



## SHIELDING YOUR BUSINESS FROM A PANDEMIC.

---

**Analyst Firm's Take on COVID-19:**  
75+ pages of analyst reports consolidated into a 2-pager with high-level takeaways

**Gartner**

 The Hackett Group

**451** Research®

**FORRESTER**®





## GARTNER'S TAKE

As per Gartner, organizations should conduct preparedness planning work for a pandemic because resources (internal and external) won't be available soon. During the coronavirus (COVID-19) pandemic leaders share a common goal: Protect employees first.

### BENEFITS

1. Minimizing the impact upon staff
2. Minimizing the impact on the organizational supply chain & service delivery
3. Minimizing the impact upon the IT infrastructure
4. Protecting the corporate reputation
5. Reducing the financial impact
6. Enabling the organization to return to a new normality sooner

Gartner is actively publishing research on COVID-19 to help during these uncertain times.



Their collection of research and tools equip you during the phases from initial response to recovery to maintain your operations, manage your workforce and sustain your organization during the COVID-19 pandemic and beyond. [Click here to visit.](#)



## The Hackett Group

As per The Hackett Group, this crisis is different from ones in the past, not only in its global reach but also in its devastating combination of financial, supply and demand shocks, which are putting unprecedented pressure on corporate margins

### THE NEAR TERM

1. Run scenario analyses for forecasting cash
2. Augment remote work processes
3. Communicate your strategy
4. Preserve cash & optimize Working Capital

### THE MID TERM

1. Pursue intelligent cost reduction
2. Review the capital investment portfolio
3. Tighten controls with technologies like RPA & AI
4. Watch out for growth opportunities

### FOUR THINGS TO KEEP IN MIND

1. The VPN is difficult to scale – shift to the cloud
2. Streamline virtual work communication
3. Focus on critical areas (revenue, AR, inventory, etc) for reserve calculations
4. Reassess methodologies based on learnings for the next quarter/month

The Hackett Group has gathered insights and best practices to help finance leaders identify what next steps to take in the near- and longer-term



How to best protect and inform employees, defend financials, safeguard the supply chain, preserve cash, and fortify your infrastructure in the face of the global pandemic. [Click here to visit](#)



As per 451 research, the outbreak of COVID 19 would place more emphasis than ever before on the growing primacy of the digital experience as we try to adhere to 'social distancing' requirements. Technology today can ensure that businesses rise to meet customer expectations, especially as businesses are redefined from a transactional relationship between people into a more nuanced relationship between humans and the automated systems and devices, they use to engage the world.

## CHANGING DYNAMICS OF DIGITAL EXPERIENCES

1.

### Measure Digital Performance:

It's important to bring experiences to life online for deeper engagement to make people feel as connected as in-person experiences. Since emotion is the currency of experience, businesses will strive to drive spending on new technologies that harness the power of digital experiences to ensure brand loyalty.

2.

### Catalyst for digital improvements:

Businesses need to invest in new digital tools/ intelligent platforms to work in a way that ensures that data, insights and key technologies connect people with information and processes.

3.

### Use of virtual assistants to ease capacity issues

The rise of virtual assistance and conversational interfaces provides a new avenue for businesses to achieve both the primary goals of self-service.

**451 research's microsite will be continually updated with a selection of research, insight and data that are free to consume, helping organizations globally plan a way through this unique challenge.**



The analyst team at 451 Research is paying particular attention to these impacts, both on the technology market itself, as well as on the broader economy. [Click here to visit.](#)



As per Forrester, Marketing and Communications teams should take a leading role in supporting their organization's response to the COVID-19 outbreak. Their COVID-19 forum suggests a business continuity plan for an organization to deal with the repercussions of COVID-19 on their businesses and improve the overall customer experience.

## BUSINESS CONTINUITY

1.

Create a task force, with each person understanding their responsibilities

2.

Develop a protocol for addressing emergent situations

3.

Create a wide range of critical content to keep the communication engine running, have it vetted by legal, and pushed out through channels as quickly as possible.

4.

Focus on creating a world class customer experience

## IMPROVING CUSTOMER EXPERIENCE

1.

Start with Empathy — Understand Your Customers in this Moment

2.

Adapt Your CX Accordingly for all experiences and hit the pause button where needed

3.

Prioritize simplicity and clarity, now more than ever

4.

Help Your Employees Deliver Great CX Despite the Crisis

**Forrester launched a hub featuring the latest insights and guidance for leaders to address the growing business and employee experience implications of COVID-19.**



[COVID-19: Responding, Managing, and Leading During A Pandemic.](#) Click here to visit