

Is **data** the key to revenue success in 2024?

Can data and analytics power the shift from revenue management to revenue optimization? In the **2024 State of Revenue Report**, Model N explores the opportunities and challenges associated with leveraging data for this business-critical function within the life sciences and high-tech industries.

Executives are finding strength in insights.



But they need to shore up the weak spots in their data strategies.



Fortunately, that's where cutting-edge revenue management technology comes into play.



Learn why data and revenue management are considered **2024's critical business enablers**.

Download the 2024 State of Revenue Report today at modeln.com/state-of-revenue-2024