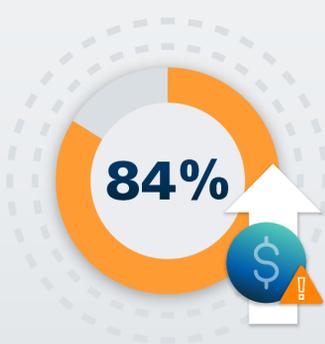


The reality of managing revenue in 2023

How are executives optimizing revenue in the wake of unprecedented uncertainty, evolving technological capabilities, and innovative business models?

In the 2023 State of Revenue Report, Model N endeavored to figure out what global and industry trends are having the greatest impact on revenue management for life sciences and high-tech companies.

Innovation and revenue strategies collide with current market trends.



of executives indicate inflation is affecting strategic decision-making.

That's more than the next two factors combined – supply chain and logistics (46%) and global instability (36%).



FACTORS EXPECTED TO HAVE THE BIGGEST IMPACT ON REVENUE MANAGEMENT

And what impacts innovation plans also presents challenges for revenue management programs.



Supply chain disruption



Manufacturing capacity



Staffing shortages

Innovation comes to the C-suite.

To adapt to changing market imperatives, streamline decision-making, and address key focus areas, companies are transforming their leadership teams.

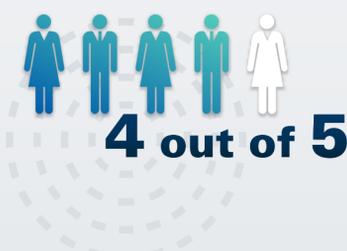


of companies expanded their C-suite with new functions, promotions of VP-level roles, and splitting functions into multiple roles.

And these changes paid off, yielding positive impacts on the ability to manage revenue for 94% of companies.



Data management and analytics hold promise – but aren't living up to the full potential.



executives believe their companies' data and analytics capabilities help drive a competitive advantage.

Yet 51% don't fully trust the data they're using for revenue management decision-making.



Perhaps that's why 97% want to improve their data and analytics capabilities. And the 16% who rarely use spreadsheets may already be on the right path.



What else should you know about optimizing revenue in 2023?

Download the 2023 State of Revenue Report today at www.modeln.com/revenue-2023