# Illuminas

THE IMPACT OF COVID-19: FROM A TECHNOLOGY BUYER'S PERSPECTIVE

When the global pandemic hit the US in March 2020, no one understood the magnitude with which it would impact our economy, our organizations or our daily lives. However, after a couple of weeks with the shelter-in-place orders in effect, it became clear that things wouldn't be going back to normal anytime soon… or would they?

The following infographic explores how perceptions of the impact of the coronavirus have changed over time among technology buyers in the US, and how long these disruptions are expected to last.

HOW MUCH OF A DISRUPTION IS COVID-19?
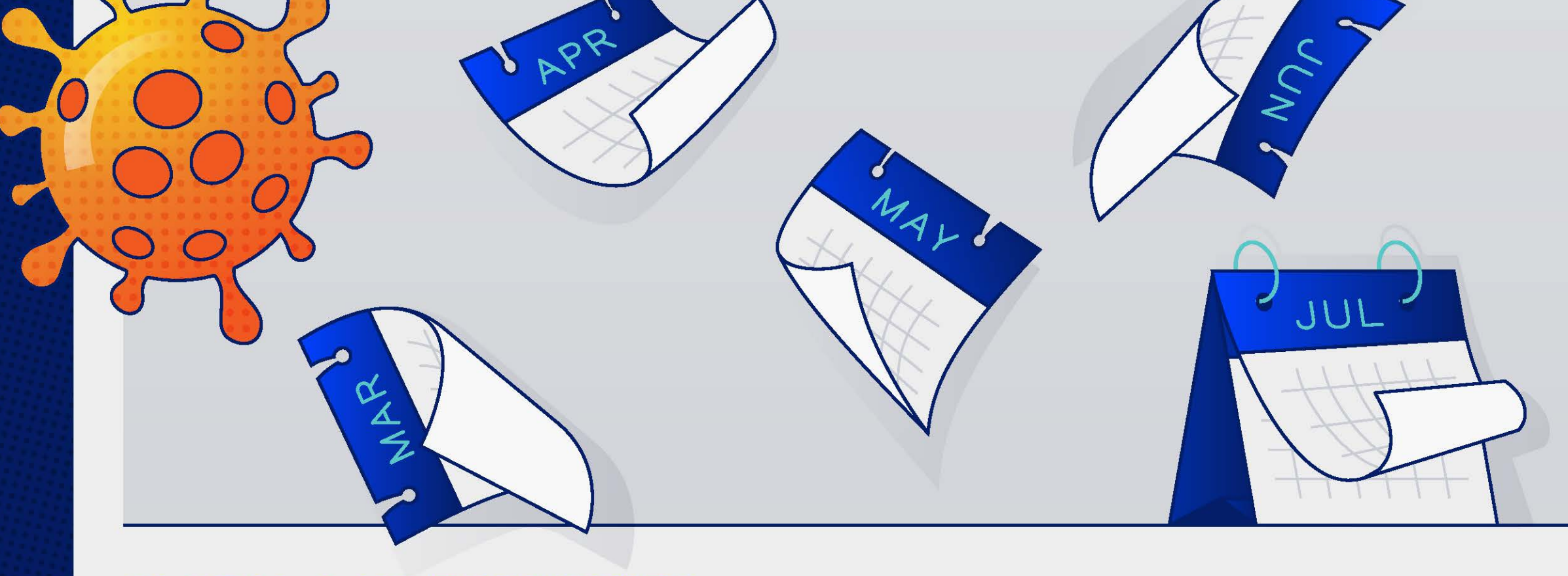
GLOBAL & US ECONOMIES

Since the beginning of the shelter-in-place orders, there has been no doubt that the coronavirus has been and continues to be a MAJOR DISRUPTION to the global and US economies.

