



**20
25** | **COMPANY
OF THE YEAR**
Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL PHARMA COMMERCIAL
SOLUTIONS INDUSTRY*

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Axtria excels in many of the criteria in the pharma commercial solutions space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the Pharma Commercial Solutions Industry

The pharmaceutical and biotechnology sectors are moving into a pivotal period in 2025 as scientific breakthroughs, shifting regulations, and mounting market pressures converge. A major priority for the industry is the steady progression of novel therapies and the approval of new drugs. Advancements in precision-based treatments are expected to significantly elevate the associated commercialization strategies with a heavy reliance on omnichannel methods. There is also a growing reliance on digital commercialization solutions with approaches like influencer-based marketing, online advertising, social media promotions, as well as gamification of pharma commercialization with interactive experiences for the patients, especially in app-based communication channels. As a result, the global pharma commercial solutions and services industry is expected to surpass \$200 billion in 2030 with a steady compound annual growth rate between 7% to 8% from 2025 to 2030, as per Frost & Sullivan estimates.¹

As the industry shifts towards more precision therapies, the probability of a new drug achieving blockbuster status is reducing, considering a small and specialized target patient population. As a result, sponsors need to be vigilant in developing personalized marketing and sales strategies with tailor-made healthcare professional (HCP) access solutions to ensure greater drug uptake and better revenues post launch. Companies are operating with stricter pricing controls and profitability expectations, alongside greater volatility caused by geopolitical and supply chain disruption. Therapeutic portfolios rely on many smaller and highly specialized treatments rather than a few blockbuster products which render the old commercialization models redundant.

¹ *Pharmaceutical Commercialization Solutions and Services Industry, Global, 2024–2029* (Frost & Sullivan, September 2024)

Axtria: Transforming Life Sciences Commercialization

Founded in 2010 and located in Berkeley Heights, New Jersey, Axtria is a global technology company specializing in cloud software and AI-driven solutions for the life sciences industry. The company helps pharmaceutical and biotech organizations improve their commercialization strategies by unifying data, analytics, planning, and execution within a single integrated platform ecosystem. With a focus on AI-driven intelligence, Axtria aims to revolutionize the healthcare and life sciences commercialization landscape by providing real-time, personalized insights with capabilities to support multiple industries, including pharmaceuticals, MedTech, biotechnology, animal health, consumer health, payers, providers, and emerging pharma.

The company seamlessly deploys its breakthrough AI-native platforms—[Axtria DataMAx™](#), [Axtria InsightsMAx.ai](#), [Axtria SalesIQ™](#), [Axtria CustomerIQ™](#), and [Axtria MarketingIQ™](#)—enabling pharma companies to leverage and manage data for developing unique sales and marketing plans. The company has successfully supported 18 of the top 20 pharmaceutical companies and more than 100 firms across over 75+ countries.² Axtria's products support end-to-end commercial operations, including territory and incentive management, field force optimization, customer engagement orchestration, and enterprise-wide performance measurement, amongst other areas.

Its platforms embed advanced ML, generative AI (GenAI), Agentic AI, and autonomous decision making to accelerate planning cycles, enhance field productivity, and modernize legacy infrastructures. By focusing exclusively on life sciences, Axtria brings deep domain expertise, scientifically informed design, and industry-specific operating models to global clients. Through its combination of technology innovation, commercial specialization, and global delivery centers, Axtria enables organizations to launch therapies effectively, operate efficiently, and compete in a rapidly evolving healthcare landscape.

A Long-Horizon Strategy Built for Industry Reinvention

Axtria enables real-time, insight-driven decision-making that helps biopharma companies strengthen launch strategies, remain agile, and improve profitability. Its data ecosystem integrates seamlessly with client systems and delivers predictive analytics that enhance patient and healthcare professional engagement. Axtria's solutions help organizations generate product-specific initiatives that adapt to evolving market needs.

² Frost & Sullivan's Best Practices Discussion with Axtria (November 2025)

As a product-enabled services provider, Axtria offers modular capabilities that help biopharma organizations adopt GenAI and Agentic AI easily and transparently. The company's clarity-first approach enables it to address needs across data, analytics, sales operations, and omnichannel engagement.

Axtria designed its LUCCID (large language model [LLM]-based Unstructured Clinical Concept Identification) GenAI solution to extract and process information from unstructured sources like electronic health records (EHRs). LUCCID enhances Fast Healthcare Interoperability Resources-based EHR-to-electronic data capture systems and targets major bottlenecks.

The company's industry experts bring decades of commercialization experience. Axtria helps clients work within budget constraints and adopt flexible models that reflect therapeutic needs and market access requirements. Its investment resolutions and innovation roadmap align directly with the priorities of pharmaceutical and biotechnology organizations, including the ongoing shift toward precision medicine. Axtria reinforces these capabilities with specialized solutions for small and emerging biopharma companies.

