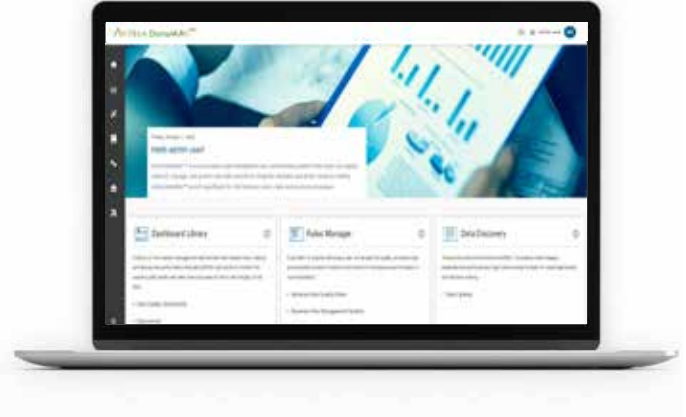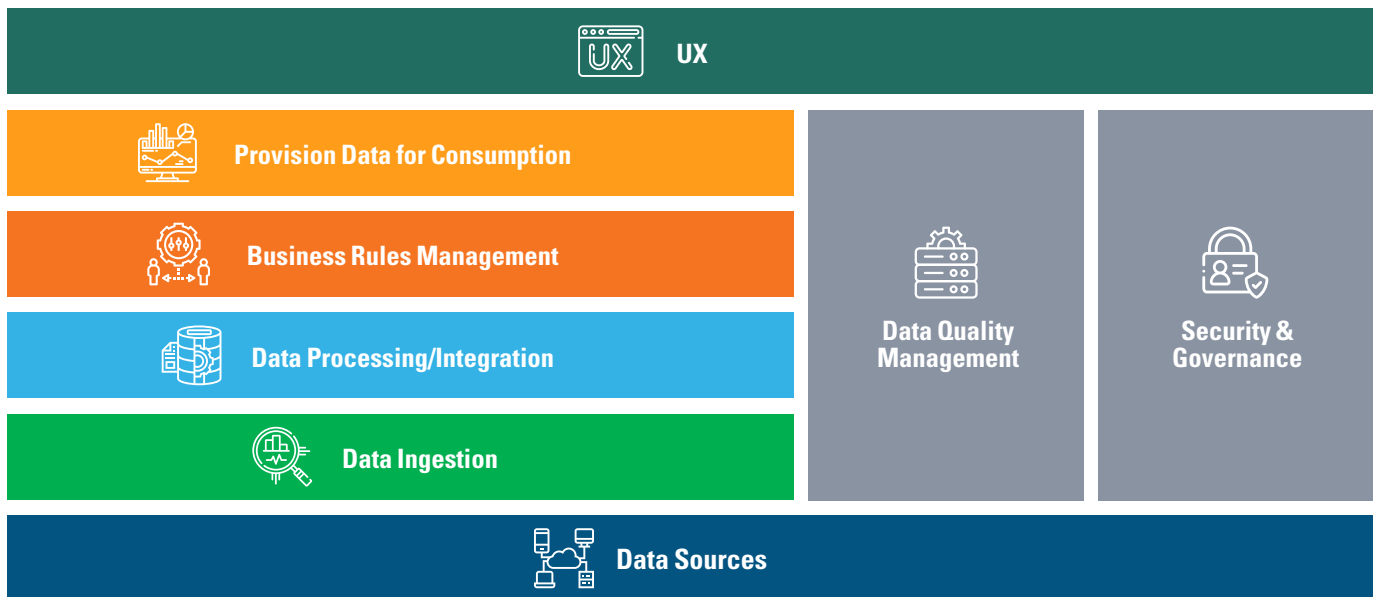# Axtria DataMAx™

Accelerated Actionable Insights

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.
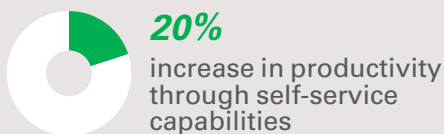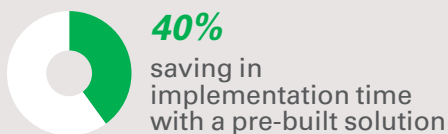
With Axtria DataMAx, data management becomes easy

