



# Covid-19: Initial Impact Analysis

## Report Abstract

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## Overview

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The Covid-19 pandemic is having a massive impact on industries, on government, and on how people are leading their lives, virtually all around the world. As we write, there is no clarity as to the ultimate spread or length of the pandemic: governments, industries and individuals are going through a period of uncertainty unparalleled in our lifetime. Some companies openly acknowledge that they are managing their businesses “a day at a time”.

NelsonHall has adapted the focus of its research to provide close analysis of the likely impact of Covid-19 on the IT Services and Digital Business Operations industries. We are talking to both major buyers and major suppliers of these services and will be publishing a steady stream of research based on our findings.

This paper provides our preliminary views on the impact of Covid-19 on the BPS industry across different sectors, spanning Healthcare (Providers, Payers), Insurance (P&C, L&A), Pharma, Retail & Consumer Banking, Capital Markets, Automotive, Manufacturing, Consumer Goods, Retail, Technology, Energy & Utilities, Telecoms & Media, Transportation & Logistics, and Travel & Hospitality. Its focus is on the financial and operational impact in these industries in the short term.

## About The Author

Rachael is Executive Vice President, Research, at NelsonHall. She has global responsibility for research programs including the flagship Vendor Intelligence Program, which delivers the most comprehensive vendor intelligence in the form of Key Vendor Assessments, Quarterly Updates, and Daily Vendor Tracker. She also consults widely with NelsonHall clients.

Known for her no-nonsense style and ability to get the heart of complex issues, Rachael is sought after by clients for a variety of custom research and advisory engagements, including one-on-one advisory sessions with C-level executives in the leading IT services companies.



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## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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