

OneAffiniti 

Pulse Check: The Impact of COVID-19 on Business

ITDM & BDM Insights

May, 2020



Introduction

OneAffiniti is a leading global through-channel marketing company working with more than 3,000+ channel partners on a monthly basis and reaching more than 3.5 million decision makers around the world.

In April, 2020, OneAffiniti globally surveyed more than 2,500 IT Decision makers (ITDMs) and Business Decision makers (BDMs) about how the recent COVID-19 virus has impacted their business.

The survey shows that COVID-19 has:

- Negatively impacted revenue
- Caused steady demand for investment in remote working
- Caused challenges sourcing accessories, hardware and video conferencing products

Due to the negative impact to overall revenue, businesses are having to make some tough budgeting decisions to ensure business stability through the end of 2020. However, organizations are recognizing IT investment as critical to their success, leaving the majority (74%) of IT budgets intact.



Survey Overview

The COVID-19 Impact on Business survey is built on responses from **2,570** ITDMs and BDMs in North America (USA and Canada) – 71% and Australia/New Zealand – 28% in the month of April 2020.

Respondents were from:

- Small companies: 45%
- Mid-sized companies: 31%
- Enterprise: 16%
- Not identified: 8%

They represented 19 industries, where 60% were from:

- Education and Training
- Professional, Scientific and Technical Services
- Manufacturing
- Health Care and Social Assistance
- Financial and Insurance Services
- Construction
- Information Media and Telecommunications
- Retail Trade
- Rental, Hiring and Real Estate Services



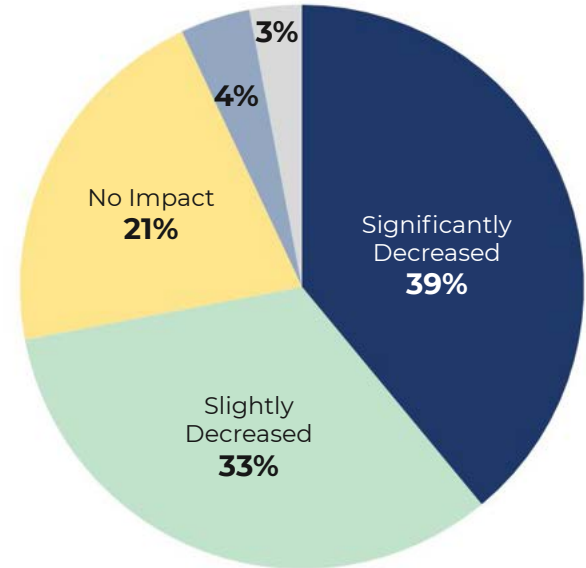
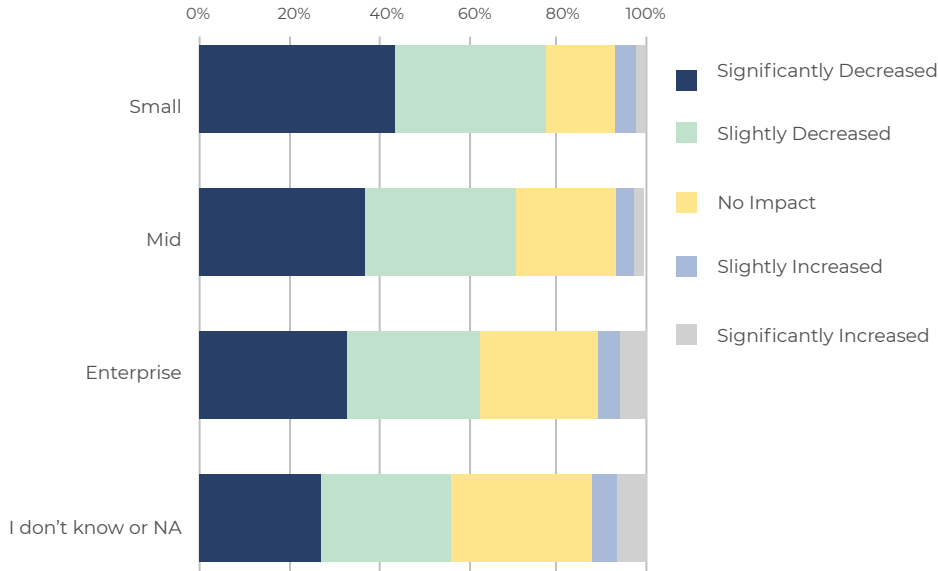
Revenue is down