PERCEIVED CHANGE IN LEVEL OF DISRUPTION — Major disruption / Minor disruption

Global economy

	MARCH	APRIL	MAY	JUNE	JULY

US economy

	MARCH	APRIL	MAY	JUNE	JULY

ORGANIZATIONS & TECH BUDGETS

At the organizational level, the coronavirus was considered to be a MAJOR DISRUPTION in March, as companies rushed to put into place and support a now 100% remote workforce. However, the severity of this impact began to taper off in May as the "new norm" mentality started to settle into place.
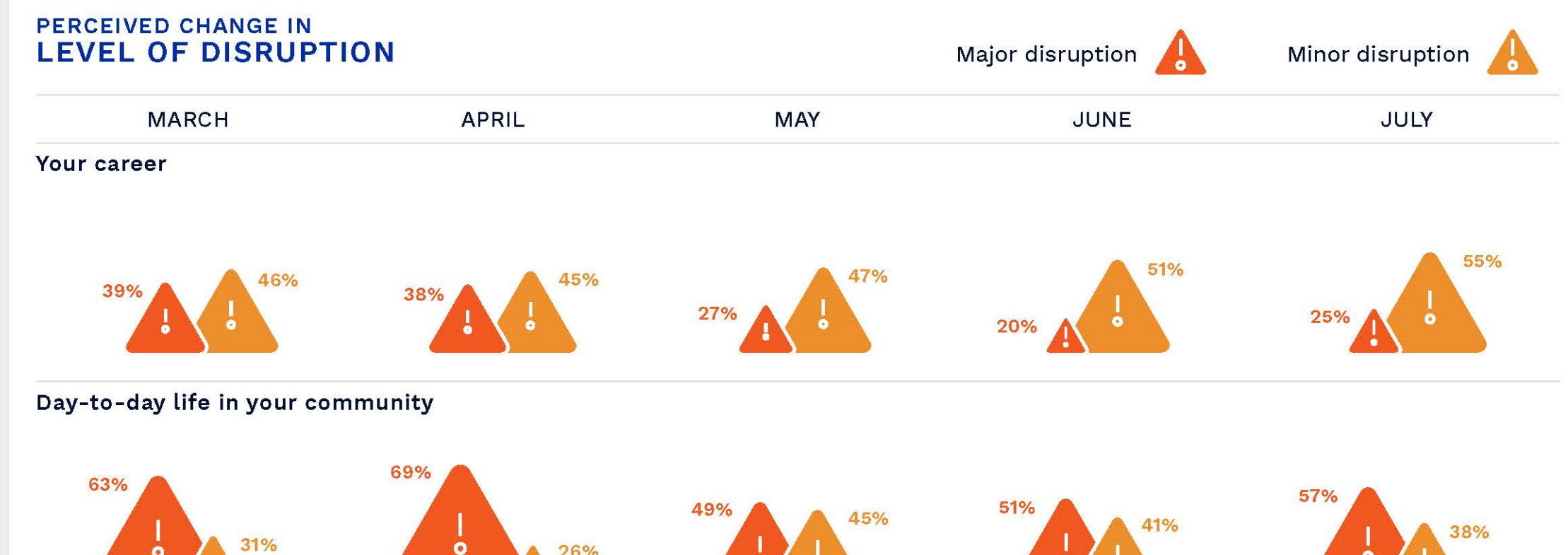
Technology budgets were also impacted by the pandemic, although there was no clear consensus in March about how big of an impact these budgets would face. As the months went on, it became increasingly clear that these budgets would NOT be majorly impacted.

