

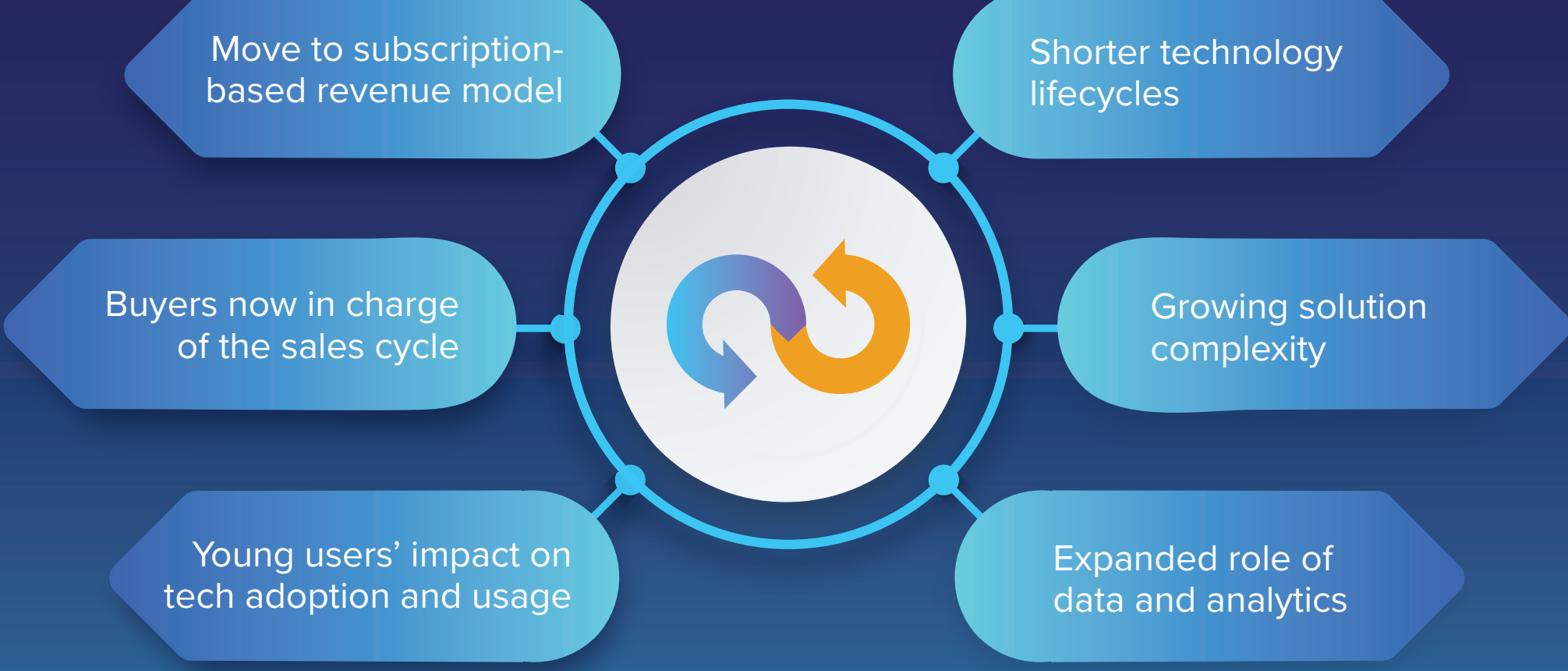
# Are Complex Business Processes Affecting Company Growth & Profits?



