



The wide-spreading Covid-19 has infected people across 200+ countries over the last few weeks.

Key Highlights:

SITUATION

TODAY

More than **3.6M+** people across world are infected.

Many developed economies like US, European countries and developing countries like India also are affected.

To make situation better, various medical experiments are being carried, human touch points have been already redefined.



GOVERNMENT'S INTERVENTION

As immediate measure: economy and businesses have to adjust to new normal



Governments, giving priority to health and life, have called for measures such as "quarantining" and "social distancing" to limit the spread of COVID-19.

Except for the supply of essentials, most economic activities have come to a halt.

Many countries have given hints of a gradual exit from the lockdowns.

Lockdowns have impacted businesses and jobs, and many industries are expecting stimulus packages to revive the economy.



AHEAD ...

Until a vaccine is found, **controlling the COVID-19 spread** would be the only measure. In long run, we may know "how much COVID can be contained". It may still take some more time for recovery, recovery path could be gradual or v-shaped.

Every Business would need short-term problems to be fixed, and long-term new opportunities to be tapped.

It calls for Governments and Organizations to be proactive and agile.

It would need interventions based on multidimensional data points

From Governments on changing approach, stimulus, business revival.

Organizations would also need to act fast, adapt and get ahead.

Businesses need to understand and monitor





Depth of change

How much is life affected

How much and what kind of economic activity has been disrupted.



Length of change

How long to get normal

For how long economic activity would be disrupted.



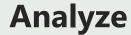
Recovery shape

How fast situation starts turning around

Gradual vs V-shape recovery.

ORGANIZATION'S INTERVENTION FOR SURVIVAL, GROWTH AND SOCIETAL

For the Immediate, near and changed future



Get insights to analyze immediate impact and continuously monitor

Adapt

Adapt to near term challenges.
Resilience and Adaptability is the key in unpredictable time

Act

Act to bring business back to scale

Amend

Amend yourself to disruption, giving way to reinvention and transformation

Ahead

Understand macro changes and get ahead with reformed business

happiest minds
The Mindful IT Company

Born Digital . Born Agile





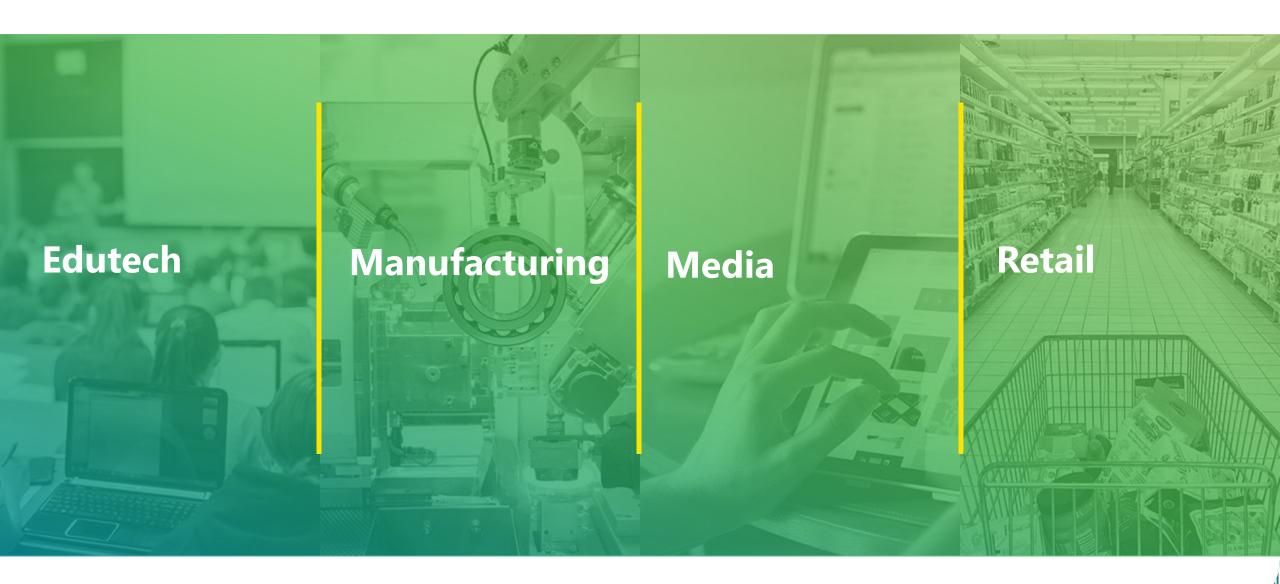






SECTOR WISE INTERVENTIONS





EduTech

For the Immediate, near and changed future









ACT





AHEAD

ANALYZE

Monitor, Dashboards, KPIs

- Immediate financial health and sustainability
- Subscriptions
- Content creation
- Learning segmentation
- Smart learning initiatives