PERCEIVED CHANGE IN LEVEL OF DISRUPTION — Major disruption / Minor disruption

Your organization

	MARCH	APRIL	MAY	JUNE	JULY

Your organization's tech budget

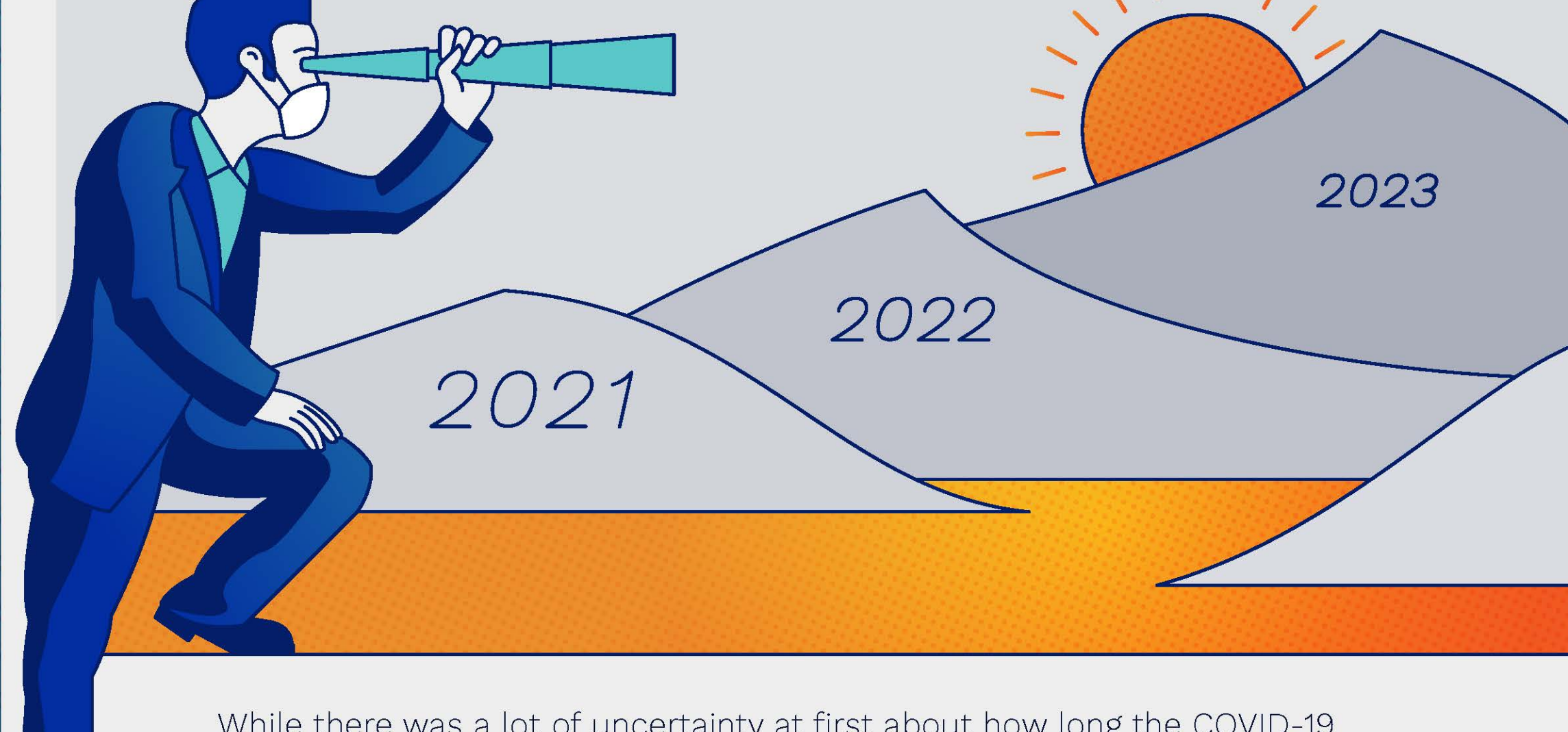|	MARCH	APRIL	MAY	JUNE	JULY

CAREER & PERSONAL LIFE

The impact the coronavirus has had on people's personal and professional lives over the past 5 months has lessened over time as people have become more accustomed to social distancing and/or working from home.

Yet, despite a decline in severity, most people in tech consider COVID-19 to be having a MAJOR IMPACT on their personal lives compared to only a MINOR IMPACT on their professional careers.

PERCEIVED CHANGE IN LEVEL OF DISRUPTION — Major disruption / Minor disruption

Your career

	MARCH	APRIL	MAY	JUNE	JULY

Day-to-day life in your community

	MARCH	APRIL	MAY	JUNE	JULY

HOW LONG DO YOU EXPECT THE DISRUPTIONS TO LAST?

2021 2022 2023

While there was a lot of uncertainty at first about how long the COVID-19 disruptions were expected to last, the expectation that they will last 12 months or more has increased over time in most instances.

GLOBAL & US ECONOMIES

The majority of people expect that the impact to the economy will last 12 MONTHS OR MORE, and this trend has remained consistent over the past few months.

ORGANIZATIONS & TECH BUDGETS

The number of people who expect the impact of COVID-19 on their organization to last 12 MONTHS OR MORE has significantly increased over time.

