



▼
insight
at
the point of
decision

About Us

The volume of data on Earth doubles every 12-15 months, but the number of analysts and data-savvy decision makers does not. As the speed of business accelerates, managers must make more, more complex, decisions faster. Atria was founded to help clients navigate this chasm and create competitive advantage through data management and analytics.



Atria combines analytics, business consulting and technology to help companies make better data-driven sales and marketing decisions, with measurable results. We help clients accelerate profitable growth by answering three fundamental questions:

- How much should we spend? (by product, promotional channel, customer segment, geography ?)
- How do we allocate that spend?
- How do we get it done?

Atria is an analytics company which combines industry knowledge, analytics and technology to help our clients make better data-driven decisions

Companies are drowning in data, but thirst for insights. A lot goes into generating insights: data gathering, ETL, validation, integration, technology stack, software, connectivity, bandwidth, BI, visualization, expertise, presentation, interpretation, and so on. Managers have little time to wade through all this, and simply need the right insight, at the right time to support a decision.

Atria brings “order to this chaos” through core capabilities:

- People: business consultants, data scientists, technology experts
- Process: data management, business operations outsourcing
- Technology: enterprise grade technology, mobile intelligence, social/collaborative insight platforms

Atria delivers insight at the point of decision

Atria serves clients with a high-touch onshore presence, and a global delivery model that focuses on reducing the total cost of ownership for clients with efficient execution, innovation and virtualization.

Clients across multiple industries, including 10% of the Fortune50

250+ Employee
Financial Stability
R & D investment

24x7 Integrated
Global Delivery Platform

5 Locations

Extensive Industry
knowledge

What do we do?

Atria addresses client issues across several functional areas:

Marketing Planning & Operations

- Launch planning & Go-to-Market strategy
- Forecasting & ROI analytics
- Marketing mix modeling
- Campaign management
- Closed loop marketing
- Digital analytics

Sales Planning & Operations

- Promotion response
- Sales force size and structure
- Territory alignment management
- Call planning
- Incentive compensation
- Field reporting
- Sales automation

Customer Analytics

- Segmentation
- Acquisition modeling
- Retention & attrition
- Lifetime value management
- Data asset commercialization

Risk Management

- Compliance reporting and monitoring
- Portfolio stress testing
- Model validation – data, design, implementation, back-testing, benchmarking
- Loss mitigation program optimization
- Operational risk modeling and compliance reporting
- Digital risk management
- Fraud and abuse management

Information Technology

- Data management
- Customer Master Data management
- Web/mobile reporting
- Data integration
- Data warehousing
- Business intelligence

Whom do we serve?

Atria serves multiple industry verticals – the common denominator being data-intensive businesses where better data management and analytics can accelerate sales, reduce costs, and improve risk management. Clients include 5 of the Fortune50, 8 of the top 10 life sciences companies, and top banking and insurance companies.



Life Sciences

Eight of top 10 life sciences companies

Healthcare

Two Fortune20 diversified healthcare companies

Financial Services

Top 20 credit card issuer
Leading US mortgage servicer

Insurance

Top 10 US auto insurer

Technology, Media & Telecomm

A billion-dollar “.com” digital marketplace

Retail

Fortune50 big box retailer

How we do it?

Underlying Atria's delivery capability is a truly innovative "everything-as-a-service" ecosystem, with solutions configured to client needs, delivering services "on demand."



Atria enables clients to “do more, with less ... effectively”

The Atria ecosystem delivers high quality business insights, significant & sustainable cost savings, faster cycle times, and dependable service levels. Key enablers include a global delivery model, supported by a cloud-based integrated services platform. Besides delivering increased efficiencies, the approach enables clients flexibility to scale up or down in response to dynamic market situations. The holistic approach also enhances insight generation, continuous innovation and rapid deployment of industry best practices. In short, Atria enables clients to “do more with less ... effectively”