SMBs are more impacted

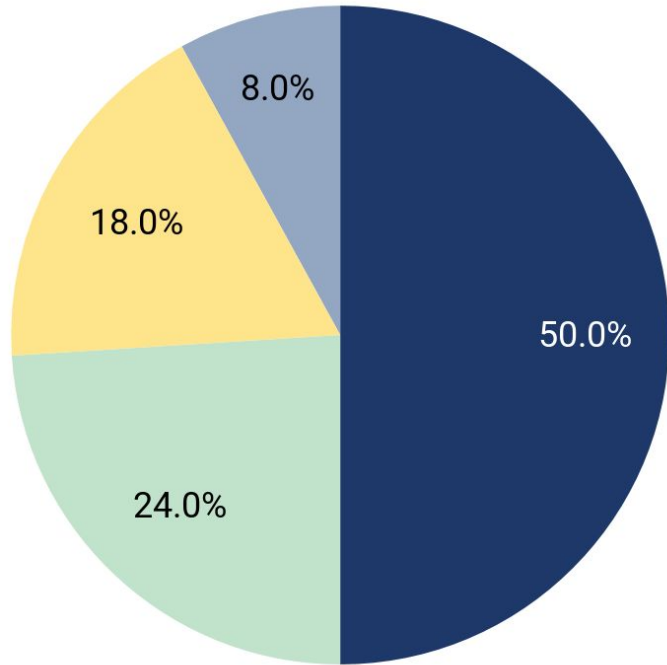
The larger the company, the more they have been able to weather the economic impacts of COVID-19, with small business' experiencing significant decreases in revenue since March.

Majority of companies are reporting a decrease in revenue

72% of respondents are reporting a slight or significant decrease in revenue due to the impacts of COVID-19 since March.



Majority of IT budgets have stayed flat or increased



● Remained the same	50%
● Increased	24%
● Decreased	18%
● Not sure	8%

When it comes to company IT budgets, half of the respondents said budgets have remained the same since March.

74% of respondents report no shift or an increase in their IT budget over the past few months.



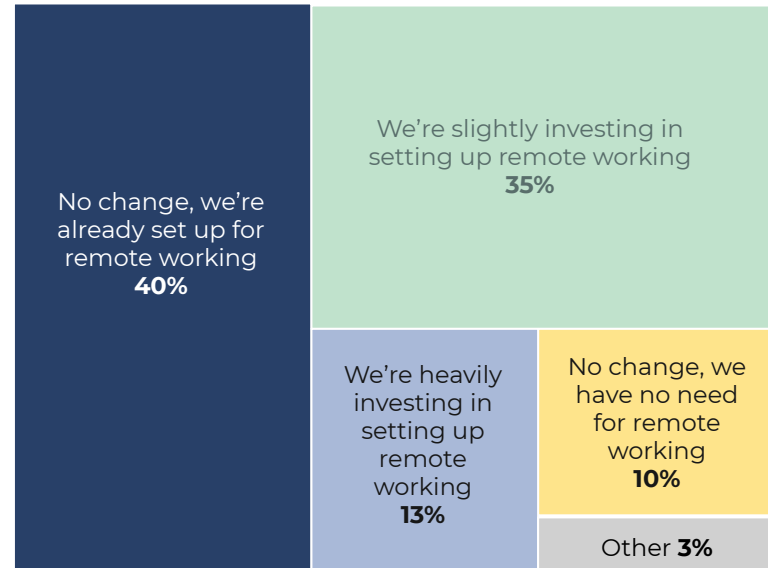
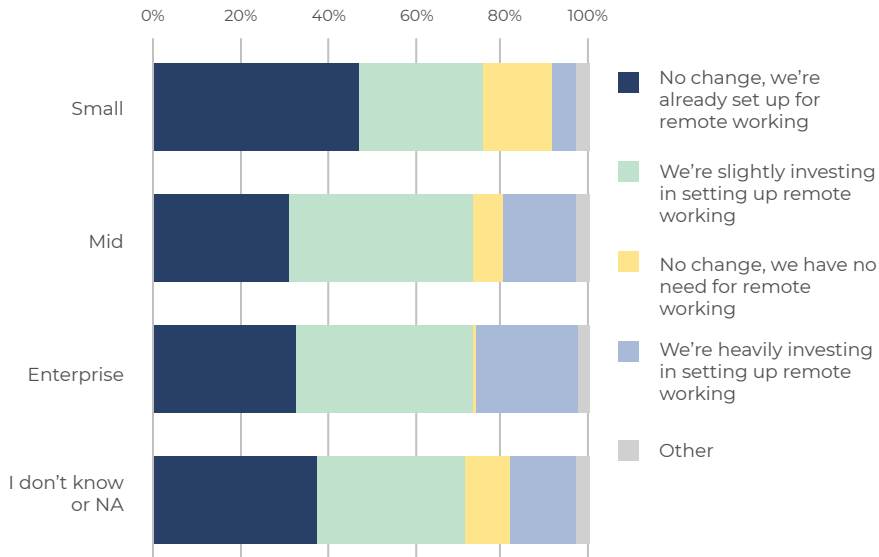
Budgets for remote working is still a priority