Logical Architecture

UX

Provision Data for Consumption

Business Rules Management

Data Processing/Integration

Data Ingestion

Data Quality Management

Security & Governance

Data Sources

Axtria DataMAx™ Differentiators

Self-Service

Intelligent

Rapid Time to Market in Life Science

40% saving in implementation time with a pre-built solution

20% increase in productivity through self-service capabilities

35% decrease in the total cost of ownership

Key Features and Capabilities

Data Ingestion

> **Agnostic Data Connection:**

Launchpad self-service data ingestion module leveraging a library of pre-built connectors to life sciences data sources including warehouses, RDBMS (SAP HANA, SQL Server, Oracle), support tools, or external links, for faster data onboarding.
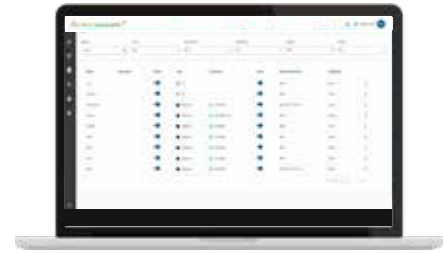
> **Track End-to-End Source Objects Journey:**

Define data sources while onboarding data files.

> **Configure Ingestion:**

Advanced settings allow you to update the date and time format and perform more workflows.

> **Configure Profiling Settings:**

Control the level of profiling on a given data source to understand how it's structured, and what it contains.

Data Processing/Integration

> **Data Quality Management:**

Automatically generate rules to validate data based on the data types that are present in the data pool. Visually configure simple or advanced data quality rules and consume the outcome through self-service. Can be stored as a library asset.

> **Catalog and Lineage:**

Self-service data discovery allows users to easily discover the right data sets and traverse through its lineage without the involvement of IT.

> **Business rules management:**

Enable business users to configure Sales, Brands, Patient, and Marketing specific business rules and seamlessly embed them within the data processing system. Can be stored as a library asset.

> **Data orchestration:**

Seamlessly orchestrate the data management process using an enterprise scheduler and monitor it through an Operations Cockpit.

Data Model

> **Extendable Canonical Data Model:**

Define global commercial data warehouse models with seamless integration across syndicated and enterprise data sources, also leverage compatibility to 3rd party models. Can be stored as a library asset.

> **ETL Flows:**

Define the process of extracting data from different source systems, transforming it, and finally loading the data into the data warehouse system. Can be stored as a library asset.

Data Provisioning

❯ Analytics & Reporting Data Mart Creation:

Functional pre-built analytics/reporting data marts to meet the data consumption needs of the regional and global domain/use cases.

❯ Business Reporting:

Reports for field force /Home office to track performance, promotions, etc. Executive-level dashboards to track integrated sales, marketing, and payer reports at different geographical levels. Can be stored as a library asset.

❯ Monitoring and Alerting:

Monitor and store real-time metrics in a time series database, allowing for high dimensionality, with flexible queries and real-time alerting.

Security And Governance

❯ Industrialized Security:

Secure cloud environments leveraging OAuth and OpenID IDPs for authentication. Role-based security model using separate functional and data permissions.

❯ Single Sign-On:

Securely authenticate with multiple modules by using just one set of credentials.

❯ Role-Based Access:

Enable/disable access to modules, add/edit permission sets based on role.

❯ Centralized Logging:

Central interface to collect log data from multiple sources and consolidate the collected data.

Additional Key Features

❯ Data Asset Library:

Pre-built self-service life sciences data assets including connectors, business rules, data quality rules, ETL flows, canonical models, and reports.
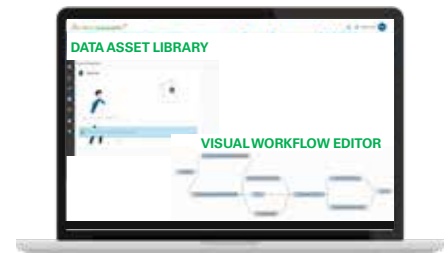
❯ Visual Workflow Editor:

Graphically define workflow processes from data ingestion to mapping to the canonical data model.

DATA ASSET LIBRARY

VISUAL WORKFLOW EDITOR

❯ Technology Agnostic:

Built on both AWS and Azure cloud platforms as well as Redshift and Snowflake databases.

❯ Hosted or Private Deployment:

Choose to deploy in a virtual private cloud or hosted environments.

AXTRIA
INGENIOUS INSIGHTS

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