

COVID-19

Need for Business Transformation

SITUATION TODAY

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

Key Highlights:

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 multi-dimensional data points

From Governments on changing approach, stimulus, business revival.

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

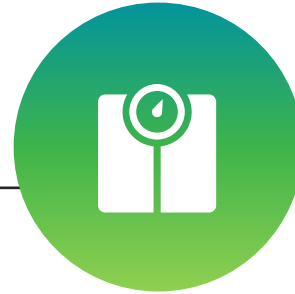
Businesses need to understand and monitor



Depth of change

How much is life affected

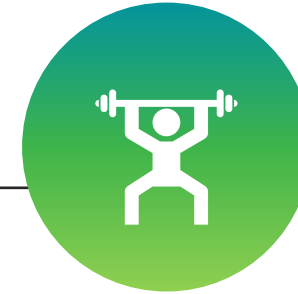
How much and what kind of economic activity has been disrupted.



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

Analyze

Get insights to
analyze immediate
impact and
continuously
monitor



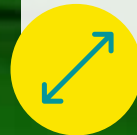
Adapt

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



SECTOR WISE INTERVENTIONS



Edutech



Manufacturing



Media



Retail



ANALYZE

Monitor, Dashboards, KPIs

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



ADAPT

Predict and Reassess

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



ACT

Problem resolving, and Opportunity gain

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



AMEND

Prepare for Change

- 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



AHEAD

Plan future well

- 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



ANALYZE

Monitor, Dashboards, KPIs

- Immediate financial sustainability
- Order fulfillment
- Manufacturing operations
- Suppliers and logistics
- Cash flows



ADAPT

Predict and Reassess

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



ACT

Problem resolving, and Opportunity gain

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



AMEND

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



AHEAD

Plan future well

- 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



ANALYZE

Monitor, Dashboards, KPIs

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



ADAPT

Predict and Reassess

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



ACT

Problem resolving, and Opportunity gain

- Create content for Health Awareness
- User behavior change
- AI 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

Plan future well

- 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



ANALYZE

Monitor, Dashboards, KPIs

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

ADAPT

Predict and Reassess

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

ACT

Problem resolving, and Opportunity gain

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

AMEND

Prepare for Change

- 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

AHEAD

Plan future well

- 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

For short term, mid term and long term – Across domains/sectors



**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.



Bits

Clear and Crisp ,defined smaller goals



Infra

Strong IT and Data Infrastructure



Data

Data based tracking and performance management

CONCLUSION

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

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

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

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.



The Mindful IT Company

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