Predict and Reassess

ADAPT

- Demand planning and forecasting
- Subscriptions and cash flows
- Learning trends, content & churn
- Marketing, Customer **Engagement and** experience

Problem resolving, and **Opportunity gain**

- New learning needs and market trends
- New Effective content creation
- Modify offerings to expand customer base

Prepare for Change

AMEND

- Financial plans and scenarios: short- and long-term costs
- Agile way of content creation for latest trends
- Personalization and upselling
- Smart tutoring systems
- Advanced data strategy and Scalable data platform

- Understand macro changes, adjust and get ahead in reforming business
- Data understanding is the key
- Disruption may need huge Digital Transformation
- Enable real-time decision making

Manufacturing

For the Immediate, near and changed future







ADAPT



ACT



AMEND



AHEAD

ANALYZE

Monitor,

Dashboards, KPIs

Immediate financial

sustainability

Order fulfillment

Manufacturing

Suppliers and

operations

logistics

Cash flows

Predict and Reassess

- Demand planning and forecasting
- Order fulfillment across customers
- Workforce planning and forecasting
- Cash flows & Variable costs
- Procurement & Spend

Problem resolving, and **Opportunity gain**

- Channel shift and consumer behavior change
- Demand shift across categories and SKUs
- Sourcing strategy & alternate suppliers

Prepare for Change

- Financial plans and scenarios: short- and long-term costs
- Strengthen Farm to Fork
- Balance score card on old vs new OPEX and CAPEX
- Advanced data strategy and Scalable data platform

- Understand macro changes, adjust and get ahead in reforming business
- Data understanding is the key
- Disruption may need huge Digital Transformation
- Enable real-time decision making

Media

For the Immediate, near and changed future









ACT





ANALYZE

Monitor, **Dashboards**, KPIs

- Immediate financial health and sustainability
- Advertising and subscription cash flows
- Content creation
- Customer/channels
- Consumer Experience

Predict and Reassess

ADAPT

- Demand planning and forecasting
- Advertisement and Subscription cash flows
- Content creation and completion rates.
- Marketing, Customer **Engagement and** experience

Problem resolving, and **Opportunity gain**

- Create content for Health Awareness
- User behavior change
- Al enabled content enrichment and curation
- Strategize for Digital Ad Sales

AMEND

Prepare for Change

- Financial plans and scenarios: short- and long-term costs
- Score card on old vs. new OPEX & CAPEX; advertisement vs. subscription based cash flows
- Stronger personalization
- Alternate, agile methods of content creation

AHEAD

- Understand macro changes, adjust and get ahead in reforming business
- Data understanding is the key
- Disruption may need huge Digital Transformation
- Enable real-time decision making

Retail

For the Immediate, near and changed future









ACT





AHEAD

ANALYZE

Monitor,

Predict and Dashboards, KPIs

- Immediate financial sustainability
- Supply chain
- Customer behavior, Omni channels and preferences
- Sales-Profitability analysis
- **Customer Lifetime** Value Analytics

Reassess

ADAPT

- Demand planning and forecasting
- Cash flows
- Workforce plan and forecast
- Customer/categories trends, churn
- Marketing, Customer **Engagement and** experience
- Advertisements & Promotional spend

Problem resolving, and **Opportunity gain**

- Channel shift and Consumer behavior change
- Demand shift across categories and SKUs
- Modify offerings to expand customer base
- Al enabled catalogue curation, planograms, inventory management
- Theft and loss prevention

Prepare for Change

AMEND

- Financial plans and scenarios: short- and long-term costs
- Strong personalization
- Balance score card on old vs new OPEX and CAPEX
- Deliver better customer experience
- Advanced data strategy and Scalable data platform

- Understand macro changes, adjust and get ahead in reforming business
- Data understanding is the key
- Disruption may need huge Digital Transformation
- Enable real-time decision making



Employee Engagement and Productivity



New normal for organizations, Organizations to ensure:

Employee First



Take care of Employees
Happiest Minds mission is
"Happiest People .
Happiest Customers"

Leadership

Increased role of the leadership in directing, energizing, and ensuring information flow to the last person.

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Clear and Crisp ,defined smaller goals

Infra



Strong IT and Data Infrastructure

Data

Bits



Data based tracking and performance management



Born **Digital** . Born **Agile**

CONCLUSION

Covid-19 may change the way of living in the present, the near future, as well as the distant future.

The pandemic may induce a change in government policies and organizations' ways of working in the long run.

Organizations would need to take shortterm measures to survive, near-term actions to recover, and long-term initiatives to chart a course for new growth.

Data-based decisions that fit well in the current context and adaptive learning would be rewarding for all. Digital transformation and the use of technology can help in creating new value and a safer future for society and businesses.



Happiest People · Happiest Customers

Contact

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India | United States | United Kingdom | Canada | Australia | Dubai

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