Global Delivery Model

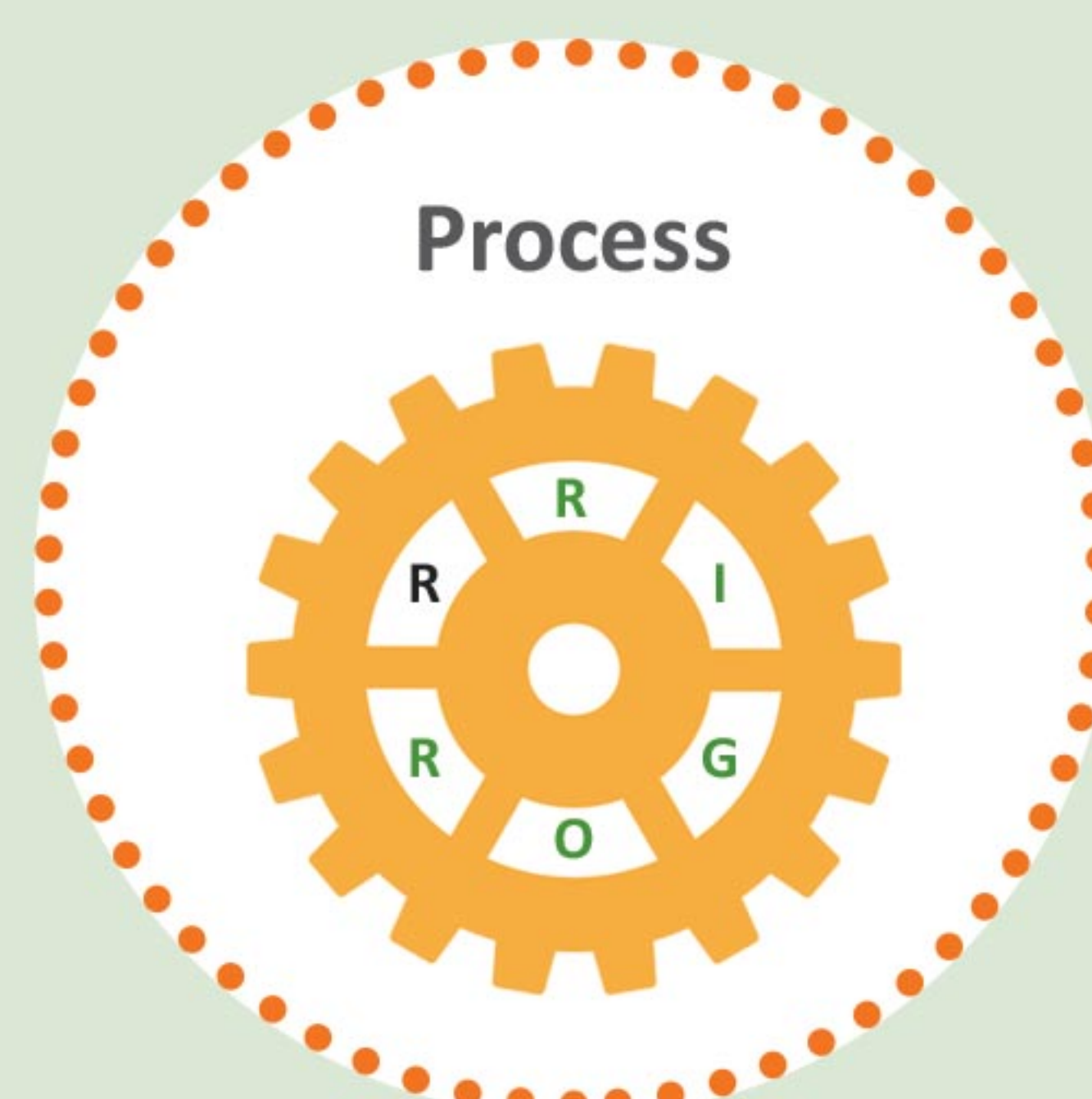
Atria's Principals were early pioneers of a global delivery model for advanced analytics in sales and marketing – combining onsite / onshore / offshore resourcing to optimize client value.