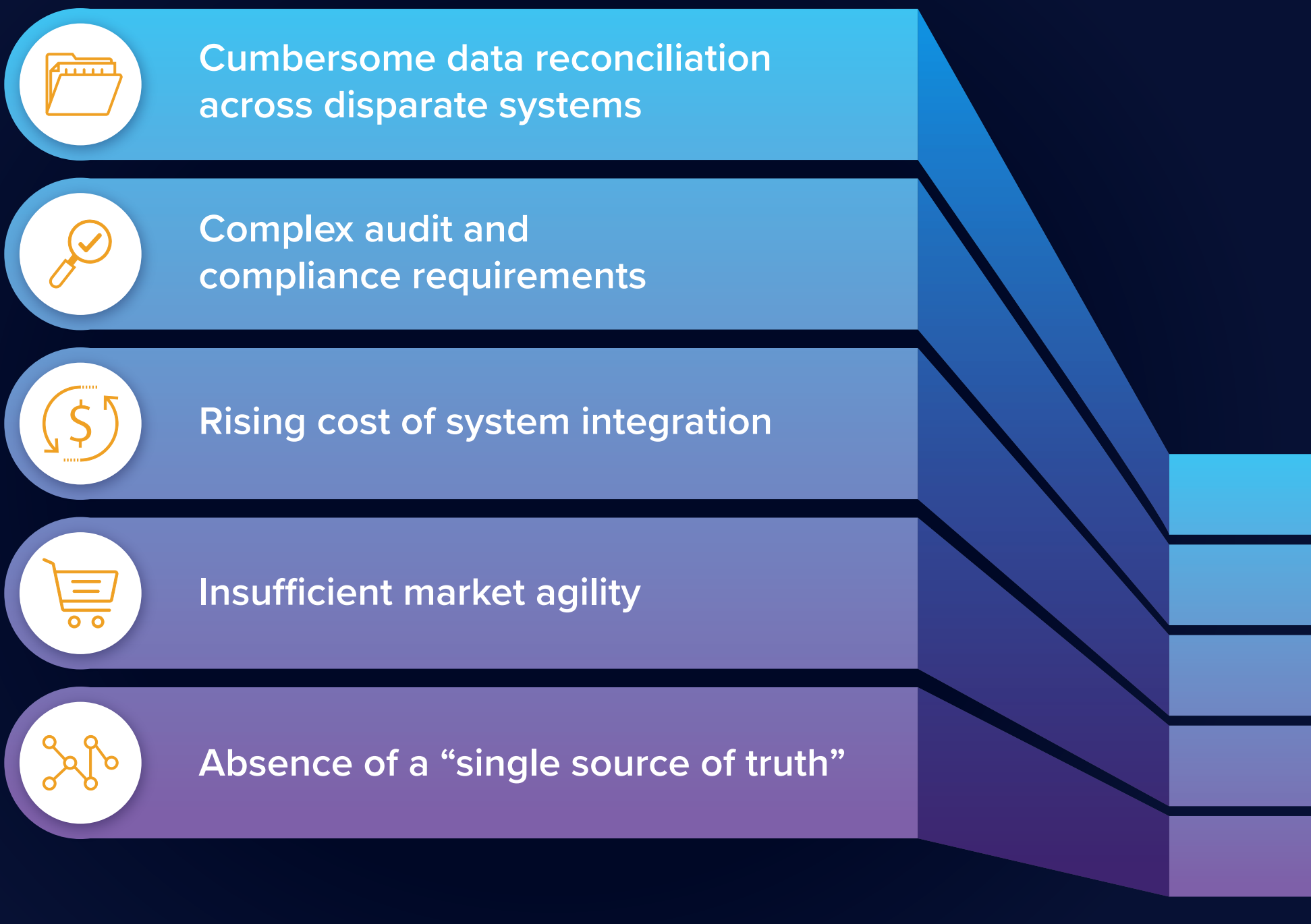
**86%** of CEOs say complexity hinders their ability to grow in a digital economy

**46%** also state complexity affects their ability to respond to competitive threats, and interferes with the decision making process

## Multiple forces are driving a paradigm shift in the high-tech industry



## Forcing new challenges on high-tech companies



## Success now depends on digital transformation

Led by a new approach to managing programs

Focus must move away from buying event to how to deliver ongoing post-sale value

Programs need to incentivize partners differently

This is essential to survival under the new subscription-based revenue model

Drive better upfront planning and data analysis

Spearheaded by Channel Data Management (CDM)/Master Data Management (MDM)

Determine which programs will be most effective

Ensure effective execution of those programs

Maximize post-program insight into what worked and what didn't

## Tech companies need a holistic approach to revenue management

This will enable them to



## See how it all adds up

Download our eBook "Driving Growth and Profitability in the High-Tech Industry."

### How Vistex Adds Value

With the rising cost of customer acquisition, the rapid pace of innovation and intense competition for market share, high tech companies must monitor program performance, drive demand and protect margins for critical revenue growth. Vistex enables high tech companies through an integrated solution that manages the full breadth of direct and indirect channel management including CDM, contracts, pricing, ship & debit, rebates, Co-op & MDF, incentives and IP royalties. High tech companies can now improve profitability through automation of complex programs, insights into program performance, incentive calculation accuracy, overpayment avoidance, increased compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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