

# Greater Expectations: Master Wholesale Revenue Management and Hit Your Targets



In the **\$7.1 trillion** wholesale distribution industry, revenue management uses data and analytics to predict demand swings, align supply and demand, and sell...



The right product.



To the right customer.



At the right price and time.



Through the right channel.



## Origin story

Revenue management originated in the early 1970s as “yield management” in the travel and hospitality industries to predict demand and maximize revenue.

Yield management evolved into revenue management, which distributors now use to maximize profitability across all channels.

## Distributors face many challenges:

Insufficient data to support decision-making

Limited contracts to specify terms and conditions

Pricing without proper segmentation



## Reaping the benefits

**2-7%** increased profits for businesses that adopt revenue management practices.

Wholesale **revenue management** can positively impact your bottom line in many ways, including:



Ensuring correct pricing



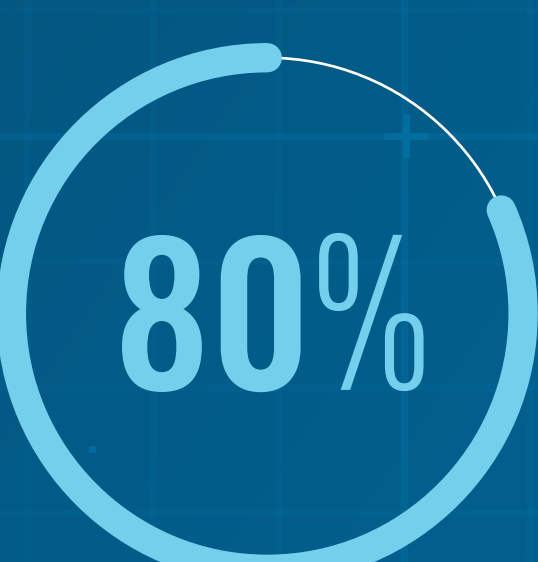
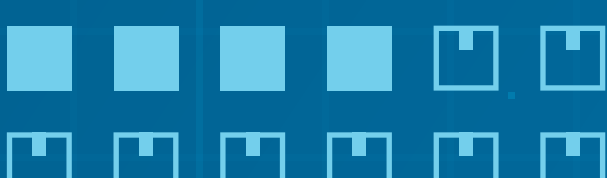
Streamlining chargebacks and claims management



Identifying revenue leakages to boost product margins

## Blueprint for the future

Online revenues are predicted to become **1/3** of all revenues in the next 10 years.



80% of sales interactions between suppliers and buyers will occur over digital channels by 2025.

## Unlocking the power of data

An analytics-driven approach can streamline and automate:



Price management

Customer and distributor rebates



Channel programs and inventory

Get more wholesale revenue insights to ensure every dollar spent or earned is driving growth.

[Read Blog](#)

Sources: Gartner, McKinsey

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