

From market volatility to a shortage of talent, energy and utilities companies are facing a diverse and fast-changing set of challenges. But our new research reveals that companies are also deploying innovation and new technologies to address these risks and find a competitive advantage.

Based on a survey of senior decision makers at energy and utilities companies around the world, *The Global Innovation* 

Report: Creating Advantage in Uncertainty offers new insights into the macro risks confronting energy and utilities companies – and the strategies they've chosen to manage them.\* High risk, high optimism

## they face more risk now than in the past.

Despite their concerns,

Legal and

regulatory

risk

of energy and utilities

Environment

and transition risk Reputational

of energy and utilities executives say

What have they done so far?

Operational

companies are confident that they can mitigate these risks.

Strategic

Financial

risk

Assigned existing staff	62%	49%	53%	52%	47%	48%	
Hired additional staff	44%	46%	47%	42%	44%	45%	
Hired outside consultants	29%	37%	45%	40%	49%	45%	
Adopted new technology	58%	39%	50%	50%	40%	45%	
Acquired / partnered with other businesses	40%	34%	34%	44%	44%	39%	
Restructured business model	42%	34%	42%	29%	33%	39%	
		*Percentages a	*Percentages are the proportion of those experiencing the risk and have taken this step to mitigate it				

agree that innovation plays an important

by their organization.

role in managing the risks currently faced

Product

**Process** 

innovation

**50**%

and service

innovation

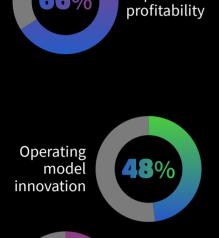
# Energy and utilities companies are deploying a range of innovation

strategies to mitigate risk. The goals for each strategy vary too.

Innovation\*\* plays a critical role

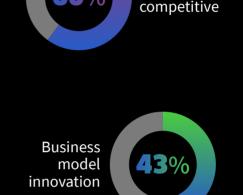
Technology and systems innovation

Become more competitive **Improve** 57% profitability **Protect** business



**Protect** 

business

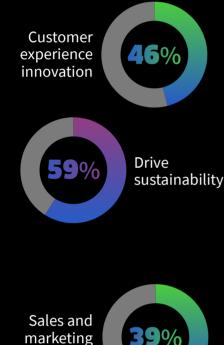


**Improve** profitability

Grow revenue

Deepen customer

Become more



**Protect** 

business

innovation

9%

driving innovation.

Customer experience

innovation

Operating model

innovation

9%



**Process** 

innovation

**Business** model

innovation

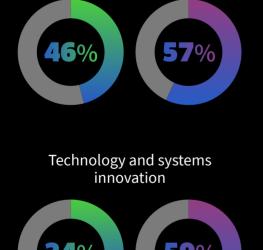
Sales and marketing

innovation

**49**%

**47**% **53**%

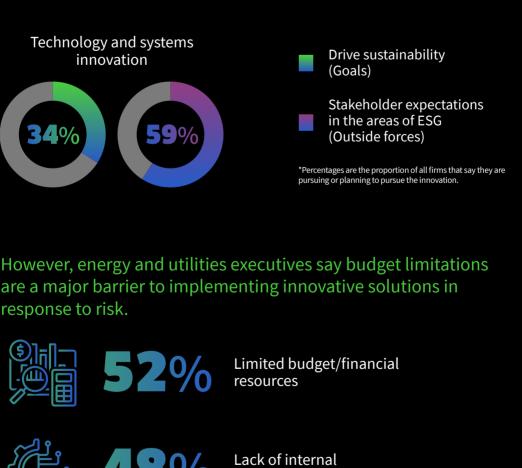
Sustainability and stakeholder pressure around ESG are also



response to risk.

Product and service

innovation



Lack of in-house expertise/ knowledge

> of energy and utilities respondents that use or plan to use one of these technologies

> > 54%

49%

**39**%

38%

36%

33%

49%

47%

46%

43%

29%

**59**%

**51**%

49%

48%

42%

35%

28%

say technologies mitigate macro risks.

Resistance to change among

top management

**New technologies drive change** 

**49**%

46%

45%

33%

**52**%

48%

**45**%

40%

37%

26%

technology/data

Resistance to change among employees

But they're also embracing these advances for specific benefits to their business. Artificial intelligence Generative Al Regulatory technology 61% 60% **52**%

**52**%

**51**%

49%

**53**%

**51%** 

46%

46%

**31**%

54%

**49**%

46%

**45**%

Improve profitability Deepen customer relationships Drive sustainability Become more competitive Grow revenue Protect business Improve internal culture \*Percentages are of firms that are currently using or intend to use the technology

### of change. WANT TO LEARN MORE?

Finding the advantage Innovation and new technologies can make your business more competitive and protect it too. And in times of uncertainty,

it's more urgent than ever to take advantage of the latest developments. Whether you need to adopt new technology, reassess your operations or augment in-house skills, the right partner will help you invest wisely and stay ahead of the fast pace

**DOWNLOAD** your copy of The Global Innovation Report 2023: Creating Advantage in Uncertainty or **EXPLORE** how we are helping companies like yours achieve their goals faster.

\*All data is based on a survey of 100 executives from energy and utilities companies in North America, Europe and APAC. The survey was conducted by Savanta on FIS' behalf in June 2023. \*\*Innovation is defined as the conception, development and delivery of new products, services,

processes and business models.

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