The impact on technology budgets is not expected to last as long—most expect the impact on their company's technology budget to last 6 TO 12 MONTHS.
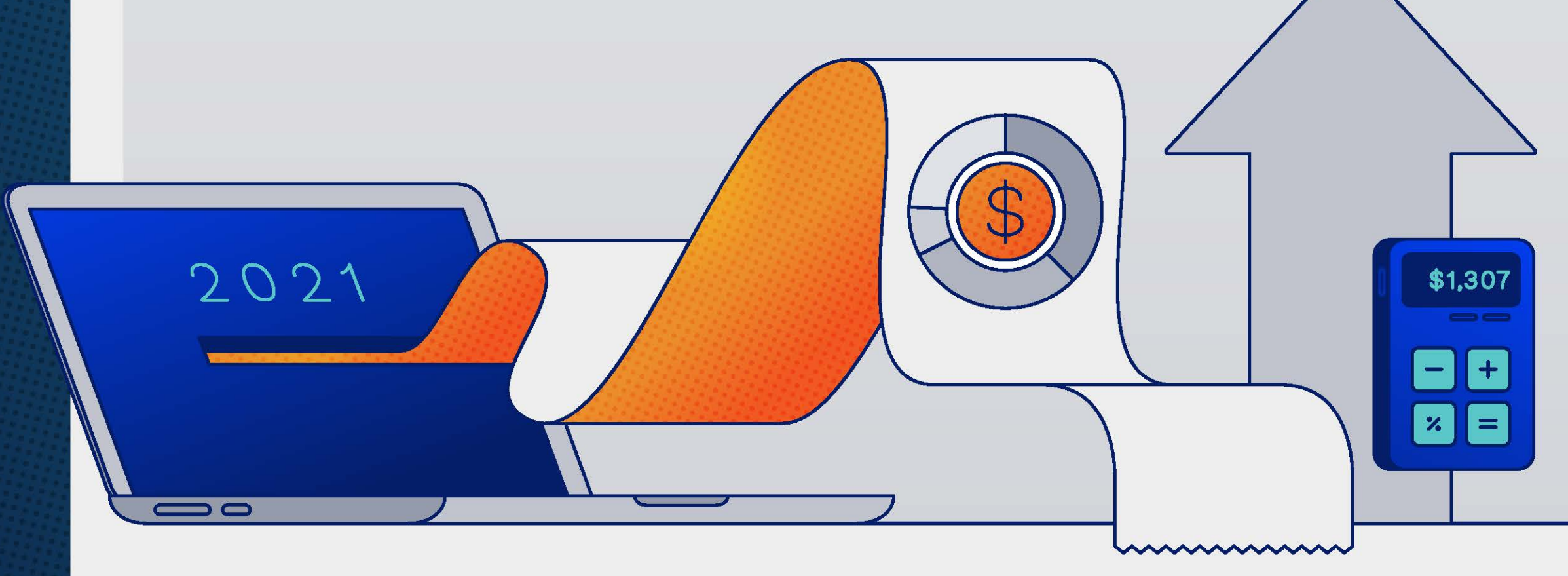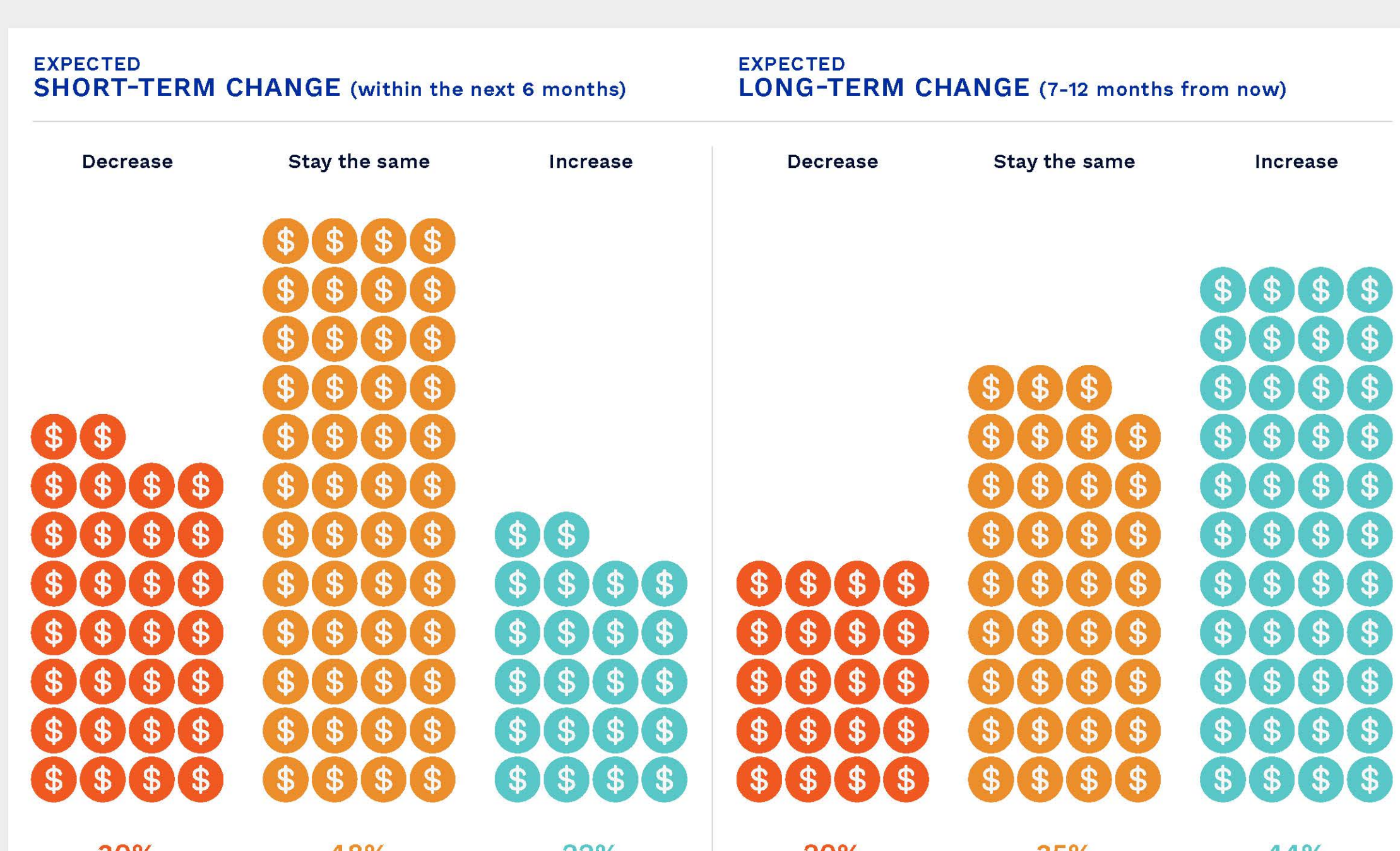
CAREER & PERSONAL LIFE

