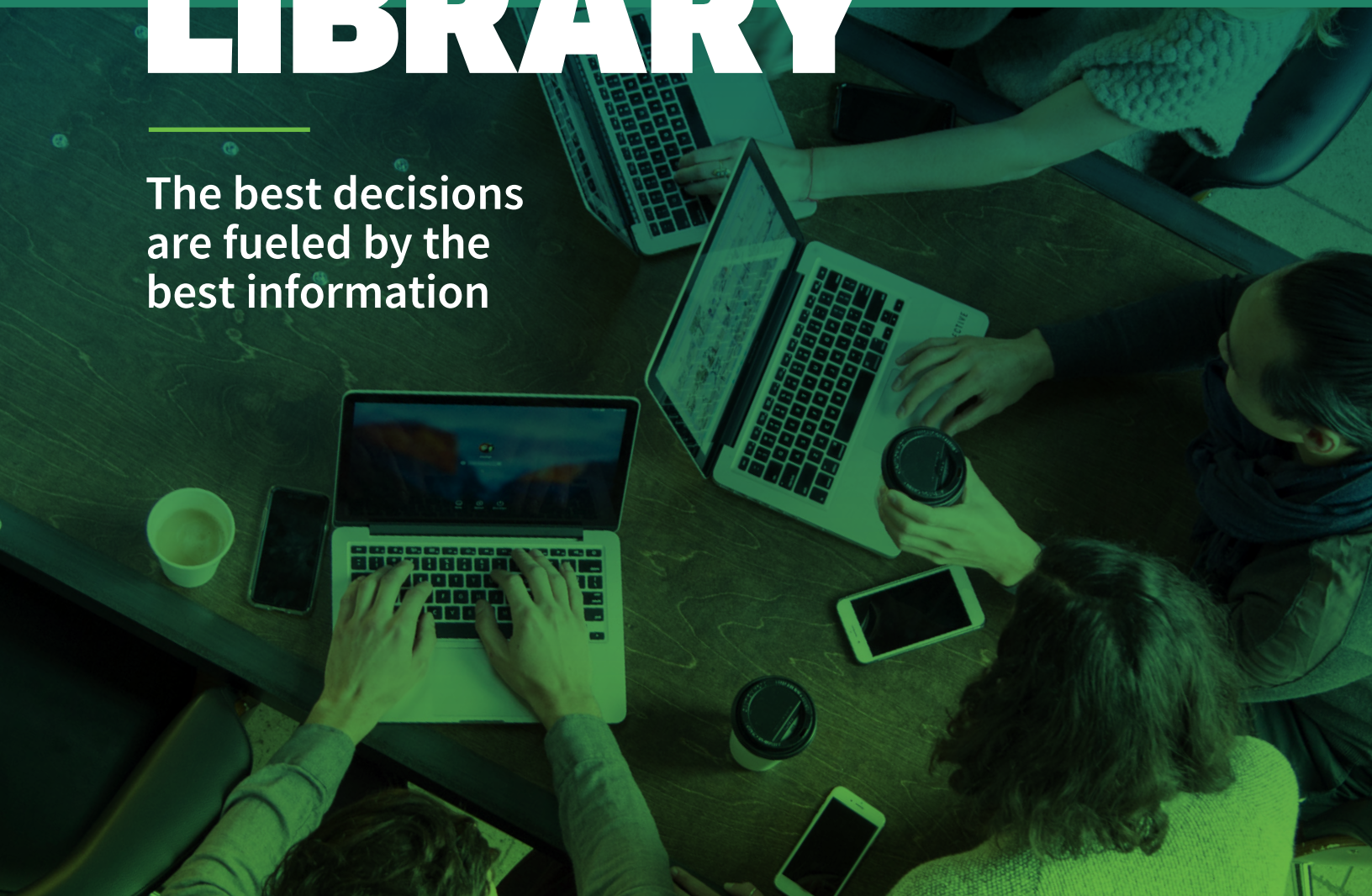


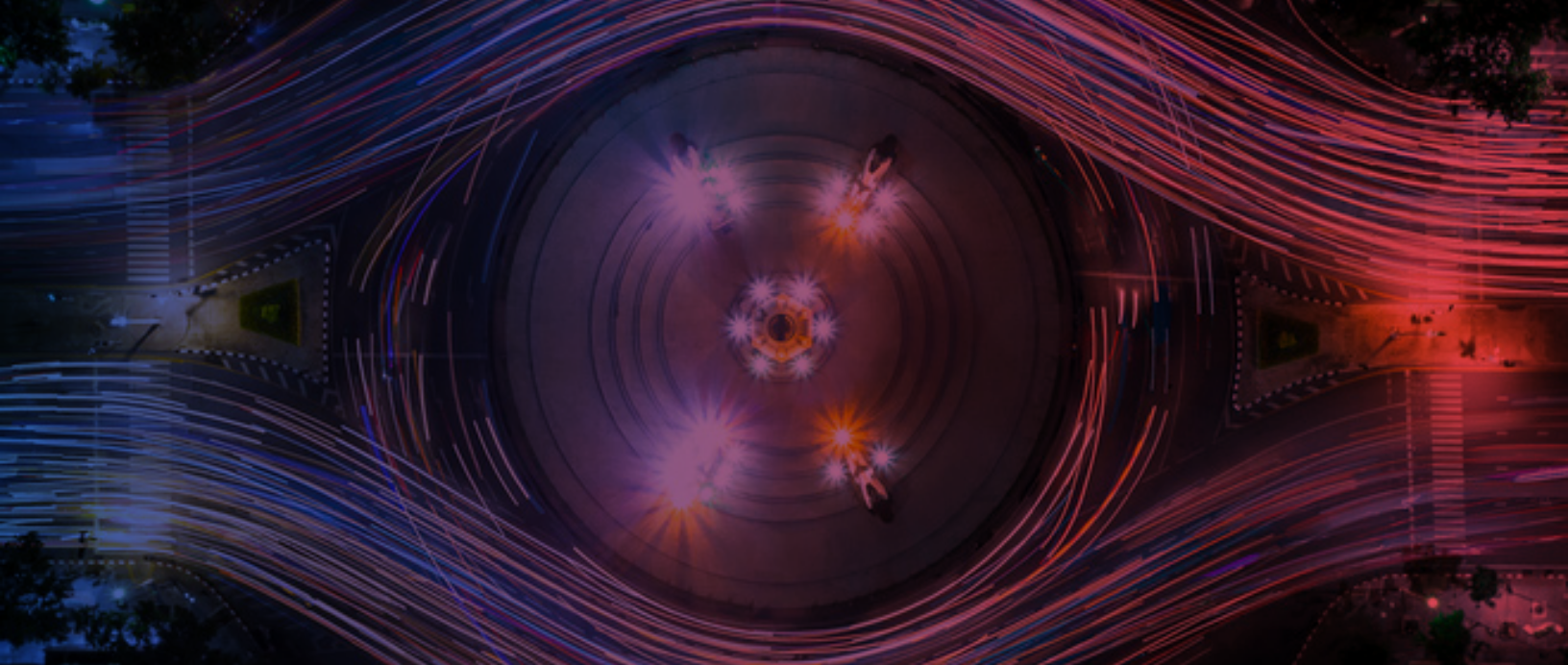


# ETHOS<sup>TM</sup> ANALYST LIBRARY

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The best decisions  
are fueled by the  
best information





# KNOWLEDGE IS POWER

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The world is evolving faster than ever. Economies are in flux. Consumer behavior is shifting. Government regulations are frequently changing. New technologies are constantly developing, and financial institutions of all types and sizes are racing to keep up.

To make the best decisions for your financial institution, you need an in-depth understanding of these complicated times. Harnessing expert insights about industry trends and benchmarks, current business performance, emerging technologies, economic forecasts, and adding it with your own organization's data is key to your success.

But how do you stay up to speed without pressing pause on your business? For many, securing strategic insights proves to be too time consuming and expensive. Nevertheless, to make the best decisions for your business, you need information from trusted sources and context from industry thought leaders. It's so much more than just your data.

## Keep your pulse on the industry

Get the latest on-demand intelligence about how consumers and businesses are feeling



**Industry Leading  
Research at your  
Fingertips**



**Understand  
Consumer  
Sentiment**



**Create Better  
Customer  
Experiences**

# UNMATCHED ACCESS TO EXPERT INSIGHTS

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Introducing Ethos™ Analyst Library: an insights solution that places on-demand, industry-leading research at your fingertips. Analyst Library provides exclusive, affordable access to direct surveys from consumers and businesses with deep industry research. Reach expert insights into consumer and business sentiment that empower you to create better customer experiences and make faster, smarter decisions. Insights that will increase your return on investment and improve customer and employee loyalty.

