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Webinar:
Using Data to Determine How to
Get Back to Business After COVID-19

May 14, 2020

Speakers

Thomas Minnick, CFA, Senior Consultant, CoEnterprise

Thomas has been an Analytics/BI consultant, working across multiple industry verticals, for more than six years. He emphasizes visual analytics that reliably produce actionable intelligence.

Kayla Grieme, Analytics Sales Engineer, CoEnterprise

Kayla works closely with clients to assist with technical questions, develop roadmaps for deploying an Analytics solution, design architecture, and demonstrate how Tableau would best integrate in a clients' environment based on best practices and hands-on experience.

Douglas Galloway, Partner Manager, Salesforce/Tableau

Doug has been part of the Salesforce/Tableau Ohana for eight years. He's a father, husband, and aspiring surfer. He's currently practicing social distancing in Austin, Texas.

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We're listening to our customers every day

tableau

"How can I create stability?"

How do I respond and adapt operations quickly?
How do I care for employees?
How do I monitor and communicate what's happening?

Stabilize
your company

"How do I reopen my business?"

How do I know when to reopen operations?
How do I identify changes I need to make to my business?
How do I build a foundation of trusted data I can rely on?

Reopen
your workplace

"How will my business grow?"

How do I shift to a data-driven organization?
What new digital and data skills will my employees need?
How do I keep employees and customers informed?

Grow
your business

About CoEnterprise

- We are technology experts

- We are industry experts

- We accelerate the time to value of Tableau investments

An award-winning software and services company founded in 2010 with headquarters in New York City.

Our expertise covers everything from legacy migrations and adoptions, to enablement, training, and ongoing support.

- Tableau Gold Partner 6+ years

- Tableau Rookie Partner of the Year

- Tableau Services & Training Partner of the Year

- Salesforce Partner

We've worked with over 250 customers on over 1,000 projects, empowering them to cultivate a more data-driven culture

CoEnterprise + Tableau – We're Here for You!

