

Recommendations for Business Executives

1

If **scenario planning** was not a common practice at your organization, begin to **institutionalize it with formal processes**. If-then forecasts should become standard.

2

Digital transformation objectives might be more relevant than ever before, but in many cases might need to **realign the focus**. Use this crisis as a **turning point in the conversation** with senior management.

3

Working from home needs to be an organized process across Latin American companies. **Push for modern, cloud-based infrastructures and platforms** that enable remote work, management, security, and agility. Include plans to realign jobs that can not be done from home.

4

Avoid hasty, short-term, drastic decisions that could **impact your competitiveness** in the medium/long term. Use accurate and timely information today to analyze what the impact of decisions 12 months from now.

Recommendations for IT Suppliers

1

Mind the tech buyer's context, practicing "sales distancing" to some degree, without missing out on opportunities. **Some buyers are more available** than others because of shutdowns, especially those that previously had frequent travel throughout Latin America.

2

Many lines of business executives are suddenly thinking about **technological challenges** that were previously out of their concern (HR process, how to pay bills remotely, remote sales, etc). **Communicate** how your solutions solve these problems.

3

Help your clients find more ways to **trim costs by eliminating wasteful or redundant processes**. They'll need to reassign spending to essential tasks, products and customers and achieve **fast ROI**.

4

With face-to-face sales events globally and in Latin America reduced, **integrate digital marketing processes** into the lead generation, sales education, and closing stages.