

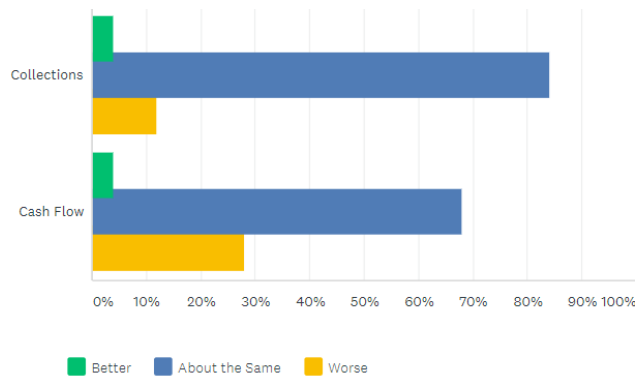


Overview of SIA Members Performance During COVID-19 Pandemic

An SIA survey was sent to our members. Below are results and insights gained from this report. Thank you to our members for taking the time to complete this survey.

Accounting

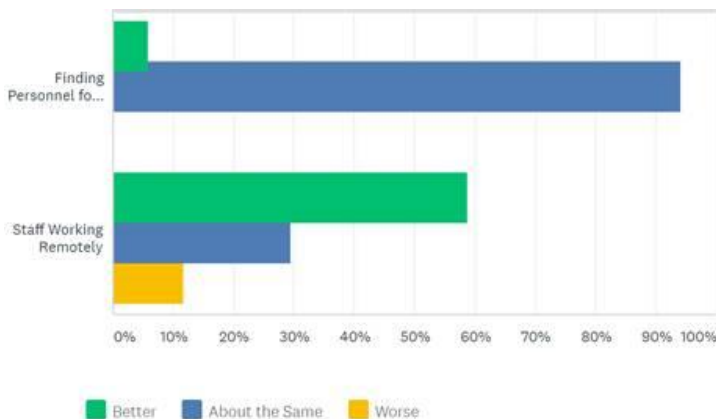
There has been very little impact so far to the collections of invoices. Cash flow is not an issue for most, though some are starting to see incoming cash slowing down. The same goes for the ability to find personnel for service calls. So far there has been no perceptible impact.



We will undoubtedly see a change to this in the future. The more critical the service we provide and the more critical the product or service is of our clients, the more likely we are to see little change to collections. The practical advice for any business owner is to take steps now to ensure that you have the funds available to ensure that a slowdown in cash flow does not negatively impact your business.

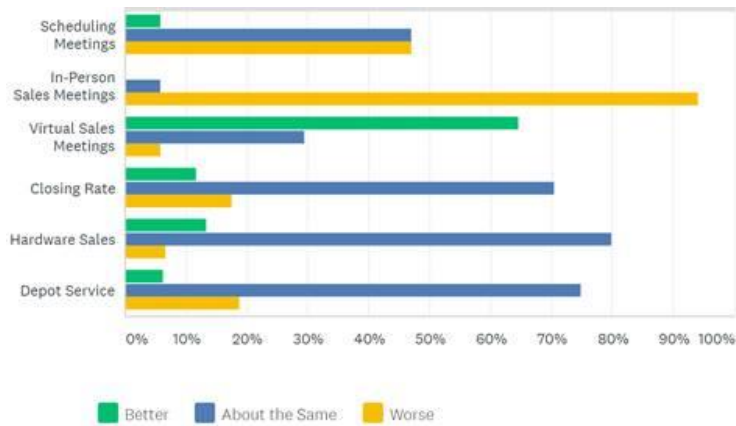
Employees

All respondents reported that staffing had no negative impact on their business. Most if not all companies are having a good portion of their workforce work at home if they are able, with about two thirds of the respondents reporting that staff is working remotely. For many service companies there are a great deal of positions that transition well to working remotely. There are, however, specific business functions that will require adapting to social distancing in order to remain healthy. We will need to adjust in various ways to stay connected with our employees and making sure they are connected to each other.