- Working together, we will get through this crisis

- By putting people and the community first

- Instituting strong social protection systems like physical distancing

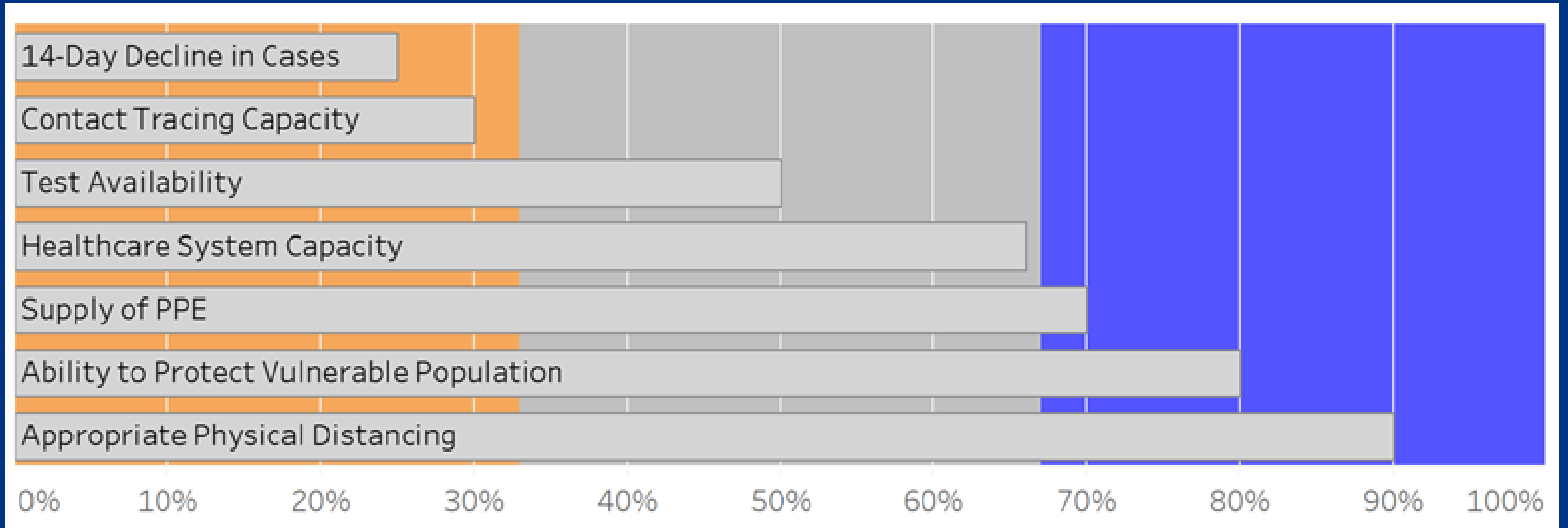- Along with coordinated action by governments, workers, and employers
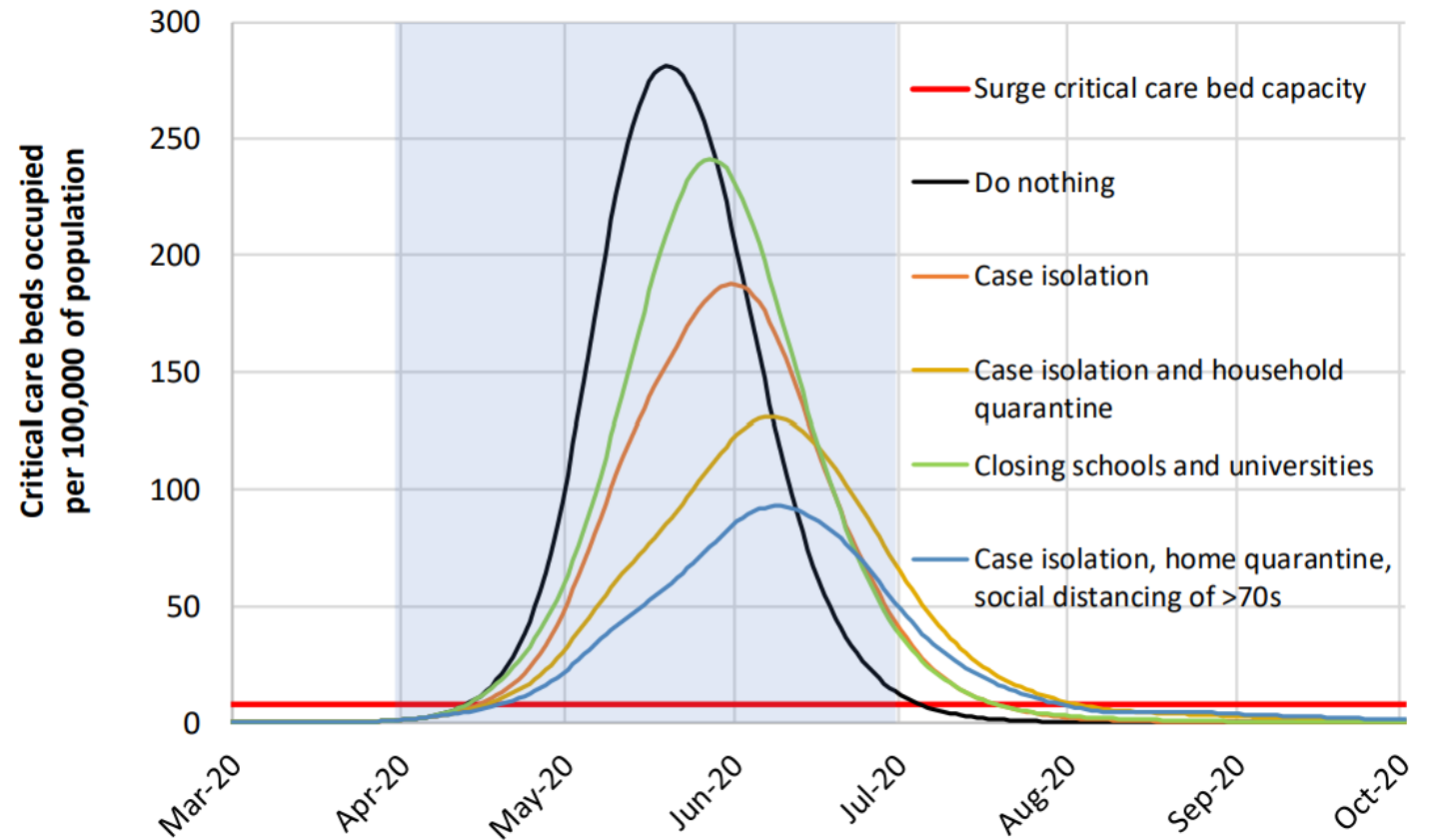
Source: Imperial College COVID-19 Response Team | March 16, 2020

