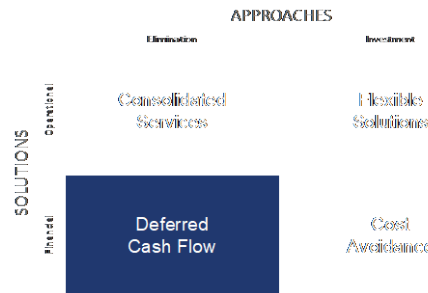


# Advocate’s Take on the Impact of COVID-19 on IT Businesses

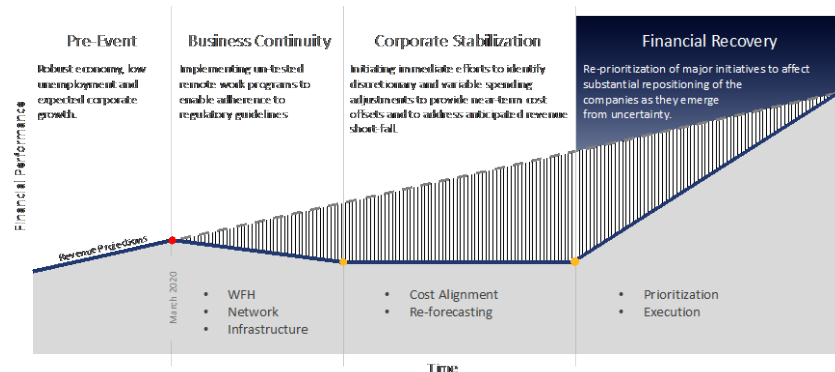
## For Immediate Release

Everyone has been on an accelerated mission to preserve cash and forecast their future in the wake of COVID and the civil unrest associated with the police protests. Arguably, this has ushered in a period of unprecedented uncertainty for enterprises.

Throughout these crises, [Advocate](#) has engaged with CIOs across a wide range of companies and industries, and clear patterns of response are emerging across our customer base. Generally, we see them fitting into one of four categories (illustrated below) with the majority “below the line.” Meaning, they are focused on “financial” solutions to achieve savings. Those are savings that can be made through contracts and terms without having a material effect on the technology itself.



Large well-known companies that Advocate works with from Logistics to Manufacturing industries are working with vendors to defer payments and adjust contract terms for their technology solutions. Other companies from Consumer Electronics to Private Equity are consolidating buying power across geographies and corporate boundaries to operate as larger consolidated organizations to pursue contract consolidation.





Finally, a few companies that were less impacted by immediate cash constraints are looking to make measured investments in technologies, “above the line” that allow them to adjust to a new normal of operation. These investments include technologies directly related to creating flexibility and scalability to meet future needs, such as unified communications, cloud computing, and network infrastructure. Companies in this group include those from the Financial and the Technology sectors who are looking toward the second half of 2020 to realign priorities and launch their efforts to achieve financial recovery.

The breadth of change has been extensive in terms of the companies, industries, and solutions impacted by the COVID situation. By some accounts, companies have changed their priorities and strategic focus more in the last ten weeks than was previously predicted to occur for the next five years. While the situation was unexpected, most will leverage this moment to achieve changes that have lingered too long within their technology environments. For a few winners, this will help them accelerate improvements in their long-term corporate position.