An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of light blue and orange. Several tall skyscrapers are visible, some with lights on. A large red rectangular area is overlaid on the left side of the image, containing white text. The text reads: "Doing business from quarantine: how to maintain strong telematics market positions in times of pandemic".

**Doing business
from quarantine:**
how to maintain
strong telematics
market positions
in times
of pandemic

Content



Introduction	2
Coronavirus and the global economy	3
The impact of coronavirus pandemic on telematics	4
Gurtam materials you should study being in quarantine	6
Marketing	8
Sales	10
Working with online channels	11
Remote work with your employees and clients	13
Beyond business	15

Introduction



Coronavirus continues to sweep the planet, but this is no reason to panic. Don't go and buy up toilet paper and hand antiseptics, but it would be worth it to buy the Wialon Local licenses in case you didn't stock up last December. Standard precautions and common sense should be enough to survive a pandemic without consequences. However, everything is rarely that simple when it comes to business.

Here, at Gurtam, we prefer looking at the current situation as a good chance to acquire new skills, find additional opportunities for business, and work on the essential issues related to business development.

The borders are closed, the exhibitions and other industry events requiring physical presence are canceled. All this allows working on [online promotion channels](#). We're telling how important they are in doing business all the time. Now it's the very moment to do things you never have time for.

In order to avoid subsidence of certain business aspects, you will definitely have to replace [offline communication channels](#) (exhibitions and conferences) with something else: video calls and Skype conferences, tools for remote work, and possibly even rearrange the work of your sales departments. We will highlight all these things below, as well as how the virus affects the global economy, the telematics market, and what we should expect.

A background image showing a financial market data screen with various currency exchange rates and stock prices. The text 'Coronavirus and the global economy' is overlaid on a red rectangular box in the upper left quadrant. The background includes terms like 'EUROPE, MIDDLE EAST', 'JPY', and various numerical values such as '0.6598', '0.9483', '1.0160', '0.8483', '1.2191', '1.3069', '1.2258', '0.0082', '0.0070', '0.0100', '0.0108', '143.1980', and '1.4373'.

Coronavirus and the global economy

Several months have passed since the epidemic began, but the economy around the world is already fevering: supplies are failing, stocks are falling, and a health crisis is raging in some countries.

How will these troubling events affect your business, or will they affect it at all?

Below you may find a collection of most informative expert articles on this topic:

- [McKinsey describes three scenarios of coronavirus impact on business](#)
- [COVID-19: Implications for business](#)
- [Lead Your Business Through the Coronavirus Crisis](#)
- [Coronavirus And The Remaking Of Global Supply Chains](#)

The impact of coronavirus pandemic on telematics



Most likely, [according to Alexei Schurko](#), the Gurtam architect, the telematics market will see more or less tangible consequences no earlier than 2021. But some of them will become relevant this year.

- First of all, let's mention that China supplies most of the equipment. And now the factories are shut down due to the quarantine. Thus, the telematics solution providers can face or have already faced, the lack of **GPS devices**. And it also concerns the factories located out of China, as they are in need of components made in China. But it's not a reason to get upset right away.

Gurtam's CEO is confident that this situation is temporary. It is unlikely that the factories will be allowed to have their production stopped for a long time. The quarantine can not last forever, and the manufacturers no less than customers are interested in resuming supplies as early as possible.

- **The need for transport** will not disappear. It is as basic as the need for water or food. Less personal interaction means even more active use of delivery services that need to be controlled. And this is what telematics service providers should take care of.


Also, in order to remove a large share of paper documents and minimize manual labor, the automation of business processes for remote work can be offered as an option.

- **The car market is expected to decline.** But, on the other hand, manufacturers of telematics devices will find it somewhat easier to compete with integrated telematics provided by car manufacturers.

You can even make more money on servicing already installed devices than on the installation itself. And you can offer new ways of using devices. Thus, AI cameras are capable of detecting elevated body temperature. Right now, this feature is more relevant than ever!

- **Electric cars already have some advantages** over traditional cars in quarantine. There is no need to apply to filling station staff or use car service. And it has a positive impact on both business and private owners in the current situation.

The prevalence of electric vehicles varies from region to region, and in the CIS it is lower than in Europe and the United States. This means that coronavirus and oil prices drop could be an impetus for increasing their number.



Gurtam materials you should study while in quarantine

Self-isolation is not that bad. Find below ten anti-crisis ideas we've collected for you. They will help boost your business effectiveness and win over competitors.

The crisis is not about relaxing. So, deepen your Wialon knowledge and let it be your undeniable advantage.

- **[Gurtam blog](#)**. Here you will find monthly [Wialon and app updates](#), [the reports on the participation](#) in the exhibitions and conferences (the chance to visit the events virtually at least!), [Wialon cases](#) for various industries, the company news and much more. [Sign up](#) and receive notifications about the new posts in case you haven't yet.
- **[Wialon webinars](#)**. If you want to have a better understanding of some Wialon modules or, for example, you can't properly configure the hierarchy of client accounts, or you are a visual learner, and reading documentation is like torture for you, watch the webinars!
- **[Certification](#)**. As a rule, all Wialon partners are certified to be sure of the quality of the services provided. If you still haven't passed the certification test, now is the time! Check the expiration dates of your employees'

certificates or whether one of them wants to increase their level and pass a new test?

