

2023 •

Market Agenda

Office of Revenue

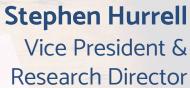
Actionable insight on business and technology











Revenue Management

Market Assertion

Through 2023, the revenue management software category will evolve into the essential suite of applications and platform designed for a CRO and supporting organizations to effectively optimize revenue across all channels.



Stephen Hurrell VP & Research Director

Opportunities Ahead For Revenue Leaders

1. Organizational readiness to meet unified revenue expectations.

2. Selling dynamics after pandemic have changed selling and buying.

Biverse revenue channels, processes and applications are silos.

4. Revenue operations teams lack automation and insights.

5. Pressure to predict revenue performance rapidly.

Business Trends in Office of Revenue

Sellers need to B2B and B2C businesses are moving adapt to changing to a mixed revenue model utilizing buyer dynamics commerce and subscriptions **Revenue Operations and Performance** Pressure on revenue is essential to streamline across performance requires 2. sophistication processes and teams Buyers prefer self-service and for Personalization in sellers, cost to serve is much lower self-service and the and is enabled through engagement segment of one and e-commerce methods

Technology Trends in Office of Revenue

Quota attainment continues to decline; Al to help sales be Al and advanced analytics to assist sales effective in their engagement and territory and quota time selling optimization Orchestration to Personalization of selling channel will require orchestration and virtualization of personalize omni-2. channel experience any data to engage buyers and retain customers Deploy applications that are designed for Insights require 3. S S leadership and managers to be effective analytics and planningin both planning and execution to reach based technologies goals

Office of Revenue: Areas of Expertise

Improving sales outcomes and revenue are the key to sales effectiveness, and today applications and tools for sales are the path to that improvement. New applications designed for revenue organizations and processes are part of an emerging generation of technology designed for digital effectiveness.

Digital Commerce

Sales Engagement

Revenue Management Partner Management

Sales & Revenue Performance Management Subscription Management



Office of Revenue: Research

Benchmark Research

- Subscription Management
- Digital Commerce
- Revenue Performance Management

Dynamic Insights

- Revenue Operations
- Partner Management
- Sales Planning
- CPQ and CLM

Value Index

- Subscription Management
- Digital Commerce
- Revenue Performance Management





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