The Future of Enterprise Payments Is Focused on Enabling Seamless Customer Experiences

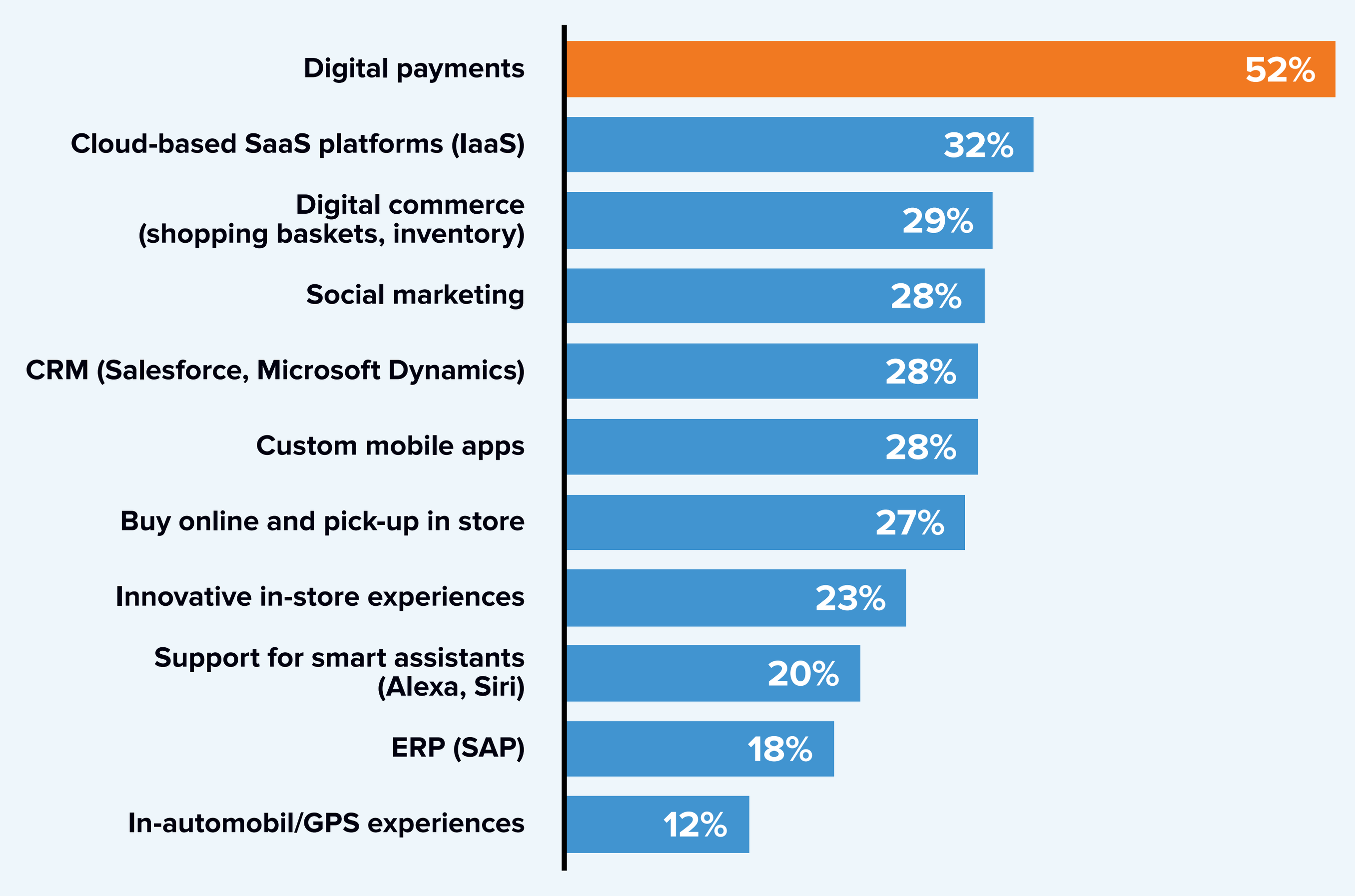
IDC partnered with PayPal to survey how eCommerce-enabled enterprises are adapting to today's digital economy and which business-level objectives are driving technology investments.

The survey was targeted to high-level decision makers, in larger enterprise-level companies, with an existing online business operating in more than one country.

A total of **653 business leaders** responded representing United States, United Kingdom, Australia, and Canada.

Digital Payments Are a Top Priority for Growth

More than **50%** of enterprises chose Digital Payments when asked which technologies and innovations will help their business grow over the next five years.



Investment Priorities Center Around the Customer

Enterprises rank these key investment areas as the top three for future growth:

