

Marketplace perspective

Innovation

Emerging trends at the forefront of our thinking.

A defining feature of Deloitte is our appetite for big, bold moves in the market place. We bring anticipation to our client relationships by taking ideas and opportunities to our clients and sharing their appetite and energy for growth.

Anticipation is shaping our own ambitions for growth, where we have been focusing on a number of specific market situations – areas such as pensions advisory, M&A, the growing market for Islamic finance, the ‘green’ services that help our clients respond to the impact of climate change on their business, and the threat from the scale and frequency of identity theft – where we saw exceptional opportunities for innovation in our offerings to clients.

Emerging trends are also at the forefront of our thinking and we are already mobilising and concentrating talented people across the firm to capture the market for the future.



Complex markets create great opportunities for innovation and creativity, and for a pioneering approach from Deloitte. There are boundless examples across our business:

- Capturing the market for Structured Investment Vehicles (SIVs), bringing our restructuring expertise to bear
- Responding to the growing pensions buy-out market by developing an independent methodology to help companies determine their optimal pensions strategy
- Making the headlines with the innovation of valuing airline landing slots, being first to see the impact of the 'open skies' deal on transatlantic aviation
- Being 'first' with our appointment of a Shariah (Islamic law) scholar to provide our clients with a real depth of experience
- Developing an education and insight programme for the next generation of FTSE 100 CFOs, to build the skills and capabilities required to satisfy this demanding and complex role
- Launching the Deloitte Digital Index – the first of its kind to measure, track and anticipate changes in the consumer take-up of digital products and services to help clients understand how and why their addressable market is growing
- Being named by our peers in the industry as the best professional services firm in the Private Equity Awards 2008.

Innovation is integral to the way we work. It is intimately connected to the way we recruit, develop and challenge our people, to the working environment we offer and the use of technology for the most up-to-date ways of collaborating with clients.

