

# 1 — Immediate main actions IT/SW Service companies could take

Corona  
Situation

## Keep remote contact with Client- and Lead-Contacts and Prospect acquisition

- Analysis of the messages from them on home page, in news paper, internet, ...
- Contact via eMails, calls, social and professional media messages, home page with e.g.
  - „I hope are your'e well !”
  - „we can help in case of engineers quaratine and sick leave”
  - „What's with your produc(s)?”
- Get the real situation of these partners and take conclusions
- Smooth prospect contacting (e.g. Via LinkedIN)
- Perhaps remote IT services and service desk needed in case loss of network maintenance staff

## Foster innovation PoC and „start up” ideas for now and after Corona

- Start think-tanks with the slogan „what would improve the current situation if it would exist” ? „What will be needed after Corona ends?”
- Evaluate internally and with Domain / Industry expert if there is a value-add
- Check the combination and big picture solutions and define a program
- Define the targets, Create a plan and execute the projects to generate slide ware, PoC devices and products for e.g. Show cases or customer pitch presentations

## Prepare for the time after Corona is ending

- Analyze the Market needs based on
  - current problems and things not working (properly)
  - Who are the current Business winners and why?
  - Who are the current business losers and why?
- Use the innovation Ideas outcome and align with the Analysis
- Use the time to intensively analyse and define prospects in the standard EUVIC partner domains
- Prepare and create related Material, PoCs and show cases for events, publishing or campaigns