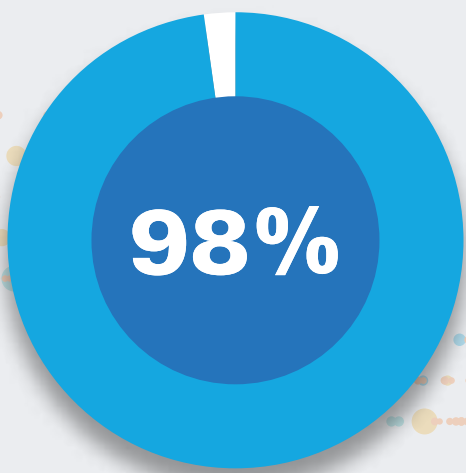


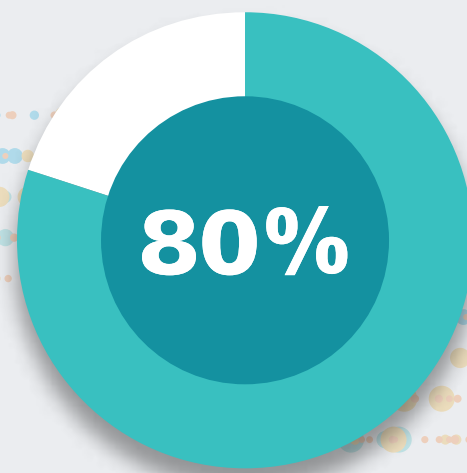
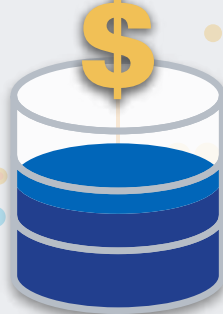
# The state of **data** in high-tech revenue optimization



In the business-critical function of revenue management, high-tech executives agree: **Data is the new currency.**

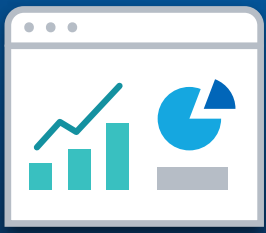


98% of executives view **benchmarking data** as an **important element** in their revenue management processes and decision-making.



80% of executives use **data** to back many or all their decisions.

But within the industry, **high-tech manufacturers are more data savvy** than their peers in semiconductor and electronic component manufacturing.



69% of high-tech companies purchase **peer benchmarking data**, excluding market share data, to inform revenue decisions

69%  
high-tech companies

57%  
semiconductor companies

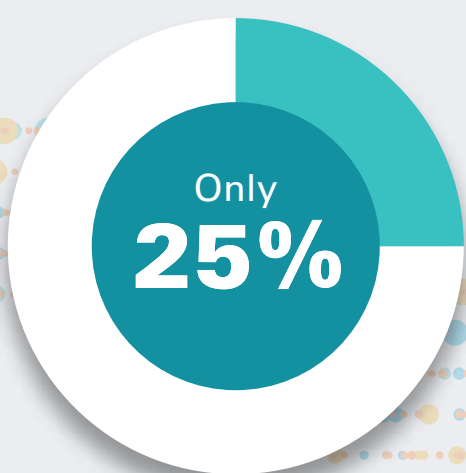
44%  
high-tech companies

33%  
semiconductor companies

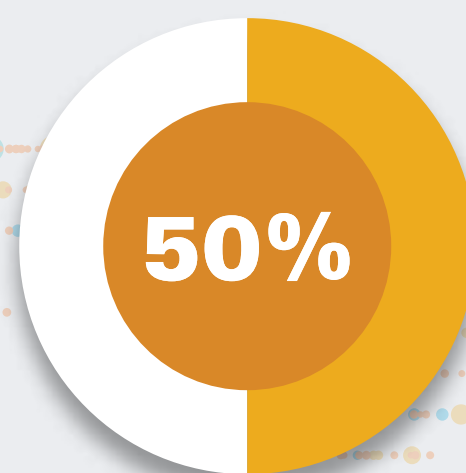
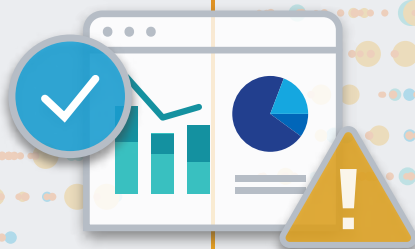
44% of high-tech companies have a formal deal and revenue optimization analytics **center of excellence**



It's clear that there is still plenty of **opportunity to leverage data** in revenue optimization.



Only 25% of companies consistently use **channel sales data** to inform price management and optimization.



50% of executives **don't fully trust the data** they use for revenue-related decisions.

Learn more about the opportunities and challenges facing high-tech companies in 2024.

Download the 2024 State of Revenue Report today at [modeln.com/state-of-revenue-2024](https://modeln.com/state-of-revenue-2024)