

# Reliable Insights Rooted in Your Business Context

## Intelligent Insights That Power HQ Teams

### Who Is HIQ For?

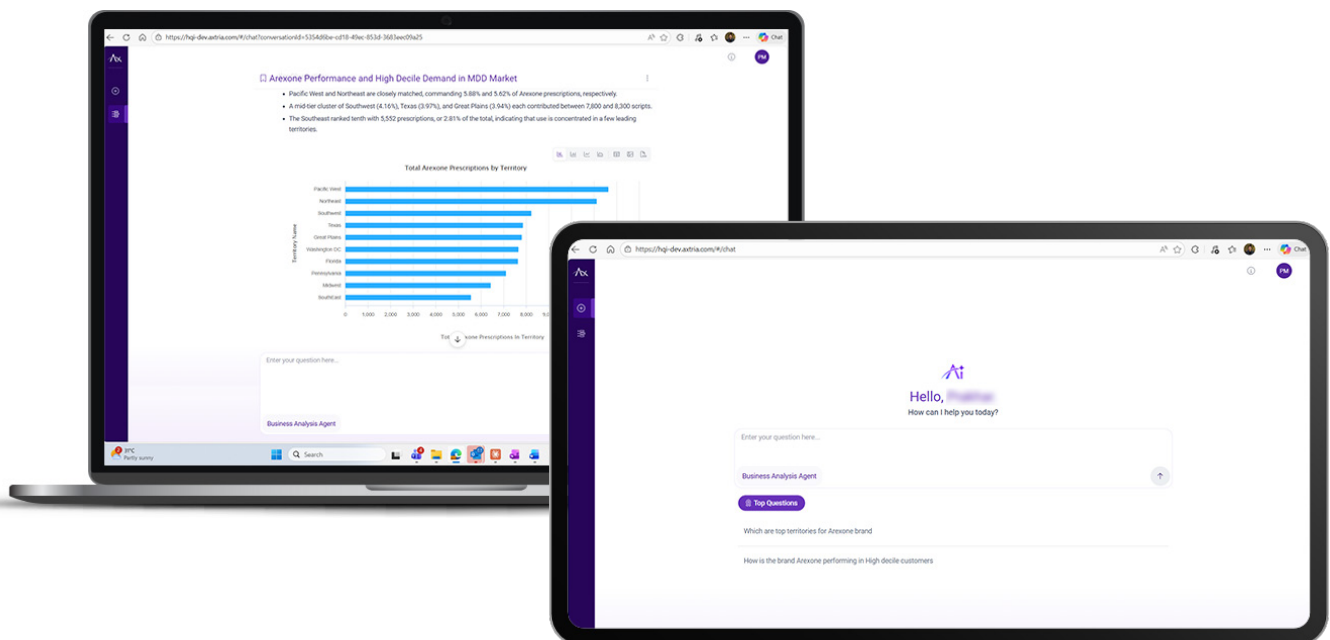
Unlike most analytics tools that return raw data and charts, Axtria Headquarters Intelligence (HIQ) returns answers that are grounded in your business context and tailored to the role of the business user, at the point of decision making.

#### **HQ Business Users**

Designed for HQ teams across brand, sales, commercial operations, and market access—enabling fast, trusted answers to complex questions without analyst dependency or dashboard overload.

