

A CASE STUDY

# COVID-19's Impact on Portfolio Companies

*Providing Clarity for Portfolio Support During Unprecedented Times*

## CHALLENGE

COVID-19 has had a considerable impact on software spend and business operations across industries. As the pandemic continues to reshape the economy, a GLG client needed insight into increasing software needs and emerging technology gaps to understand how to best service its portfolio companies.

## THE GLG APPROACH

Working in tandem with the client, GLG designed and executed a custom survey capturing shifts in technology spend and priorities, along with changes in the workplace policies and the anticipated long-term impact of COVID-19 on the technology industry. The results included responses from 100 board members, C-suite executives, and senior information technology executives across various industries.

## OUTCOME

The insights gained from the survey helped GLG's client understand the coronavirus' impact on its portfolio companies and put together a strategy to meet its changing technology needs.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**GLG delivered quantitative and qualitative insights needed to evaluate the impact of COVID-19 on a firm's portfolio companies. This gave the firm the clarity needed to develop a strategy to meet its changing technology needs.**

## Why GLG?

### Drafting Support

GLG's Surveys team carefully crafted a survey in partnership with the client to answer the key learning objectives.

### Project Breadth

Curated survey with 100 experts, including board members, C-suite executives, and senior information technology executives.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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