



Managing Your Business
Through the Covid-19 Crisis
Getting Back to Business as (Not) Usual
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Welcome



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Today's Agenda

- Introductions
- Opening remarks
- What IT is needed to support your team?
- What IT is needed to serve your customers?
- One-minute roundup
- Q&A



Today's Panelists



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Opening Remarks

- COVID-19 has changed the way that virtually all businesses operate.
- Imagine how essential businesses (those that were allowed to operate during the last couple of months) would have conducted business had the pandemic hit a decade or two ago - before widespread adoption of e-commerce, online Apps and ordering, cloud-based solutions, ready access to video-conferencing and collaboration tools, etc.
- Many businesses classified as non-essential under government regulations are now defining what their future will look like.
- Today we want to concentrate our discussions on the ongoing impact that COVID-19 has had on two important aspects of our businesses – our people and customers – looking at some IT implications.



What IT is Needed to Support Your Team?

- For essential companies that were permitted to operate during the pandemic, most employees that were not required to be physically in the office, store or plant were encouraged to stay at and work from home.
- **Increasingly, as we come into a broader reopening environment, this practice continues to be encouraged for a number of reasons:**
 - Social distancing – many office environments etc. not equipped for distancing
 - Need for wellness checks for employees who will come to work are not well-established
 - Inability of public transit to ensure safety of riders
 - Employee needs to be at home due to school cancellations and other family responsibilities
 - Many others...



What IT is Needed to Support Your Team?

- Many businesses are doing scenario planning to analyze the way we work - breaking each employees job down to better understand which activities can continue to be done remotely, and which need to be done in a common area such as an office, customer site, etc.
- This analysis will lead to a better understanding of how to equip and schedule common facilities and what long-term IT and support is needed for employees to productively function remotely.
- **If “working from home” is here to stay, employers are taking time to step back and assess the information technology infrastructure needed to make this a sustainable practice.**

What IT is Needed to Support Your Team?

- How do we see companies moving from the “quick response” of getting remote workers to be “functional” to having the tools to allow them to access necessary data and collaborate with colleagues and customers to **maximize productivity while working remotely**?
 - Hardware
 - Communications infrastructure/bandwidth
 - Access to enterprise applications
 - Collaboration tools, cloud solutions, etc.
- How do employers ensure that the sensitive data that employees are remotely accessing is **secure from hackers and other dangers on the internet**?



What IT is Needed to Support Your Team?

- Given the myriad hardware, basic application and O/S platforms, ISPs, etc. that people are operating under at home, how do IT managers know that **the most current versions of applications and security are in place and license requirements are met?**
- How can businesses best ensure that their overall enterprise IT infrastructure, which is essential to successful operations, will **run reliably and be easily scalable going forward** – especially if key IT staff are temporarily incapacitated, etc.?



HOME
OFFICE

What IT is Needed to Serve Customers?

- The way in which companies operating during COVID-19 interacted with their customers – from marketing and sales to logistics and order fulfillment – changed dramatically. For those now anticipating reopening, most of these changes will apply to them as well.
- Government directives around staying home and social distancing caused most businesses that were permitted to open in some manner to develop or expand ways that they could market products, and take and fulfill orders with little or no “touch” to the customer.
- **These customer expectations may be here to stay, at least as additional new options to the way customers prefer to interact.** Many businesses are taking time to step back and assess not only the “physical premises footprint,” but also the digital transformation and IT infrastructure needed to sustain these approaches.

What IT is Needed to Serve Customers?

- **These IT needs could be grouped into 3 categories:**
 - How customers access your business digitally
 - How you use IT to fulfill customer orders
 - IT that drives business analytics to better understand your customers
- Many businesses are now asking:
 - What digital information and access do your customers expect to have – what is provided by your business, by a 3rd party App or by a logistics provider?
 - How do successful companies stay in the forefront of digital transformation that creates a positive user experience for their customers?



Questions



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