

5 levels of success in the revenue management journey

Fully embracing revenue management can be an uphill battle for Life Sciences companies.

Here's how you can determine where you are and how to ascend to the peak of disruptive revenue management.



Where are you in the journey?

Level 5: Disruptive Management

- Revenue management is based on real-time models that utilize market data, product life cycle, segmentation, etc.
- Complex algorithms (predictive analytics, machine learning) and disruptive models are leveraged

Level 4: Strategic Margin Management

- Profitability and margin management include customer segmentation, different strategies based on targets, outcome-based pricing, etc.
- Continuous improvement methodologies are combined with innovative technology to achieve world-class performance

Level 3: 360° View

- Gaining transactional control
- Fully standardized and documented processes (commercial policy based on margin)
- Procedures and standards for revenue management are cross-functional
- Full value captured

Level 2: Defined

- Some standardized and documented processes (tenders, rebates, etc.)
- Some margin management projects

Level 1: Ad-hoc

- No revenue management in place
- No standards or processes defined
- Reactive

Effective revenue management tools can:



Identify and resolve unearned **discounts** and **rebates**



Provide a real-time view of **profitability**



Ensure correct **pricing**



Allow for effective internal and external **collaboration** and **transparency**



Maintain compliance with **government programs**



Handle **tender** management



Hold a database of **global prices** by product, geography, and customer



See how to ascend to revenue management excellence

[Download the eBook](#)

Today's Life Sciences market is impacted by scrutiny over rising costs, tighter innovation funding, proving therapy and product value, and complying with shifting regulatory mandates. Vistex helps Life Sciences companies manage the complexity of pricing, commissions, chargebacks, rebates, royalties, contract awarding, loyalty programs, and regulatory compliance. Vistex provides value to Life Sciences through revenue management, utilizing real-world evidence and outcomes by dismantling silos, validating and exploiting data, and identifying the most profitable plans for satisfying stakeholders.

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.