An infographic by

Intelligence The **Economist**

Innovating at scale:

Unit

Acquiring innovation in the UK

Big firms are hungry for more innovation than they can generate themselves, and acquisition offers them the opportunity to promote good ideas with corporate scale. A survey of 200 leaders at large UK businesses, conducted by The Economist Intelligence Unit and sponsored by Rackspace, explored how UK executives view acquisition as an innovation strategy. Here's what it found:

UK business leaders are keen to access innovation through acquisition



BELIEVE ACQUISITION IS A GOOD STRATEGY FOR ENHANCING **INNOVATION**

B **57**%

COMBINATION".

BELIEVE THAT THE RESOURCES OF A LARGE COMPANY WITH THE AGILITY OF A SMALLER FIRM "CREATE A STRONG

68%



HAVE ACQUIRED AT LEAST ONE SMALLER, INNOVATIVE FIRM IN THE LAST FIVE YEARS

54%

%

AGREE

5700

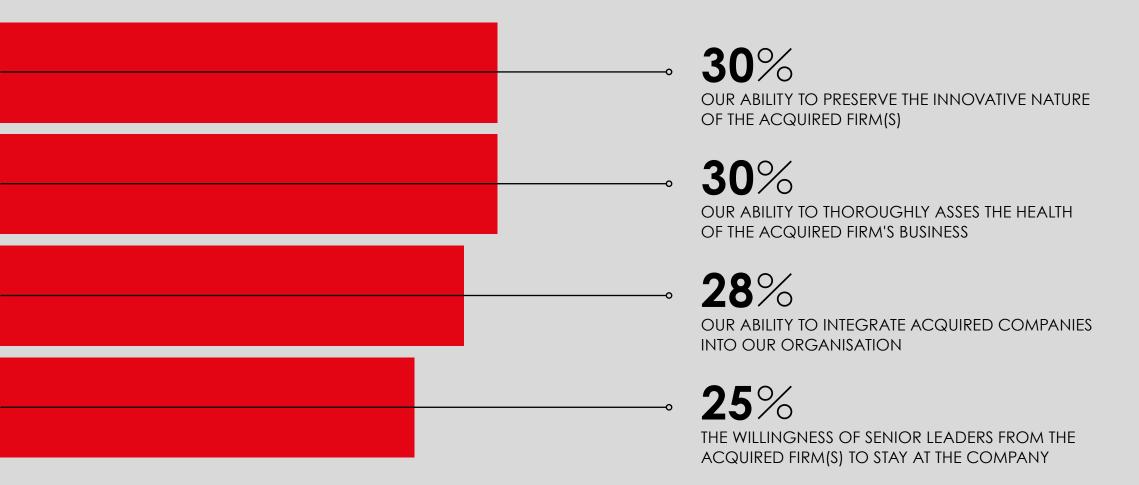
However, acquisitions can be difficult especially when it comes to buying innovative firms



25% -DISAGREE

27% DON'T AGREE **OR DISAGREE**

The most important success factor for an innovation acquisition is preserving the acquired company's innovative spark



This means carefully integrating the two companies' cultures



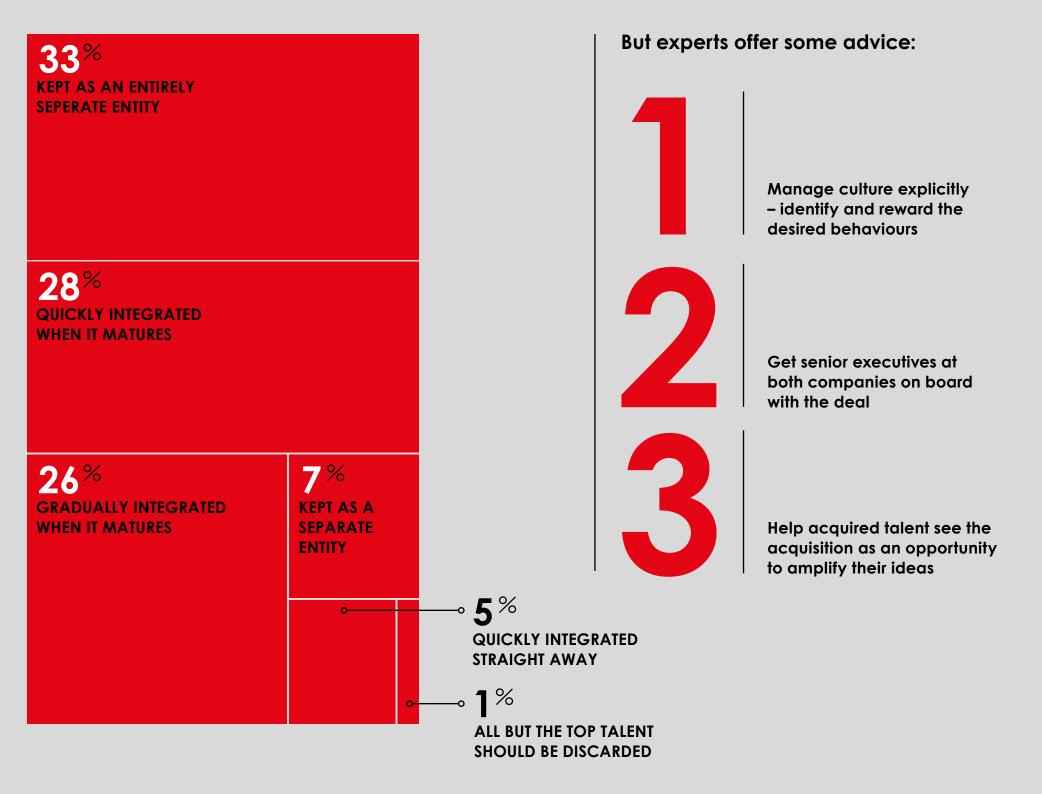


say integrating the acquired firm into their company culture is the biggest challenge of innovating through acquisition



of respondents say a complementary company culture is the most important attribute for an acquisition target

UK business leaders don't agree on how an acquired firm should be integrated



For more research on innovation through acquisition in the UK, visit perspectives.eiu.com/technology -innovation/innovating-scale

