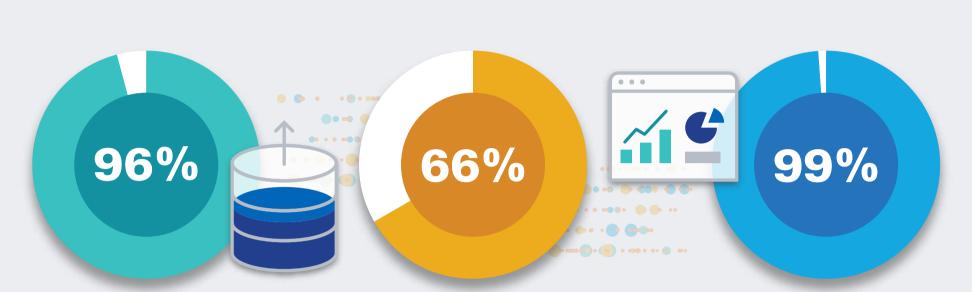
Model N

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.



of executives rely on external data sources for decision-making.

of executives purchase peer benchmarking data other than market share data.

of executives believe participating in industry benchmarking would yield valuable revenue management guidance.

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

of executives don't fully trust the data they're using for revenue management decisions.

of companies have made using spreadsheets a rare or non-existent occurrence.

of executives classify their organizations as very data driven.

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



of organizations rely on external solutions that were created just for them or a mix of in-house and external solutions that can be tailored to meet their business's needs.

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