

Companies in North America Are Investing in Tech as They Look to Reopen

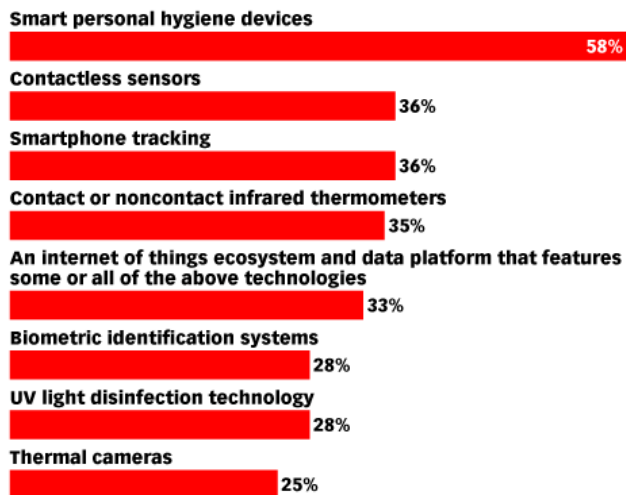
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Companies in North America are exploring a variety of technologies to prevent the spread of the coronavirus as they look to reopen. Per June 2020 data from M/A/R/C Research, 36% of respondents report investing in smartphone tracking, 36% in contactless sensors, and 35% in contact or noncontact thermometers.

What Technologies Are Companies in North America Investing in to Get Their Business Back to Normal as Quickly as Possible After the Coronavirus Pandemic?

% of respondents, May 2020



Note: n=200 IT executives; e.g., in-person interactions with customers, clients and workforce
Source: Insight, "Intelligent Technology Pulse: The Impact of COVID-19 on Business Readiness" conducted by M/A/R/C Research, June 8, 2020

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And while 33% are investing in internet-of-things (IoT) solutions to integrate the tech mentioned above, companies are also looking at short-term, low-cost solutions—58% of respondents report investing in smart personal hygiene devices like hand sanitizer dispensers.

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