

Model N

Revenue management practices are evolving.

To grow revenue and market share successfully, life sciences and high-tech companies are embracing modern technology and innovative business models.

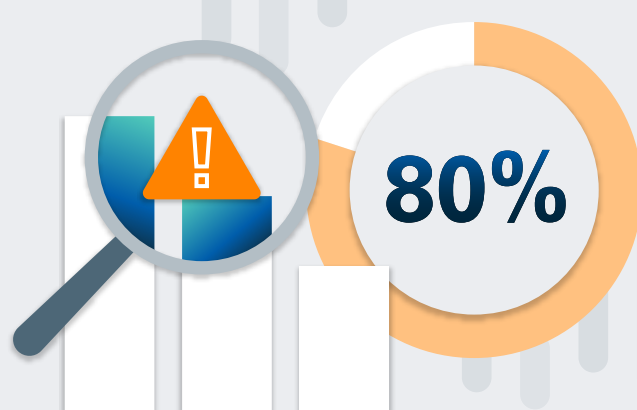


Perhaps that's why executives surveyed for the Model N 2022 State of Revenue Report are **more positive about revenue management**, with 35% saying their industry is doing well, up from 29% in 2021.

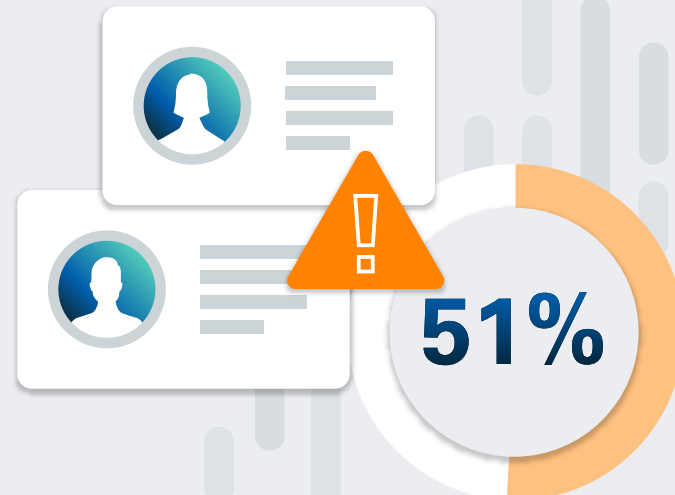
But optimizing revenue in these highly complex operating environments is still a problem.



99% of executives report they have challenges with revenue management in their own companies



Getting easy and accurate access to revenue management data is a constant struggle for 80% of executives.



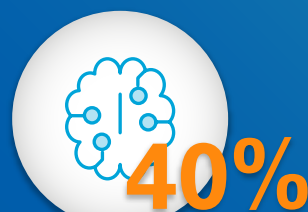
Staffing and expertise shortages are expected to significantly impact 51% of companies in 2022.

FACTORS EXPECTED TO HAVE THE BIGGEST IMPACT:

And everyone expects the changing environment to impact the way they manage revenue – positively, negatively, or in ways yet to be seen.



Supply chain disruptions

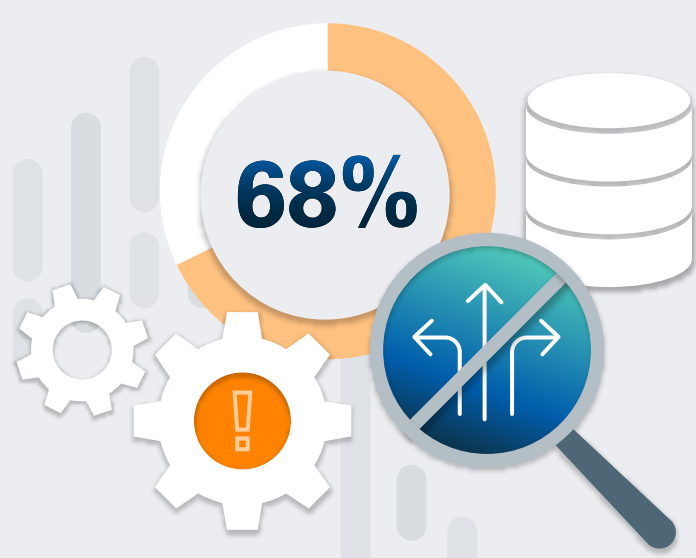


Artificial intelligence



Changing business models

Technology will enable better revenue management.

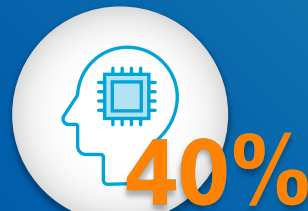


Inflexible data and systems make it difficult to access insights for 68% of executives.

Which has led many revenue management teams to rely on innovative data technology including:



Advanced analytics



Artificial intelligence and machine learning



APIs and real-time data



99.7% of executives believe that **additional technology capabilities would be beneficial** to their organizations.

And their number-one expected benefit?
An increase in revenue.

Gain a better understanding of the reality of modern revenue management.

Download the 2022 State of Revenue Report today at www.ModelN.com/StateOfRevenue2022