TREND SHEET

4 forces redefining active management

and why connected talent will decide who wins

Unlock unified architecture that enables more confident decisions

Volatility, talent scarcity and rising client expectations are rewriting the rules for buy-side managers. Discover the four trends defining who wins – and how FIS can help you stay ahead.

1. Consolidating data to bring teams together

Historically, buy-side firms operated with fragmented investment pillars, siloed teams and disconnected data lakes. That patchwork architecture keeps teams from seeing the same picture, slows execution and limits collaboration across asset classes. As strategies grow more complex, the cost of fragmentation rises sharply.

The shift is toward unified platforms with a single set of data. Firms consolidating to integrated operating models report faster decision-making and stronger alignment across investment, trading and risk functions. The FIS® Cross-Asset Trading and Risk Suite is designed to be the unified core of the front office, replacing disconnected point solutions with orchestrated, front-to-back execution control.

- **Better collaboration**
- **Smarter execution**

2. Accelerating cross-asset investment

Managers are diversifying into alternative and complex asset classes – private credit, structured products, derivatives – to capture uncorrelated alpha as beta becomes cheaper and easier to access. Nearly 70% of hedge funds have actively evolved their strategy to adapt to the new market regime, according to the Hedgeweek and FIS New Alpha Playbook.

But expansion introduces significant challenges in liquidity, valuation and operations. Managers who lack integrated cross-asset infrastructure risk turning a new opportunity into a new source of operational exposure. A platform that spans equities, fixed income, derivatives and digital assets within one environment helps managers move into new markets when opportunity appears – not months later.

- **Greater diversification**
- **Reduced complexity**

3. Using operational efficiency to take action

Technology is no longer just a support function – it's a competitive differentiator. Yet 56% of firms have failed to achieve market agility and 48% have missed customer acquisition goals due to fragmented systems and legacy workflows, according to FIS research. Meanwhile, trading data is growing at unprecedented rates, with firms processing five to 10 times more data per decision than in the past.

Streamlined technology reduces manual reconciliation, eliminates data silos and frees your experts to focus on judgment rather than administration. Available on-premises or in the cloud, the Cross-Asset Trading and Risk Suite provides real-time data and AI-enhanced decision support that helps desks see opportunity before it disappears – then act on it with confidence.

- **Operational resilience**
- **Competitive agility**

4. Retaining top talent for active management

The search for cross-asset talent is intensifying. For managers above $1 billion in AUM, cross-asset expertise is the single biggest obstacle to asset class expansion – cited by 33% of respondents, more than double the 16% who cite it across all manager sizes, according to the Hedgeweek and FIS New Alpha Playbook. You can't shortcut the experience that turns market access into genuine alpha generation.

Retaining that talent means giving people tools that amplify what they do best. AI that handles data gathering, monitoring and reconciliation frees your specialists to focus on creative, high-conviction decisions. McKinsey estimates generative and agentic AI could reduce costs by 25% to 40% for the average asset manager – but the real opportunity is using that capacity to empower your people, not replace them.

- **Talent retention**
- **Alpha generation**

Unlock cross-asset technology that empowers your talent

The firms pulling ahead are the ones giving talented specialists the tools to see the whole book, act decisively and earn client trust. Talk to FIS today to see how a unified platform can help you compete.

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Our technology powers the global economy across the money lifecycle.

Money at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.

Money in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.

Money at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

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