Atria's Global Delivery Model refers to our technology-enabled, processes and people. Consultants are either embedded at the client site, or located in Atria's onshore or offshore offices

Atria's scalable delivery organization focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization. The global delivery model has provided the following benefits for many clients:

- World-class talent (e.g., top-tier MBAs, PhDs, data scientists, DW/BI software engineers, etc.)
- Flexibility to quickly staff up / down to match business needs
- Significant bandwidth to absorb peak client load
- Ability to shift production work to Atria's low cost delivery center, enabling client resources to focus on higher value-add activities
- Responsive, client-centric team that understands the client's business, data and processes. As a result, the team quickly absorbs workload, proactively identifies / solves problems, and delivers exceptional value

Governance & Program Management Office



Infrastructure & Information Security

Integrated Services Platform

Axtria's Integrated Services Platform enables "everything as a service" by managing data, process and analytics with cloud-based, enterprise grade platforms.

"Data" is the foundation to ALL our clients' needs and DataMAx is the foundational solution that enables Axtria to provide many of our cloud based solutions. DataMAx is Axtria's cloud-based, comprehensive solution to address data management challenges, such as organized, timeline and contract driven data intake, Data Quality Management, and integration; as well as customer master data management ("MDM"), customer profiling and affiliation.

We have nimble, flexible and ISO certified processes and tools that allow data and analytics teams to run at the "speed of business".



Axtria's Integrated Services Platform enables "everything as a service" by managing data, process and analytics with cloud-based, enterprise grade platforms

- Rapid deployment
- Cloud enabled end-to-end data management
- Eliminate non-core CapEx

Data as a Service

**Axtria
Integrated
Services
Platform**

**Business
Process as a
Service**

- Tailored to your business
- Scalable & flexible
- Reduce costs

**Analytics as
a Service**

- Insights, more than just the math
- World class expertise, "on tap"
- Always on

How do we work with clients ?

Most Atria client engagements fall into one of the three categories below, depending on the project's requirements. At any given time, most clients have several engagement types underway.



Project Based

- Sales & marketing strategic insights
- Analysis and reporting tool design and deployment
- One off engagements
- Classic short term consulting