Axtria's Integrated Commercialization Ecosystem for Next-Generation Life Sciences Performance

Axtria's long-range view of the evolving commercial models has created a fast, adaptive, and intelligent portfolio of commercialization solutions. Axtria DataMAx™³ strengthens the data foundation for life sciences organizations by improving reliability, consistency, and quality. The platform links complex databases to eliminate errors and reduces infrastructure costs by up to 40% through automations and

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**- Marcos Ainchil
BPR Analyst**

self-serve adjustments.⁴ Deployment times decrease by 50%, giving teams quick access to data management and assessment.⁵ DataMAx™ combines domain-specific models, quality frameworks, pre-configured rules, and an intuitive interface to streamline onboarding and shorten the path from data ingestion to insight. Its Business Rules Management System enables business and technical users to design and test rules with limited information technology support, using a visual simulator and GenAI copilot for easier collaboration. An AI-driven quality

engine evaluates data health in near real time, identifies anomalies, and provides transparent, self-service insights that strengthen integrity. DataMAx™ also produces Analytics Ready Data Sets and Report Ready Data Sets to improve advanced analytics and reporting.⁶

With emerging biotech companies representing roughly 18% to 19% of drug development pipelines and contributing to successful launches of novel therapies, Axtria DataMAx™ Emerging Pharma⁷ supports this rapid growth segment with an enterprise-grade software-as-a-service solution. The platform offers instant access to brand-specific and product-specific intelligence to meet the unique needs of small and

³ <https://www.axtria.com/cloud-products/axtria-datamax-ai-driven-data-management/>

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ [Axtria Cloud Products – AI-Powered Solutions for Commercial Success](#)

emerging companies. It equips sales teams with intelligence from prescriptions, claims, and field activity. DataMAX™ Emerging Pharma integrates clinical, CRM, patient, sales, and third-party datasets into a unified view that supports analytics before and after launch. The platform strengthens strategy by overcoming skill and budget constraints and gives sales managers and home office teams ready-made reporting by geography, customer behavior, brand performance, and sales outcomes.

Axtria InsightsMAX.ai⁸ accelerates innovation and strengthens decision-making by helping teams implement AI-driven capabilities that improve productivity, operational efficiency, and customer engagement while maintaining enterprise security and compliance. The platform secures cost savings of 35% to 40% and improves onboarding speed by 10%.⁹ Over 30 ready-to-use agents, applications, and application programming interfaces (APIs) integrate with existing workflows.¹⁰ Business analytics teams can interpret complex data, detect trends, and receive real-time intelligence without advanced technical skills. Process optimization specialists increase throughput by automating routine work and routing requests intelligently.

Axtria SalesIQ™¹¹ modernizes sales operations by using Agentic AI. The platform improves segmentation, targeting, territory alignment, call planning, incentive design, and field execution. Commercial teams achieve 60% faster alignment to workflows and a 35% reduction in end-to-end cycle time, supported by an intelligent field inquiry system and 45% faster launch onboarding.¹² The platform guides representatives toward the right customers through the right channels, improving engagement quality, productivity, and commercial performance. SalesIQ™ strengthens account prioritization through refined segmentation and targeting and supports balanced workloads with DesignPro-based territory alignment.¹³ Incentive compensation tools reinforce objectives and keep teams focused on growth goals. Field intelligence capabilities analyze engagement patterns and sentiment signals to improve provider relationships and support timely patient starts.

Axtria MarketingIQ™¹⁴ improves commercial performance by integrating analytics and increasing the impact of marketing investments. The platform drives 10-times higher engagement from brand managers and reduces data preparation time by 50%.¹⁵ It shortens analysis development from two to three months to just two to three weeks.¹⁶ MarketingIQ™ provides clear intelligence to refine tactics and adapt to changing market conditions. It links objectives, campaigns, and optimization activities inside a cloud-native environment that supports precise segmentation, targeted engagement, and continuous measurement to increase return on investment. AI-enhanced marketing mix analysis speeds model development and insight generation, while channel design tools guide effective budget allocation.

⁸ <https://www.axtria.com/cloud-products/axtria-insightsmax-cloud-analytics/>

⁹ Ibid.

¹⁰ Ibid.

¹¹ <https://www.axtria.com/cloud-products/axtria-salesiq-ai-driven-sales-planning-and-operations/>

¹² Ibid.

¹³ Ibid.

¹⁴ <https://www.axtria.com/cloud-products/axtria-marketingiq-marketing-analytics/>

¹⁵ Ibid.

¹⁶ Ibid.

Axtria CustomerIQ™¹⁷ strengthens omnichannel execution for life sciences organizations by unifying data,

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- Aarti Chitale
Industry Principal

coordinating engagement workflows, and enabling precise AI-driven interactions with healthcare professionals. The platform increases prescriptions from targeted healthcare providers by 15% and raises engagement by 25% through enhanced channel coordination of 35% to 40%. CustomerIQ™ provides sales and marketing teams with a 360-degree customer view that enables personalized campaigns at scale. Dynamic resource allocation prioritizes outreach and improves channel selection, while omnichannel campaign creation coordinates digital and in-person activities with GenAI recommendations that increase

message relevance. CustomerIQ™ offers a flexible architecture that supports customizable machine learning models, open API integrations, Bring Your Own Device configurations, and Out-of-the-Box options.