Although it is unknown how long COVID-19 will impact people's professional lives, an increasing number of people expect it to impact their personal lives for MORE THAN 12 MONTHS.

PERCEIVED DURATION OF DISRUPTION % who agreed disruption would last for 6+ months

	Mar	Apr	May	Jun	Jul

US economy

Your organization

Your organization's tech budget

Day-to-day life in your community

WHAT SHORT AND LONG TERM CHANGES DO YOU EXPECT TO YOUR TECH BUDGET?

2021 $1,307

Despite the unstable economy and the prolonged impact the coronavirus is expected to have on our daily lives, organizational tech budgets are expected to stay the same in the near term and rebound to levels equal to or higher than pre-pandemic levels 7 to 12 months from now.

EXPECTED SHORT-TERM CHANGE (within the next 6 months)

Decrease	Stay the same	Increase
30% Down from 45% in Mar	48% Up from 20% in Mar	22% Up from 4% in Mar

EXPECTED LONG-TERM CHANGE (7–12 months from now)

Decrease	Stay the same	Increase
20% Down from 35% in Mar	35% Down from 40% in Mar	44% Up from 11% in Mar

Because tech budgets are expected to rebound from the coronavirus, it is important for technology companies to pivot their business models as needed during the pandemic and to continue forward with developing their future product roadmaps.

For some industries, technology has been the key to solving many of the issues and challenges caused by the global pandemic. For others, technology has allowed companies to re-think how they engage with customers. Through the use of technology, these companies have been able to survive the pandemic and prepare themselves for (and protect themselves against) future shifts in the market.

Stay tuned for the next version of our COVID-19 infographic, where we will dig deeper into how perceptions of COVID-19 vary across different types of technology buyers.