

TURNING INNOVATION TO YOUR ADVANTAGE

The world's **connected**, digitalized marketplaces are maturing, unlocking more seamless, omnichannel user experiences, a proliferation of marketing innovations and deeper integration of services. It seems like everything is suddenly in flux. So, **how do you find your feet on ground that's constantly shifting?**

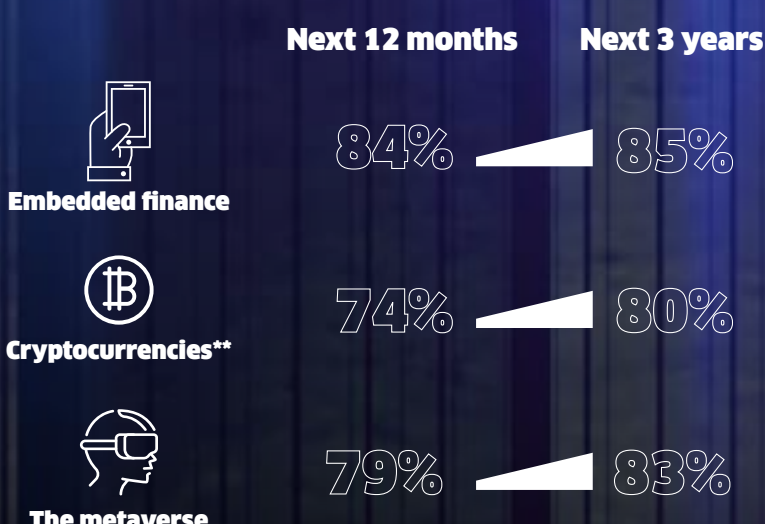
Based on a survey of 1,125 senior executives from merchants, corporates and technology firms, The Global Innovation Report pinpoints the innovations you need to watch – and the strategies to help you turn them to your advantage.*



The impact of innovation is widespread and long term.

At least three-quarters of executives say major innovations will affect their business over the next 12 months. Looking three years ahead, this rises above 80% for each. And these aren't passing fads. These are innovations that you need to understand and adapt to – sooner rather than later.

Innovation will affect my organization



Whatever sector you're in, you need a plan to help you turn each innovation into an opportunity to grow.

Himal Makwana, Senior Vice President,
Product Strategy, FIS®

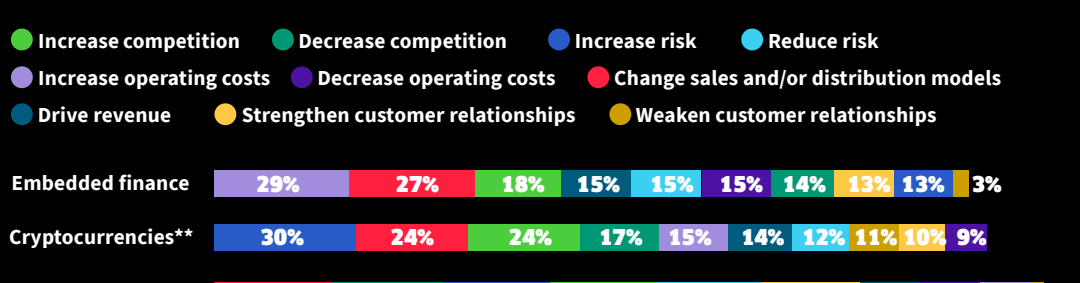


Innovation disrupts the status quo.

Each innovation will have a range of effects, according to those who expect an impact on their business.

Today at least, none of these trends are strong drivers of revenue. But once related applications and ecosystems mature, businesses may as well find ways to boost turnover by weaving these new trends into growth strategies. For the time being, there are other reasons driving adoption.

How innovation will affect my organization



The opportunity is clear. What about the strategy?

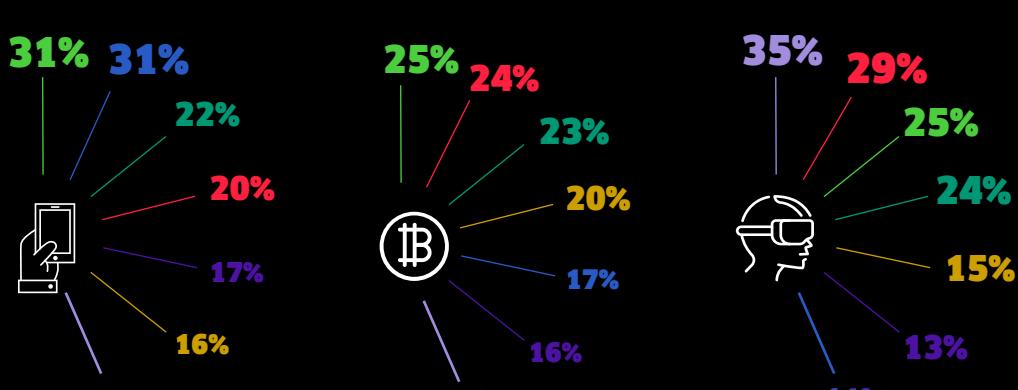
Let's look at those who believe innovation will have a major impact on their organization over the next 12 months.



When asked how they are responding, three strategies come to the fore: adopting new technology, augmenting skills and increasing budgets.

Most popular strategies

- Build new technology
- Purchase new technology
- Seek partners to add technology capabilities
- Launch new products or services
- Hire people to add skills or knowledge
- Increase technology budget
- Increase R&D budget



There's no time to waste.

These firms are already taking action. And no wonder. Embedded finance, crypto and the metaverse are all significant industry transformations and they're developing faster than previous innovations.

To succeed, you need to create greater value for your customers and markets in new, highly contextualized and differentiated ways.

Taira Hall, Senior Vice President of Embedded Finance,
B2B & Strategic Innovation, FIS

Harness these innovations now to strengthen relationships and drive revenue tomorrow.

You're facing more pressure and uncertainty than ever. But those who make the right choices from the plethora of new technologies, innovations and trends at their disposal will dominate the markets of the future.

Only FIS has the technology and expertise to navigate the entire ecosystem. With open fintech, streamlined solutions and the as-a-service model, we help you embrace these innovations with confidence and speed.

CONTACT US TODAY to learn more about The Global Innovation Report 2023 or **EXPLORE THE FULL FINDINGS** to assess your strategy.

*All data is based on a survey of 1,125 executives from retailers, gaming firms, restaurants, technology providers, digital content providers and travel businesses in North America, Europe, APAC and Latin America. The survey was conducted by Longitude Partners on FIS' behalf between June and September 2022.

**Includes stablecoins