Larger companies are spending more

Larger companies are less equipped for remote working, and have had to shift IT budget to prioritize mobilizing their staff due to the coronavirus pandemic.

Companies are still investing

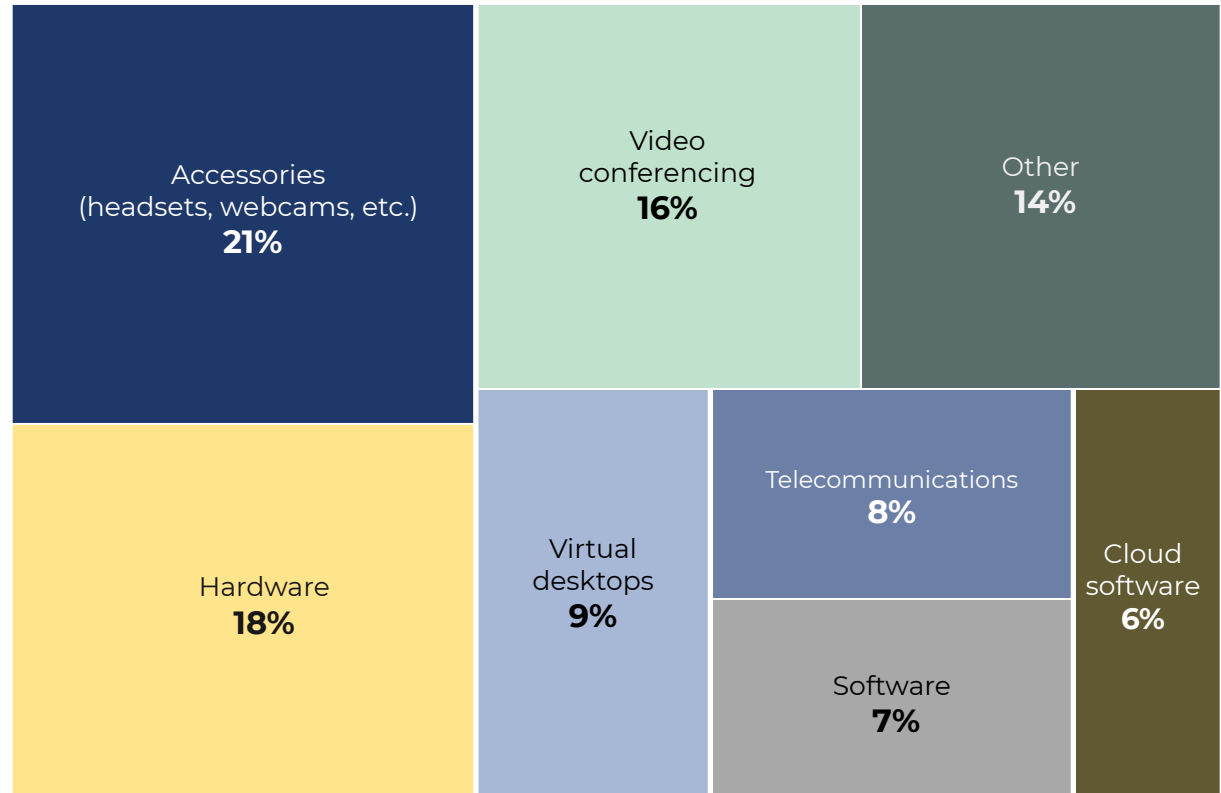
Companies are adapting to the new working conditions caused by COVID-19, with nearly **half** of respondents currently investing in remote working.



The top challenges for IT's WFH solutions

Companies are working hard to adapt their businesses in this new remote work environment.

Providing accessories, hardware and video conferencing solutions to their end users are among the most challenging task for the ITDM and BDMS.





Thank you

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