Global Scenarios

Position your organization for success in an uncertain future

Executives are increasingly asked to test business strategies against different potential future environments. **IHS Markit Global Scenarios** draw on the unrivalled insight and expertise of research and analysis across our energy, automotive, and technology groups. They help organizations prepare for the future by examining the key forces that will shape the global business environment in the years ahead, and the implications for the energy industry and energy users.

Shifts in the global landscape will have important implications for strategic decisions about investments, market entry and exit, and commodity sourcing, marketing, and trading. Using independent, integrated, and quantified scenarios allows the organization to plan effectively in times of change.

At the heart of the service are three distinct, quantified, and transparent long-term outlooks. Each scenario explores a plausible future for economic growth and policy, politics, trade, security, technology, and energy demand, mix, and supply to 2050. The service narratives provide the foundation for our global outlooks for oil, natural gas, coal, renewables, and electric power. Scenarios are quantified in data sets with annual, regional, sectoral, and fuel-level detail.

The service will help you:
- Develop a robust long-term strategic outlook as a foundation for making decisions;
- Test the resilience of alternate strategies against a range of plausible, divergent futures;
- Monitor changes in global trends and energy markets;
- Identify risks and opportunities for strategic advantage ahead of the competition.

**How Can Your Organization Benefit?**
- Compare and contrast company expectations for economic growth; energy supply and demand and mix; and geopolitics with the integrated and detailed IHS Markit “planning case.”
- Utilize the “planning case” datasets for internal modelling and as benchmarks for your own long-term projections for budgeting or planning purposes.
- Use the two alternative scenarios to test the resilience of strategies in the face of an uncertain business environment that can result in large swings in revenues and costs or missed opportunities. These alternatives allow for stress testing of principal and alternative strategies.
- Monitor scenario signposts for early warning indicators about potential shifts in the business environment that could lead toward a different future.
Three plausible and divergent scenarios

The three IHS Markit Global Scenarios were developed with direct input from IHS Markit experts and clients from a broad range of industries and perspectives, who identify the key uncertainties about the global economy, politics, security, and energy resources.

**Rivalry**, the IHS Markit “planning scenario,” describes a world of increasing competition for political and economic power as the world transitions to a more multipolar world with broader distribution of wealth and influence. This increased competition plays out in the energy industry as growing rivalry among energy sources drives fundamental shifts in the fuels and technologies used in transportation and electric power generation.

**Vertigo** considers a volatile future in which global political and economic uncertainty is endemic, resulting in a pernicious risk-averse environment that is focused on short term profit maximization and cost containment. This leads to frequent time lags in capital investment that cause chronic mismatches between demand and supply. While innovation moves forward, the world does not efficiently adjust to the impacts of technology on labor markets and the broader economy, adding to the atmosphere of instability and imbalance.

**Autonomy** considers a world in which a powerful combination of policy, market and social forces pushes technology and consumer behavior in ways that transform the global energy system. The world moves increasingly away from centralized, traditional sources of energy, toward new sources of indigenous energy production that meet local energy needs in changing ways.

**Deliverables**

- Framework Reports - Provide the fundamental global scenario storylines and describe key drivers behind the scenario narratives.
- Annual Summary Reports - PowerPoint analyses of key changes in the annual update to all three scenarios narratives and datasets, as well as side-by-side comparisons of key assumptions about the geopolitical and macroeconomic environment; climate change policy; and primary energy. Three separate reports compare key assumptions and logic behind the supply and demand outlooks for oil, gas, coal, and power.
- Annual Datasets - Two data sets for each scenario, providing detailed regional and country-level (20 countries) long-term outlooks: (1) energy sector data includes primary energy demand; supply and demand for oil, natural gas, coal and electrical power; long-term price forecasts for oil, gas and coal; global emissions; (2) macroeconomic data includes GDP, exchange rates, and interest rates.
- Data Visualization Tool
- Quarterly Signpost Updates - Regular assessments of global events separating key changes and trends from short-term noise and early warning system of changes in the context of the Scenarios Framework.

For more information [www.ihsmarkit.com](http://www.ihsmarkit.com)

**About IHS Markit**

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world’s leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

---

**Susan Farrell**
Vice President  
T +1 202 721 0337  
E Susan.Farrell@ihsmarkit.com

**Sandra Ortega**
Commercial Director  
T +1 281 752 3535  
E Sandra.Ortega@ihsmarkit.com