Sales

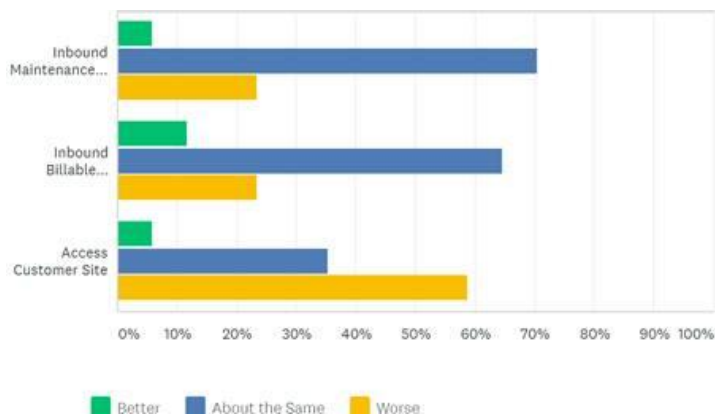
This is an area that is seeing the largest shift as we enter into this time of uncertainty. For the most part, at least so far, we have seen an impact to some extent with in-person meetings with the largest change but quickly being replaced with virtual ones. Over the past few years virtual sales meetings has become more acceptable. During this unprecedented time when many companies are not accepting visitors, we have seen an immediate shift to virtual sales. This area should be focused on and refined within each company in order to continue selling.



It is interesting to note that both the closing rate and hardware sales have seen an increase for some, but for the most part, a steady shift to the virtual world has allowed our member companies to continue selling. If you are seeing a dip or are struggling with shifting to virtual sales, this could be an area of opportunity for you.

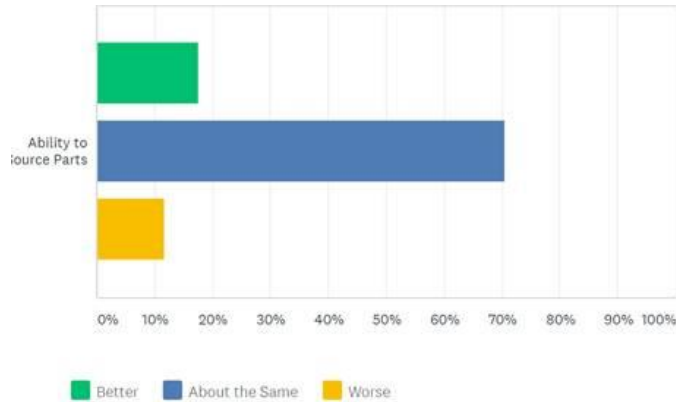
Service Delivery

The impact on service is interesting. The number of inbound maintenance and billable calls has dropped for many of us as well as access to customer sites. This shift is most likely due to managing the most essential and critical issues first. Access to customer sites has seen the largest impact. Most companies at this point are responding and managing areas that are the most critical.



Supply Chain

The ability to secure the parts needed and get them to the right place for repair and maintenance is extremely critical. Fortunately for our members, support IT has not been negatively impacted. For some businesses that have services outside of traditional IT, we are seeing some supply chain issues.



Demographics

Interestingly, we inquired about geographies serviced as well as company size. Out of all the questions asked, we did not see any difference in all the categories above. From collections, ability to sell and hold meetings, service and supply chain, there were no perceivable differences in the responses given.

Challenges

When asked about challenges, most respondents were upbeat and optimistic. Any challenges faced would provide opportunities to grow and adapt. The SIA commits to help finding these areas and share any best practices amongst our members.

Leaders should be thinking about contingencies if portions of their workforce are not healthy or are not able to work. Lower demand during the crisis could keep your workforce largely unproductive as well. As we come out of the crisis, demand will most likely increase and will need to prepare to take advantage of those opportunities.

Opportunities

Many of our members saw an increase in demand for hardware sales. Customers found themselves in a situation where their infrastructure is critical, demands of employees working from home and the need to make sure they were well supplied.

With many downturns there comes challenges but also opportunities to address new clients with solutions and many are looking to cut costs. Our members are well positioned to be able to offer superior service at a much lower cost. Many view this as a large area of opportunity, especially when we come out of the current crisis. This crisis is also seen as a door opener to talk to new clients because now there is an immediate need.

Changes

Most if not all our members have made a large shift to their employees working remotely. With this comes new technologies being utilized, most notably for virtual meetings. The requirement for communicating across different channels has caused many to come up with new and novel ways to engage with their employees and with the company. In many cases, we are looking for new ways to engage our employees.