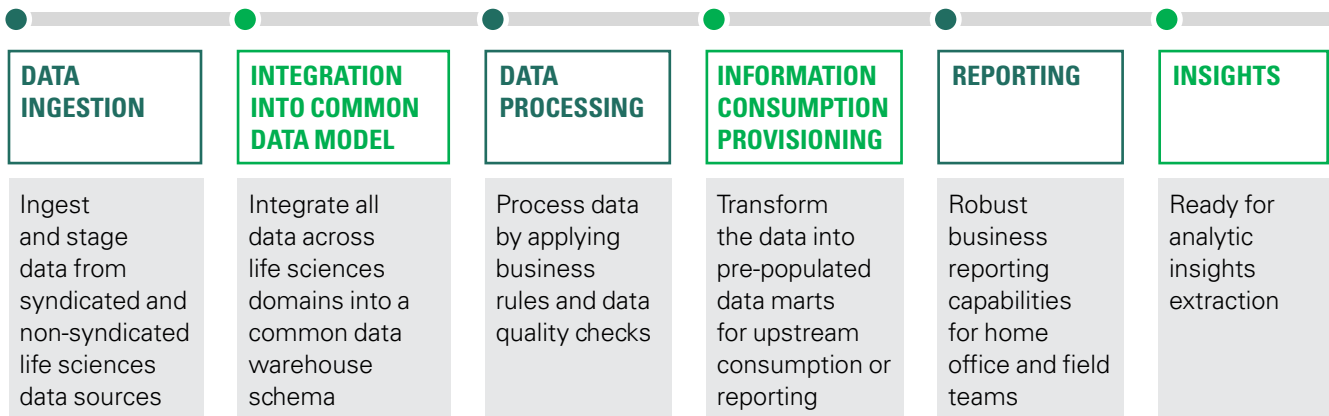
Axtria DataMAx™ is a next-generation cloud-based commercial Life Sciences data management product for intelligent decision-making, delivering actionable business insights from trusted data, and serving as the omnichannel data hub for Customer 360 use cases.

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™ 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.