



VENTANA RESEARCH

———— 2022 ————

Market Agenda

Office of Revenue

Actionable insight on business and technology



Stephen Hurrell
Vice President &
Research Director



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.linkedin.com/company/ventanaresearch)



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



VENTANA
RESEARCH



Office of Revenue: Expertise Overview

Improving revenue outcomes and sales is the key to revenue effectiveness. Today's applications and tools for revenue and sales are the path to achieve this improvement. New dedicated applications that are designed for revenue organizations and processes are part of an emerging, new generation of technology targeted at digital effectiveness.

Office of Revenue: Areas of Focus

Digital
Commerce

Revenue Performance
Management

Revenue
Management

Subscription
Management

Sales Engagement

Partner
Management

Office of Revenue: Research

Benchmark Research

- Digital Commerce
- Revenue Management
- Revenue Performance Management
- Subscription Management

Dynamic Insights

- Revenue Analytics
- Partner Management
- Sales Engagement

Value Index

- Digital Commerce
- Revenue Performance Management
- Subscription Management





VENTANA RESEARCH

———— 2022 ————

Market Agenda

Office of Revenue

Actionable insight on business and technology



Stephen Hurrell
Vice President &
Research Director



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.linkedin.com/company/ventanaresearch)

