

# KAIROS INSIGHTS

Connecting Technology to Business  
Aligning Sales, Product, and Marketing



Hi Ratika,

Welcome to the KAIROS Insights, a newsletter in which we curate stories that talk about how technology is making a business impact and strategies that help sales, product, and marketing to get aligned. In this edition, we've put together stories that talk about the impact of technology on the current pandemic that we are battling the world over. The silver lining to this dark cloud seems to be [how the tech community is coming together to take on COVID19](#) - this is rather heartening to see.

We also have linked to our podcast - [Alyment](#), where we go beyond buzzwords and connect the dots between technology and its real-world impact. In the latest episode, we talked to [Brandt Krueger](#) about how wireless technology has impacted the events space and what the future holds.

We hope you enjoy this week's stories and stay tuned to more. If you know of any businesses that are using technology to combat the virus, do drop a comment so we can add to the list in this [live article](#).

Stay home, stay safe!

Ashish Jain  
CEO & Co-founder,  
KAIROS Pulse



### Coverage vs Speed: Is the current hype Around 5G really valid?

Thanks to the 3 US network operators, there is a resurgence of excitement around 5G's capabilities. [Read More>>](#)



### Smart Home tech sales could jump 30% due to Coronavirus

Though the smartphone industry has taken a big hit, smart home tech might see the opposite scenario. [Read More>>](#)



### How the tech community is coming together to fight COVID-19

From 5G to robotics and AI, here's a curated list of articles about how tech is rising up to the occasion. [Read More>>](#)

## LISTEN: THE ROLE OF 5G IN THE EVENTS SPACE

As the world struggles with COVID-19, every public event is getting canceled or postponed. Certain technologies like 5G, Augmented Reality, and Holographic Speaker claims to be on the path to support the needs of "anytime anywhere" event experience; but let's hear what event planning experts have to say. In episode #6 of the Alyment podcast, Ashish Jain speaks to event technology expert Brandt Krueger about the changing events landscape and the role of wireless technology.

[LISTEN NOW](#)

**ALYMENT PODCAST**

**WIRELESS TECHNOLOGY AND THE CHANGING EVENTS LANDSCAPE**

EPISODE # **06**

**Brandt Krueger**  
Technical Producer,  
Event Technology Consulting

**44 minutes**



### Videoconferencing apps saw a record 62M installs

According to a new report from App Annie, business conferencing apps just hit the biggest week ever between March 14-21. [Read More>>](#)



### The role of 5G in healthcare with Dr Kalil Abdullah

5G promises to bring many innovations to healthcare, including "remote surgery". But is it fact or fiction? We learn from experts. [Read More>>](#)



### How to remotely align your sales and marketing teams

To create the optimal customer experience, it's undeniably critical your sales and marketing teams are well-aligned. [Read More>>](#)

## ABOUT KAIROS PULSE

We help product marketing and sales enablement teams of B2B tech companies scale and grow.  
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## CONTACT US

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