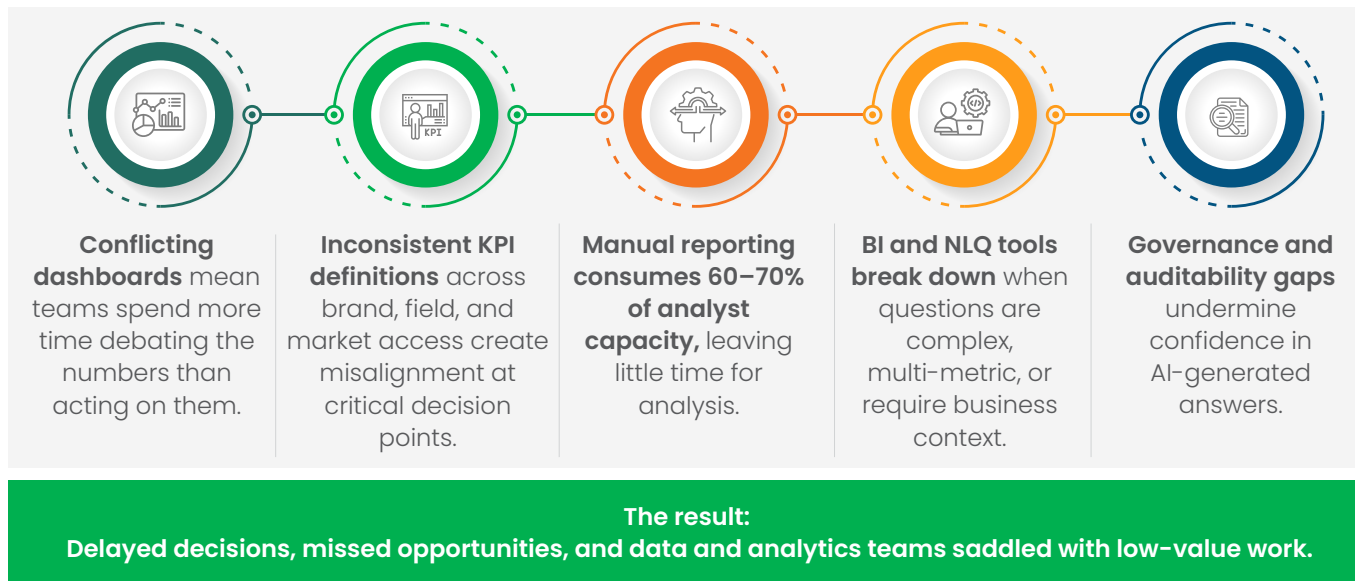
#### **Commercial IT**

Business operators who require a governed, auditable analytics platform that connects to existing data environments without moving or duplicating data, and can be configured and scaled across the enterprise.



