

Revenue management is business critical.

Yet, **71%** of life sciences and high tech executives surveyed for the Model N 2021 State of Revenue Report believe their industries could do a much better job optimizing revenue activities to maximize growth.

What makes revenue management so challenging?

68%

of companies have seen an increase in revenue management opportunity moments (pricing, quotes, discounts, contracts, rebates, and incentives) in the last year.

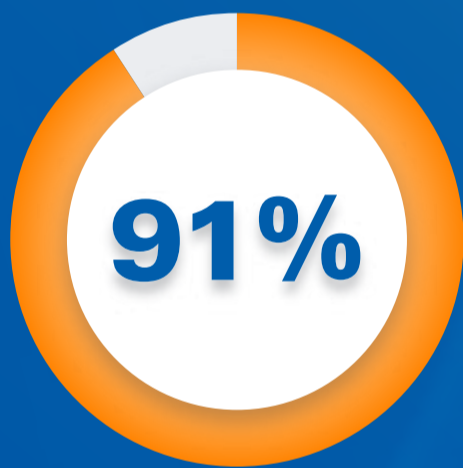


Pricing is the #1 challenge due to volatile pricing and market demands, calls for transparency, and global pricing management.



Even more worrisome, 32% of companies indicate these challenges result in their **customers being frequently exposed to conflicting pricing.**

And a growing regulatory and compliance environment isn't making things any easier.



of executives are **concerned** governmental regulations will have a **bigger impact** in 2021 than usual.

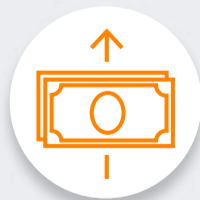


are **preparing their revenue management programs** for wide-ranging governmental changes.

There is a bright side.

74%

are **leveraging artificial intelligence and machine learning** to enable revenue management.



Increased revenue

92%

want a cloud-based revenue management solution from a **vendor with deep sector expertise.**



A better competitive advantage

100%

believe making revenue management more efficient would deliver **direct business benefits.**



Improved compliance processes

Discover why revenue management matters.

Download the 2021 State of Revenue Report today at www.ModelN.com/StateOfRevenue2021