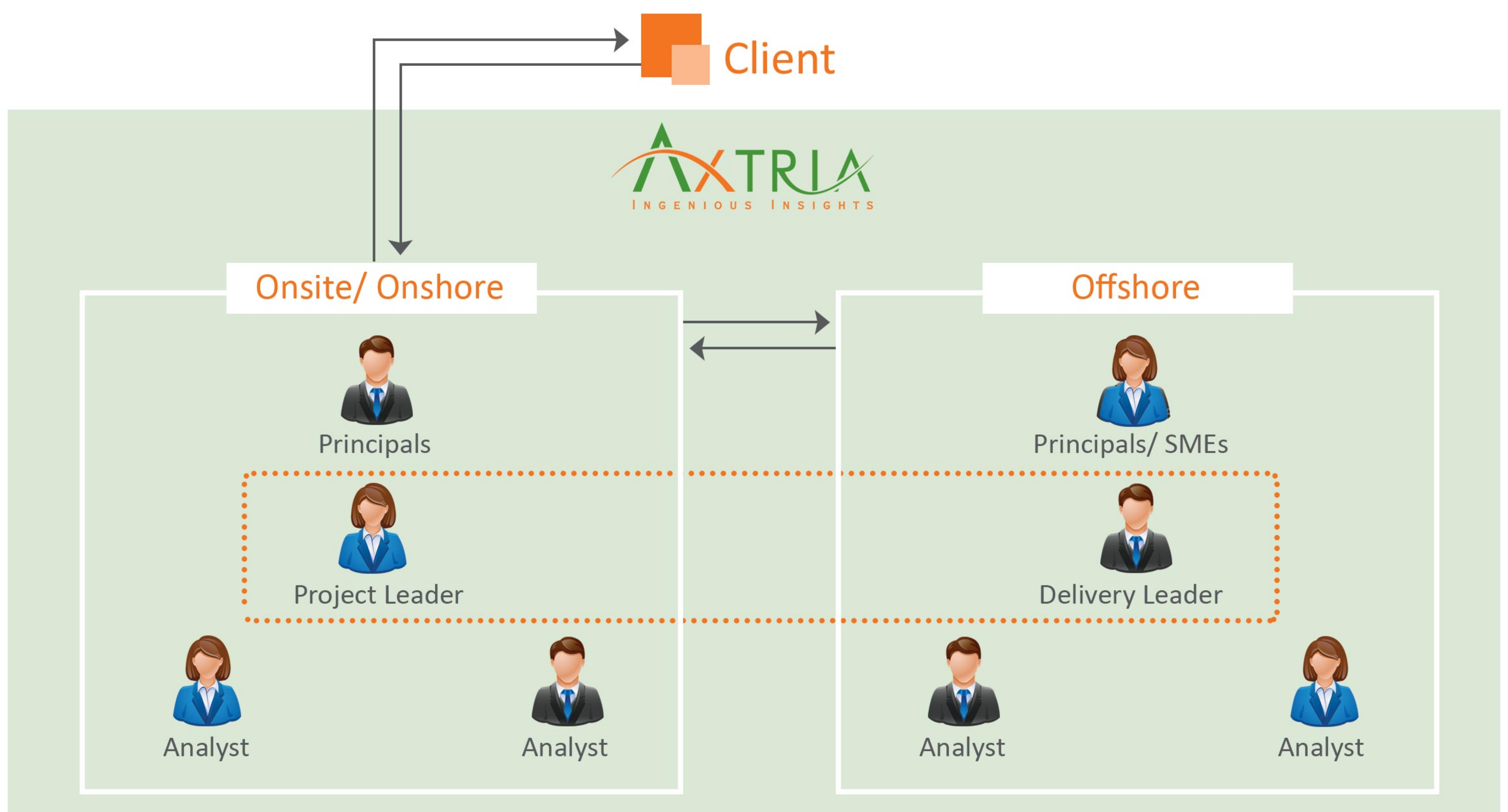
Staffing Support

- Analysts/ Statisticians/ Researchers/ Consultants
- Fill onsite needs where analytics is tightly coupled with customer facing roles
- Flexible job responsibilities

Outsourced Operations

- Onsite & offshore process deployment
- Technology enablement
- End to end process execution
- Design, Build & Operate
- Larger scale repeatable processes
- Ability to decouple back office roles from customer facing roles

Atria project teams are configured around the client's specific engagement needs. Onsite/onshore project team members work directly with client teams to manage, design, execute, and communicate project deliverables. Routine work, data manipulation, reporting, analytics, and (most) insight generation is performed by the Atria "analytics pod." Importantly, the analytical pods are not "silos", but rather work collaboratively to generate insights and constantly innovate. As business needs dictate (e.g., a product launch), the pods are scaled up (or specific analytical skills added) to handle the incremental workload, and then scaled back as the need passes.



How are we different ?

In Axtria, our clients find a good long term partner to help them become the most customer centric organizations and enhance differentiated insights for the following reasons:

End to end provider of data, information and insights:

Commercial Operations is core to Axtria. Our Principal team has over 20 years' experience in analytics / sales ops / marketing, and has refined, streamlined and delivered end-to-end services.

Consultative expertise & thought leadership:

Our clients regularly cite Axtria's thought leadership, innovation, and executive consulting expertise as key differentiators. We help clients navigate the challenging business environment with new thinking, unencumbered by existing ideas or business interests to protect. We engage with innovative solution design, rather than merely "gather" requirements.

Exceptional value:

Significant R&D ensures that Axtria will continue to deliver innovations and platforms to help companies "do more with less ... effectively." In addition, Axtria delivers client value by optimizing the mix of onsite, onshore, and offshore talent. Notably, the Axtria team pioneered the global delivery of analytics over a decade ago.

Easy to work with:

Clients acknowledge Axtria's flexibility, responsiveness and great cultural fit. We do not force-fit clients to our solutions or processes. We do not "nickel and dime" our clients. Our 'contracts' are simple and transparent, and we flex as our clients' businesses change.

