



Introduction

- Kevin Kelly - VP Business Solutions at DiCentral

Agenda

- Key Impacts of Covid-19 on US Companies
- How US Companies are responding to these Impacts

Covid-19 Impact

Lockdowns – mandated by government



Covid-19 Impact

Economy restart – with subsidies, trade protectionism,
and mergers



Covid-19 Impact

Economy Returning to Normal – without subsidies and protectionism



Covid-19 Response

Enterprise leadership are looking to technology to solve the crisis.

..and to change market expectations and behaviors



Covid-19 Response

Digital investment rising

Even if revenues are declining



Covid-19 Response

Long-term digital business strategies embraced

Business model digital transformation embraced



Covid-19 Response

Enterprises are seeking to expand digital business opportunities

Bottom line: Disruption Shapes Business Strategy





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