All across the United States in 2020, the COVID-19 pandemic transformed how Americans went about their daily lives—how we worked, how we learned, how we maintained connections with those most dear to us. For many people, enterprise software provided the tools that made this new virtual reality possible: Doctors found new ways to communicate important healthcare information to patients while limiting the spread of the virus. Business owners turned to collaboration tools and data analytics to serve their customers in new and improved ways. Still others dreamed up entirely new solutions to the evolving crises of the coronavirus pandemic. Software solutions play a crucial part of how today's economy operates and how we go about our lives, but the bits and bytes behind the technology often are overlooked. The stories, though, are all around us.

Pivoting to PPE Production
Mountain Productions, which normally builds elaborate stage designs for concerts and events, retooled its business to design modular medical structures and produce PPE by using Autodesk software. With concerts and public events canceled, the business set up a new division, redeployed its workers, and modified its structures to meet medical standards in a matter of days.

Providing Comfort for Patients
With patients looking for answers even as many doctors were forced to limit office access, Mercy Health in Missouri turned to Adobe to add a COVID-19 resource page to its website in a matter of hours. Patients could learn how to access in-person care even as Mercy protected patients and staff. The system also allowed Mercy to immediately contact patients experiencing coronavirus symptoms.

Growing to Meet a Building Demand
With families turning bedrooms into offices and dining rooms into schools, remodeling firms like Pennsylvania-based West Shore Home faced a huge increase in demand. That spike meant West Shore needed more salespeople, more designers, and more builders. Using Salesforce, the company could quickly pivot and scale up operations—from recruiting to sales—and grow revenue more than 100 percent.
Helping Libraries Continue Lending
In an ironic twist for book lovers, the pandemic left many with lots of time for reading but no access to books. Many libraries ensured that patrons still had access to lending services by moving them online with Oracle software. The Library Corporation system gives readers the ability to search for “hands-free holds” or “library-to-go” catalogs and make appointments to pick up books.

Transforming Customer Service
Pandemic shutdowns left many homeowners with lots of time for home improvement—but few chances to shop for supplies or get guidance on their projects. The makers of Behr Paint handled a surge in customer requests by leveraging IBM’s artificial intelligence solutions to enable real-time, personalized dialogue with consumers and deliver a unique paint color recommendation for each user.

Shifting to New Sales Models
With outdoor activities ramping up as many retailers were shutting down, Kent Water Sports in Washington turned to Microsoft's tools to transform their operations and sell directly to consumers. The changes allowed employees to easily access, manage, and share data and keep up with their customer needs. Even better, the company experienced a record sales year in 2020 and is set for future growth.

Connecting Students on Tribal Lands
When the pandemic closed the Casa Blanca school inside Arizona’s Gila River Indian Reservation, school leaders turned to Intel and other firms for help. The Creating Learning Connections Initiative got every Casa Blanca student a new device and a broadband hotspot to allow distance learning—among the 17,000 devices, 7,500 education kits, and $200,000 for broadband the group distributed across the US.