A strong & scalable delivery organization:

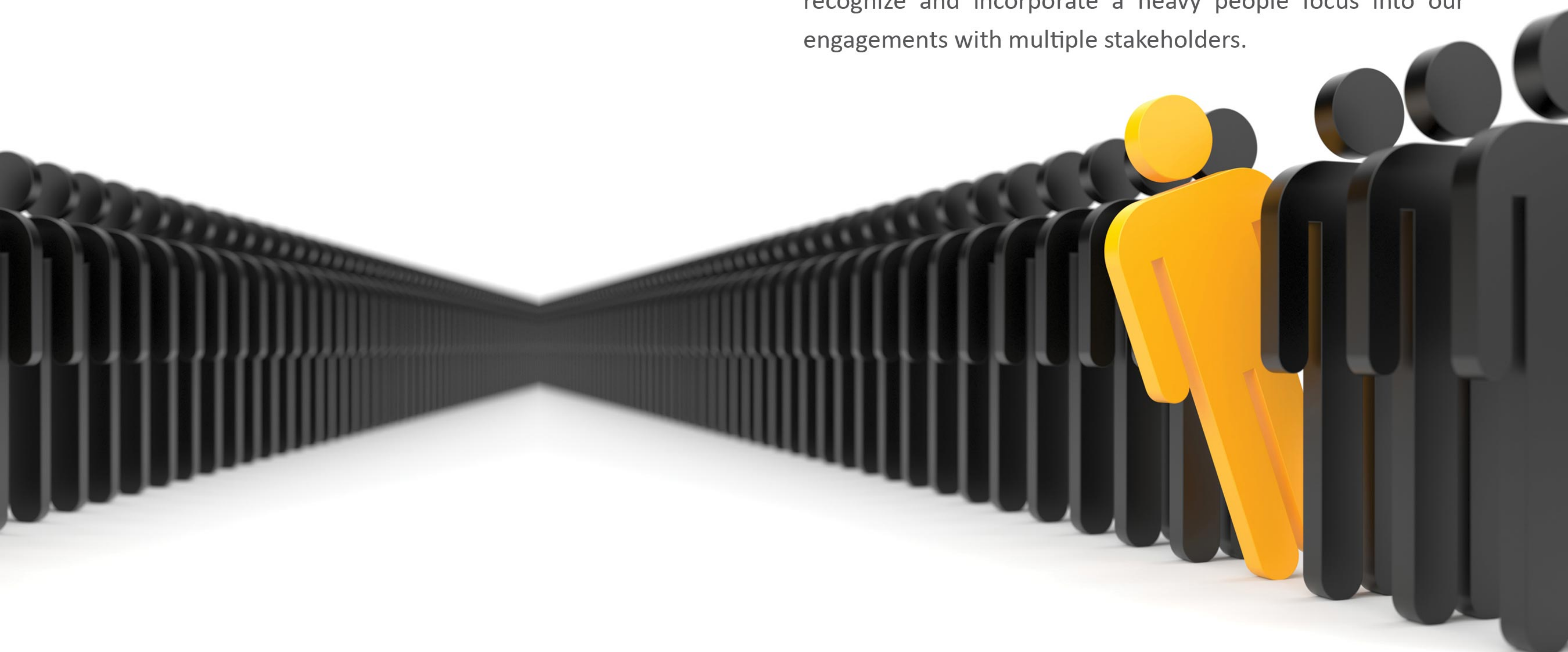
Focused on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

Well established & proven platforms:

The platforms provide for rapid configuration. An open architecture facilitates integration with other systems, and the ability to flex with evolving business needs. Field facing tools are simple, requiring minimal training and burden on overtaxed IT organizations.

It's the Carbon, not just the Silicon:

We understand the people aspects of large complex organizations while undertaking enterprise wide initiatives. Success is not just about the Silicon (the data, the analytics, the "wiring"), but about the people, the Carbon. We recognize and incorporate a heavy people focus into our engagements with multiple stakeholders.



Client Testimonials

“Axtria team did a fantastic job of delivering sales analytics”

“This is a great analysis. Great job to you and your team. It’s probably the first of its kind in my career, and might even be worth publishing”

“Overall, CallMax has been a huge improvement over the previous system!”

“Sending you LOTS of compliments on how nice the tool looks. Everyone who has seen it says it is very intuitive and clean. Nicely done!”

“I have given more people access already and good feedback still coming in. This looks nice! Very easy!”

For more information on our platform and services
please contact us at info@axtria.com
New Jersey | California | Atlanta | New Delhi