- **my.gurtam.com**. We are pleased to point out that most of our partners know about my.gurtam.com and actively use it. Spend this challenging time to fill in the clients' information to easily operate with this data in the future.
- **Marketing materials**. Examine our presentations, checklists, brochures, leaflets, and visuals to be more successful while promoting your business. You will find both ready-made materials and those you can adapt to your brand. Download all the materials at my.gurtam.com and [our website](#).
- **Conference presentations**. Please don't be upset if you haven't participated in our Telematics events. The videos are stored on our [YouTube channel](#). Note that you can download slides at my.gurtam.com.
- **Use cases library**. Here we post Wialon case studies from around the world. Need an idea? You are in the right place! Filter cases by industry and monitoring objects. Also, we are looking forward to the information about your winning projects.
- **Developers of Wialon-based solutions**. Here, find a ready-made solution based on Wialon or request custom development for your project. Contact us so that your solution appears in the developers' catalog, or offer your development services to the Wialon partner community.
- **Individual talk with experts**. Contact your personal manager or Wialon implementation specialist and talk about your business. The expert will give you the valuable recommendations, share their experience and ask the relevant questions, or offer training options.
- **Gurtam podcast**. Listen to our podcasts dedicated to telematics and hardware trends. It's our new project, so more exciting episodes are expected. Well, in the meantime enjoy the episodes released!

Marketing



Many companies assume that marketing costs should be cut down above all during the crisis, but this assumption is all wrong. On the contrary, the crisis is a time when you can outwit the competition beating those who decide to save money on marketing activities cost.

Feel free to read the articles elaborating on that topic:

- [Recession Marketing: 5 Rules To Follow](#)
- [How Your Business Can Survive The Recession By Investing In Digital Marketing](#)
- [Marketing in a Time of Crisis](#)

We recommend getting down to the following marketing activities. Very often, you don't have time for them because of some routine processes that need to be taken care of, but at the end of the day the following ones will prove useful not only in the near future but in the long run as well:

- **competitor analysis** – explore the activity of the industry key players in your region. The correct analysis and assessment of the competitive environment will let you create a competitive advantage, choose the right communication channels, and reduce operational risks;

- **collecting client feedback** and placing it on your website and other platforms – client feedback helps curb doubts and understand if the product or service is a good fit. Learn [how the client feedback increases the conversion](#);
- **marketing processes automation** is the implementation of tools that take of the routine activities allowing people to focus on more intellectual work. Find out more about marketing automation in the [article](#);
- **defining the most and least effective channels** and transferring resources from the latter to the former will allow creating a good marketing plan with specific goals, expected results, and established budget.

Sales



Canceled meetings with leads and current customers both in offices and at exhibitions and conferences are not excuses for giving up. You better do the following:

- **Send the emails to everyone you arranged meetings with, informing on the cancellations and offering some alternatives.** For example, share the link to your Google calendar so that the client could schedule the call for a convenient time. Another great tool for meeting arrangements is [calendly](#).
- **Adapt the marketing materials that you planned to take to the expo or meeting to being viewed online:** save the mock-ups for printing in the .pdf format and check the files' size – it shouldn't exceed several megabytes. Send them to your prospects and current clients with covering letters. Schedule the call to discuss the information presented in these materials.
- **Look through the list of the participating companies of the canceled conference or exhibition,** single out the ones you'd like to talk to about possible collaboration (prospects, current customers, hardware manufacturers, connectivity providers) and contact them directly.

Working with online channels



As long as in-person meetings are unavailable for now, it's high time you paid attention to the [online communication channels](#).

According to the results of the Wialon partner community survey, 43% of the companies plan on enhancing marketing in 2020.

During the time of the forced slow down, you can work on:

- **website** – audit your website following our [check-list](#): check its structure and make the necessary changes;
- **email marketing** – come up with the newsletters subjects, define for who, how, and how often you are going to create them, revise your mailing lists and think over their segmentation to make your emails as relevant as possible;
- **SEO activities** – look into the principles of search engine marketing and try to implement them for your website. If you have already done that, you can try to boost your site's position to end up on the first Google search results page;

- **PPC** – if the contractor handles this channel for you, you should synchronize and audit all the campaigns to see where to add more activities (for example, taxi and delivery services are super popular now);
- **SMM** – finally create the corporate accounts on social media, explore their algorithms to understand how to get leads from them;
- **online advertising** – select the platforms, write a good text, and create some visuals. You can also address the contractor for that.

Remote work with your employees and clients



Organizing remote work is a complex task since you have to ensure the safety of people's health and well-being and, at the same time, preserve the work effectiveness. For those who are not used to working from home, we came up with a few tips.

- **Create the ergonomic and comfortable working space;**
- **Define your working hours** and share them not just with your team but with your household too;
- **Organize your working routine** and clearly distinguish it from your daily routine;
- **Take some breaks to recharge;**
- **Track your progress** with the help of the task list or use [Trello](#), for example.
- **Interact with your team.** Various chat rooms, Skype calls, Slack, Google Hangouts, or [Zoom](#) conferences will be very helpful.

But if you and your employees have been working remotely for a week or two already, consider reading more advanced materials on this topic and try putting them to practice:

- [7 Communication Secrets of Effective Remote Teams](#)
- [GitLab's Guide to All-Remote](#)
- [The Art Of Working Remotely: How To Ensure Productivity](#)
- [5 Tips for Staying Productive and Mentally Healthy While You're Working From Home](#)
- [A Guide to Managing Your \(Newly\) Remote Workers](#)
- [Remote: Office Not Required](#), a book by Jason Fried and David Heinemeier Hansson

Beyond business

Eventually, business is not only about marketing and sales, right? Now is an excellent time to:

- renovate the office;
- perform dry-cleaning in the office and wash the windows;
- read *The Plague* by Albert Camus and *The Black Swan* by Nassim Taleb;
- learn a new skill: practice your video editing skills, take an online coding class, or start learning a foreign language.

We do hope we managed to offer you more than enough options to fill the time that you previously spent commuting or meeting with the clients. The most important thing is that these options could bring value to your business.

If you have questions left, we'll be happy to help. Send them to marketing@gurtam.com.