Analyst Library gives financial institutions unprecedented access to consumer and business intelligence. Whether you're an unregulated institution who primarily needs research insights while only occasionally needing one-on-one consulting, or you are a regulated institution that needs a customized program to fit your unique needs, Ethos™ Analyst Library has it all:

## **Industry-leading research at your fingertips**

- Direct access to the best insights available in the market
- World-class analyses of market performance and benchmarks
- More than 100 annual research reports and outlooks
- Live market surveys throughout the year

## **Consumer sentiment insights**

- Understand current market sentiment with expert analysis
- Real consumer and business feedback from a diverse range of surveys

## **Direct surveys from consumers and businesses**

- Enable true insights from international and industry panels
- Gain access to payments insights from Small Business and Buyers alike across North America and Europe

## **Deep industry research**

- Research that comes from multiple sources, and fact checking them against each other
- Increase your knowledge in key financial service verticals
- Insights on Debit, Prepaid, and Credit Cards as well as Alternative, Commercial, and Enterprise Payments
- Insights on Merchant Services and Emerging Technologies with a Global perspective across all disciplines

## **Expert insights you can trust**

- Over 350+ combined years of experience behind every survey and research report
- Expert analysis that will guide your decision making with practical market intelligence

**Make your decisions  
with solid views  
into the market that  
are relevant in this  
fast-changing world**





FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.