



# VENTANA RESEARCH

## — 2023 —

# Market Agenda Office of Revenue

Actionable insight on business and technology



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# 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.



VENTANA  
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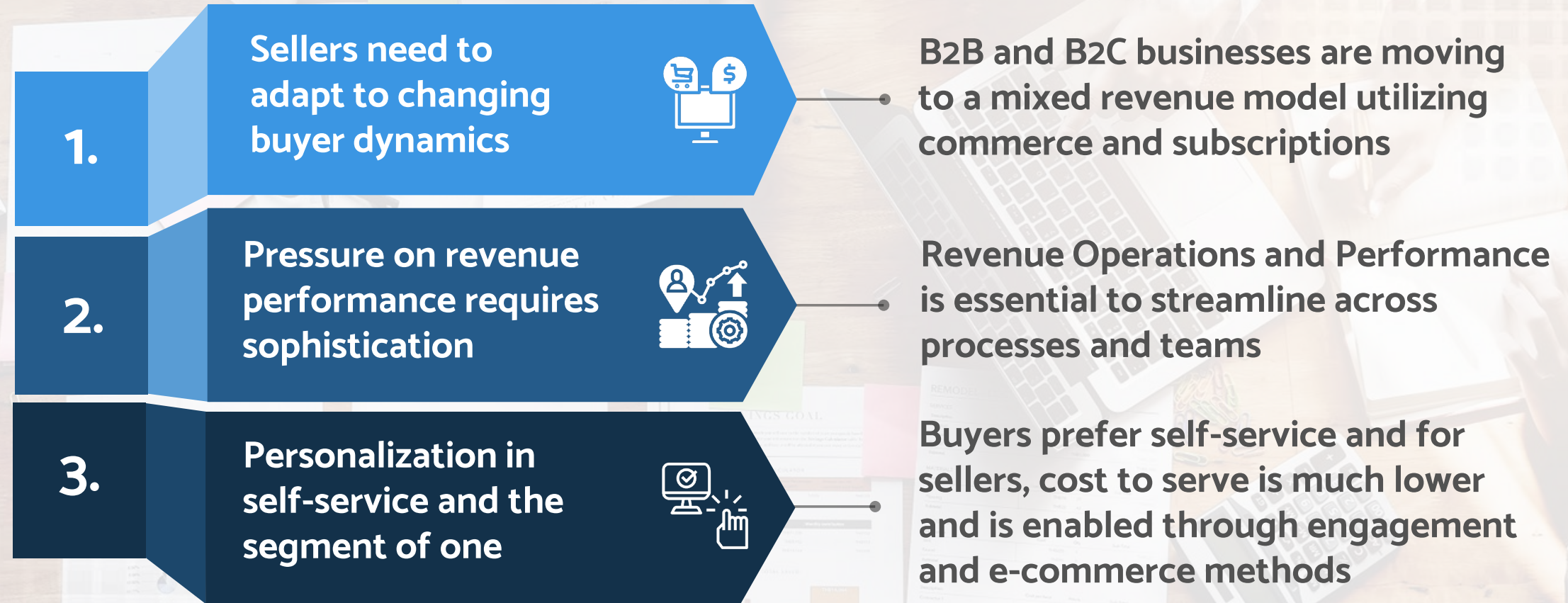
# Opportunities Ahead For Revenue Leaders



1. Organizational readiness to meet unified revenue expectations.
2. Selling dynamics after pandemic have changed selling and buying.
3. Diverse 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



# Technology Trends in Office of Revenue





# 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



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# 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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