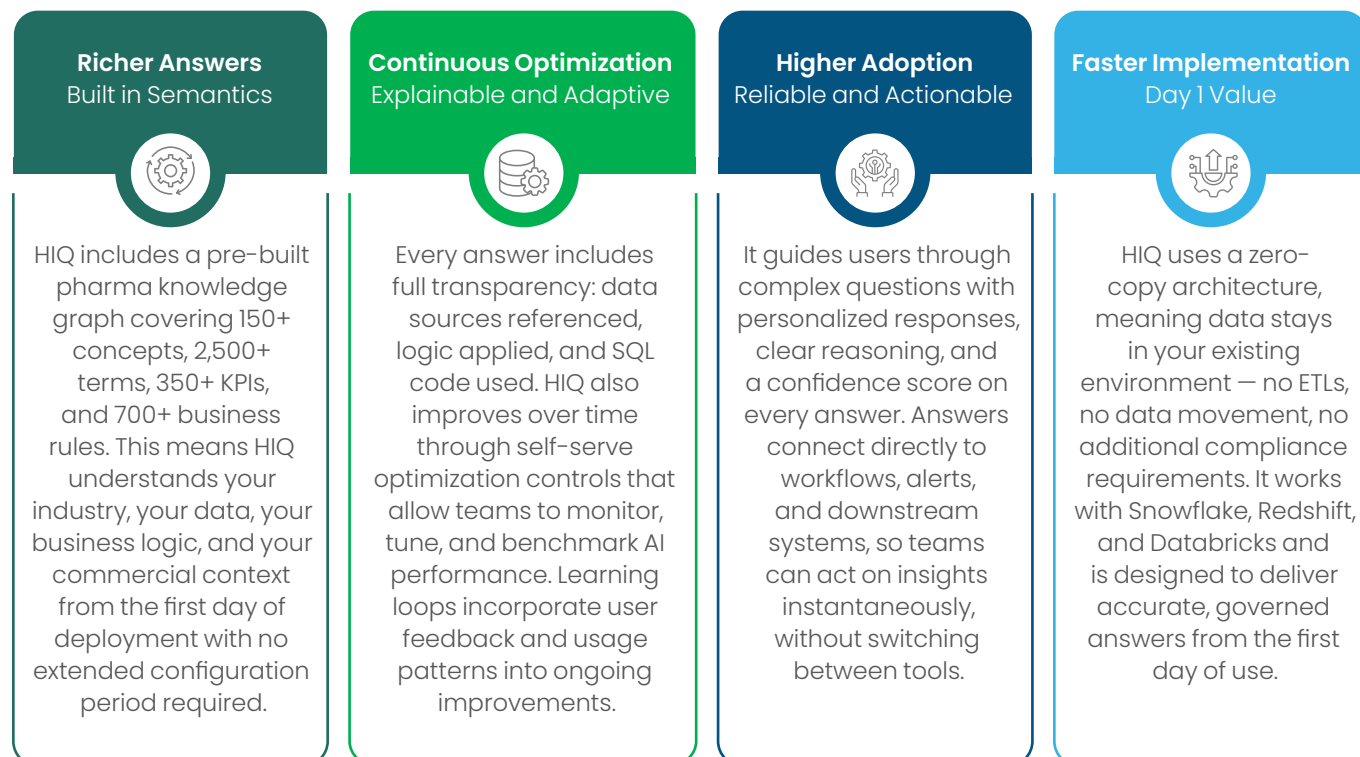
## The Problem

HQ teams are making significant business decisions on data that is often delayed, inconsistent, or difficult to comprehend quickly.



## How HIQ Is Different

Brand managers, sales directors, and market access teams work across functions, under pressure, with questions that most analytics platforms were never designed to answer. HIQ is built differently across four dimensions:



## How HIQ Works

HIQ operates on a four-layer architecture — connecting to your data, applying pharma-specific semantics, reasoning through the question, and returning a governed, explainable response.



## Business Value

HQ teams can expect measurable gains in operational efficiency, analytical productivity, and commercial execution:

|        |                                                                                     |                                                                                              | IMPACT   |
|--------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------|
| METRIC |  | Analyst time spent vetting, validating, and reconciling data                                 | ↓ 25–40% |
|        |  | Analytics operating costs through automated ad hoc reporting and self-served routine queries | ↓ 10–20% |
|        |  | Commercial execution efficiency through unified KPIs across brand, field, and market access  | ↑ 10–15% |

## Key Capabilities

- **Research Mode:** Automatically expands analysis for complex questions, running diagnostic follow-ups and surfacing contributing factors without additional prompting.
- **Trust Badges:** Every answer includes validation indicators covering data sources used, logic applied, and confidence level.
- **Personalization:** Responses are tailored to the role of the person asking, with ambiguity resolved based on user context and persona.
- **Data Narratives:** Structured reports and summaries can be generated, exported, and shared directly from conversational queries.
- **Collaboration:** Chat sessions and responses can be shared via direct links for team review without circulating static reports.

Axtria HIQ helps pharma business and HQ leaders get consistent answers to complex questions with traceability to the underlying data and assumptions—so teams align faster, improve brand execution, and protect commercial revenue in real time.

Ready to See Axtria HIQ in Action?

SCHEDULE A DEMO



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### About Axtria

Axtria helps life sciences companies harness the potential of data science and software to improve patient outcomes by connecting the right therapies to the right patients at the right time. The company is a leading global provider of award-winning cloud software and data analytics to the life sciences industry. We're proud to deliver proven solutions that help pharmaceutical, medical device, and diagnostics companies complete their journey from data to insights to action, enabling them to earn superior returns on their investments. As a participant in the United Nations Global Compact, Axtria is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and taking actions that advance societal goals.