Exceptional Value, Unmatched Financial Efficiency

Axtria’s financial strength reflects the effectiveness of a data analytics business model dedicated exclusively to the life sciences industry. Its investment strategy is aligned with major industry trends and emphasizes integrated, intelligence-led commercialization. In May 2025, Axtria further strengthened its AI ecosystem by integrating advanced LLM capabilities with its internal expertise, enhancing the Axtria InsightsMAx.ai platform and expanding its consulting services. Alongside the company’s established portfolio, these advancements support consistent revenue streams and contribute to strong double-digit year-on-year revenue growth.¹⁸

The company maintains high customer retention through engagements with both large and small pharmaceutical organizations. Its domain knowledge also positions Axtria as a strategic partner for high-value commercialization initiatives. The company has supported launches for 100s of brands across a wide range of therapeutic areas, including oncology, rare diseases, and a recent dermatology drug in the United States.¹⁹

Axtria continues to expand its market presence through industry partnerships. Its employee-first philosophy is demonstrated by a partnership with Kedaara Capital in September 2025 involving a \$240 million transaction.²⁰ This milestone represents one of the largest employee-centric liquidity events in the industry and highlights Axtria’s commitment to rewarding employee contributions.

The company follows a value-centered pricing initiative that focuses on measurable commercial outcomes. Axtria prioritizes proof of impact rather than aggressive discounting, even when larger

¹⁷ <https://www.axtria.com/cloud-products/axtria-customeriq-omnichannel-customer-engagement/>

¹⁸ Frost & Sullivan’s Best Practices Research Interview of Axtria (November 2025)

¹⁹ Frost & Sullivan’s Best Practices Research Interview of Axtria (November 2025)

²⁰ <https://www.axtria.com/press-releases/axtria-and-kedaara-capital-announce-strategic-240-million-investment-and-employee-share-buy-back-program>

competitors reduce prices. It supports clients with proofs of concept using their own data to reinforce transparency and expected results. Renewal discussions may require scope adjustments, although Axtria avoids competing on price alone.

Axtria also delivers specialized expertise through high-skill global capability centers. It operates five centers in the United States and maintains locations in the United Kingdom, Switzerland, Germany, France, Canada, Japan, and India. The company recently expanded in India with a ninth center in Hyderabad in 2024.²¹

Service That Delivers Expertise, Clarity, and Continuity

Axtria defines its customer experience through clarity, confidence, and practical guidance. Leadership dialogues shaped by conversations with hundreds of executives help the company identify customer concerns early and respond with recommendations grounded in real commercial operations. Buyers engage teams with deep life sciences commercialization expertise, which builds immediate trust and removes early friction. Axtria functions as a partner rather than a persuader, offering a consultative dialogue informed by strategic insight, operational fluency, and transparent reasoning

The ownership experience reflects continuity and expanding value. Axtria aids clients beyond implementation by helping them remain relevant, competitive, and focused as their models evolve. Clients receive ongoing performance support rather than a limited deployment relationship.

Use Case:

A leading biopharma illustrated this value when launching a treatment for schizophrenia and bipolar depression during the pandemic. Fragmented data, static outreach, and limited visibility hindered engagement with healthcare professionals. Axtria unified datasets, automated omnichannel execution, and personalized interactions through first-party email and pre-call briefing tools. Field teams received clearer direction and improved reach. Within eleven months, the brand achieved 21% total prescription growth, a 20 to 25% increase in engagement, and 50 to 60% field adoption supported by automated targeting and optimized content recommendations.²²

²¹ <https://www.axtria.com/press-releases/axtria-expands-to-hyderabad-with-its-ninth-global-innovation-and-capability-centre-in-india>

²² <https://www.axtria.com/customer-success-stories/ai-fueled-nba-delivers-21-stronger-trx-performance-in-under-a-year-a-win-for-top-biopharma>

Conclusion

Axtria continues to redefine what effective commercialization looks like in the pharma commercial solutions industry. Its unified platform strategy, deep domain expertise, and focus on intelligence-led execution give pharmaceutical and biotech organizations the clarity and agility required to compete in a rapidly shifting market. The company strengthens every phase of the journey with scalable artificial intelligence (AI), trusted advisory support, and an operating model built for precision and long-term relevance. By combining advanced technology with industry specialization and a commitment to measurable impact, Axtria positions its clients to launch therapies more effectively, optimize performance, and meet rising expectations across global healthcare ecosystems.

With its strong overall performance, Axtria earns Frost & Sullivan's 2025 Global Company of the Year Recognition in the pharma commercial solutions industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