1. Providing excellent customer experience
2. Growing online business into new channels
3. Attracting more customers

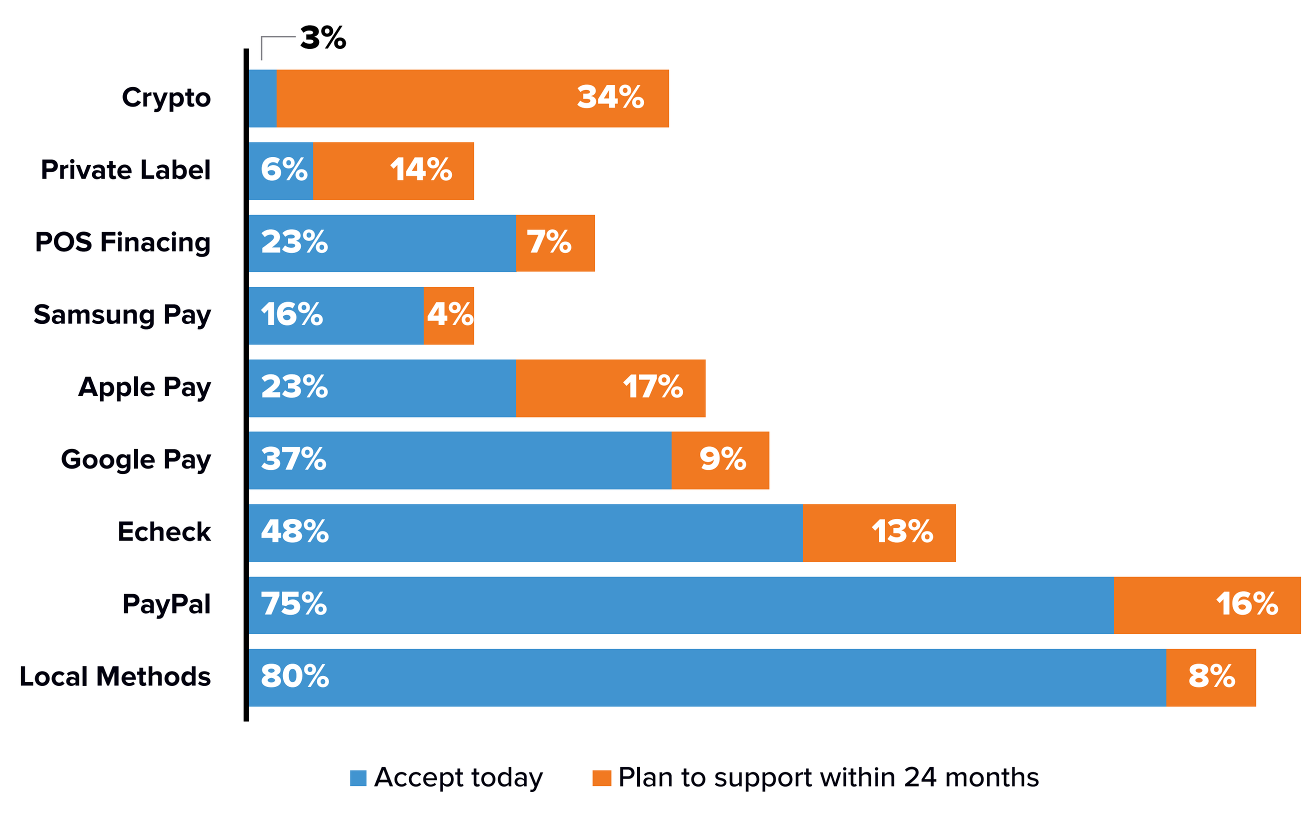
Digital Wallets Are Seen as the Most Important Payment Trend to Enhance the Customer Experience

31% of enterprises expect **digital wallets** to have the **biggest impact on how they engage with customers** and process online payments.

Enterprises Are Broadening Their Payment Platforms

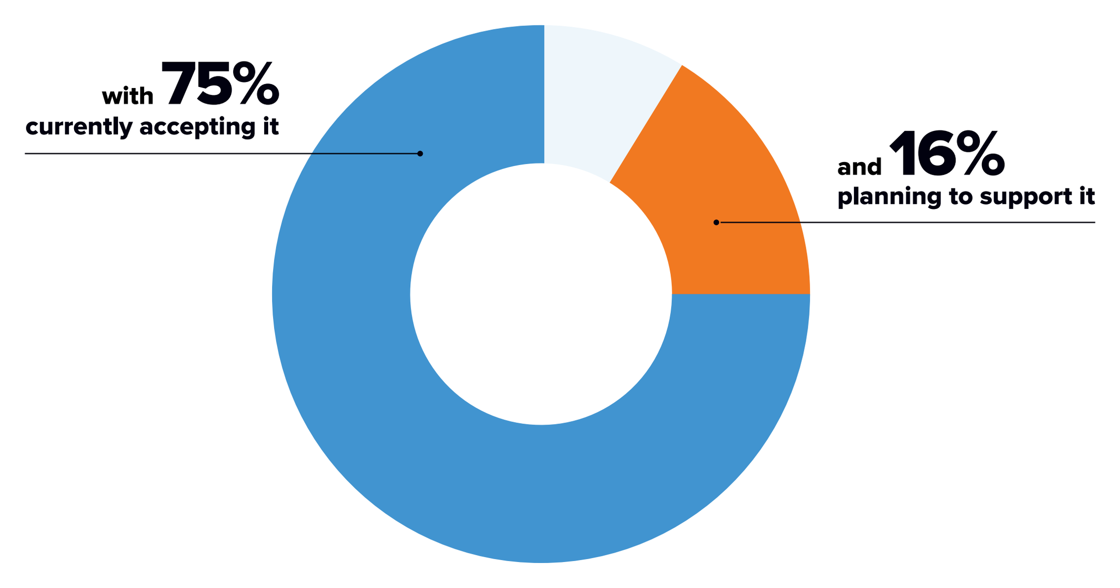
In this period of disruption, it's more critical than ever for organizations to review their payment offerings and ensure the mix is appropriate for their target consumer.

Enterprises are looking to increase their already-broad range of payment methods.



PayPal Is One of the Leading Platforms

PayPal is one of the most-supported enterprise payment platforms



81% of the fastest-growing companies in our survey accept PayPal for online purchases.

The Path Forward for Enterprises

- Steadily invest in digital transformation
- Focus on customer experience and digital agility
- Seek an integrated payments solution partner

All data sourced from: IDC's *Understanding Consumer Preference for Using Paypal for Direct Billing Survey,* October 2020.

The survey, commissioned by PayPal targeted high-level decision makers in larger enterprise-level companies with an existing online business operating in more than one country. Responses from 653 business leaders in United States, United Kingdom, Australia and Canada were represented in the study.

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