COVID-19
Need for Business Transformation
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.
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.
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
EduTech
For the Immediate, near and changed future

**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
Media

For the Immediate, near and changed future

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<td>• Content creation and completion rates.</td>
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<td>• Marketing, Customer Engagement and experience</td>
<td>• Strategize for Digital Ad Sales</td>
<td>• Alternate, agile methods of content creation</td>
<td>• Enable real-time decision making</td>
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# Retail

For the Immediate, near and changed future

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

- **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

- **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

- **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

- **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.

**Infra**
Strong IT and Data Infrastructure

**Bits**
Clear and Crisp , defined smaller goals

**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.

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

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.

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

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