Initial Criteria for Reopening

14-Day Decline in Cases		
Contact Tracing Capacity		
Test Availability		
Healthcare System Capacity		
Supply of PPE		
Ability to Protect Vulnerable Population		
Appropriate Physical Distancing		

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

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Phase 1

Goals

- Slow the transmission across the United States by reducing the effective reproduction number of infections

- Increase testing capacity to accommodate the ability to test everyone with symptoms and their close contacts

- Ensure the health care system has the capacity to safely treat both COVID-19 patients and others requiring care

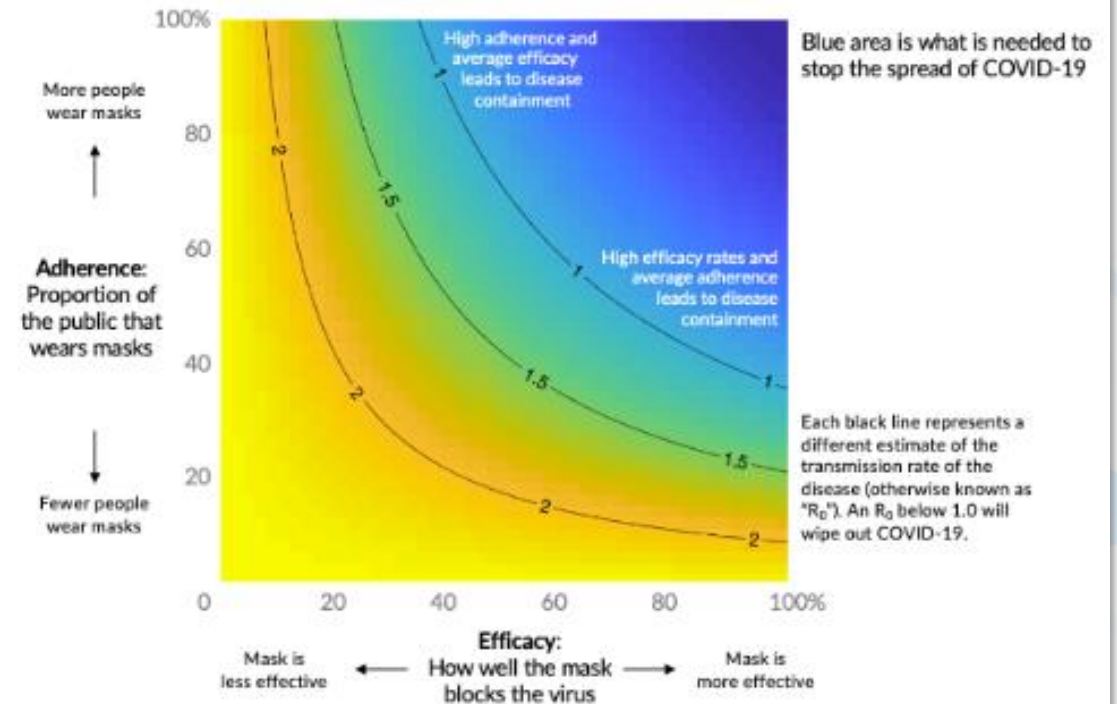COVID-19 Case Growth and COVID-19 Test Growth

— Case Growth — Test Growth

80.00%

60.00%

40.00%

20.00%

0.00%

3/8   3/15   3/22   3/29   4/5   4/12

Source: The Atlantic

A successful Phase 1 will allow for a significant relaxation of physical distancing measures and a progression to Phase 2, when more targeted, case-based interventions are possible.

Phase 1 – Steps Required

- Maintain physical distancing

- Increase supply of personal protective equipment

- Encourage the public to wear masks

- Follow recommended sanitization and prevention practices

## If most people wear a mask in public, the transmission rate can entirely stop the spread of COVID-19

Blue area is what is needed to stop the spread of COVID-19

More people wear masks

Adherence: Proportion of the public that wears masks

High adherence and average efficacy leads to disease containment

High efficacy rates and average adherence leads to disease containment

Fewer people wear masks

Each black line represents a different estimate of the transmission rate of the disease (otherwise known as "R_0"). An R_0 below 1.0 will wipe out COVID-19.

Mask is less effective ← **Efficacy:** How well the mask blocks the virus → Mask is more effective

Source: L Tian, et al., "Calibrated Intervention and Containment of the COVID-19 Pandemic" (2020).

Phase 2

Goals

- Lift strict physical distancing measures in a concerted and careful fashion

- Allow the majority of businesses and schools to open

- Continue to control transmission so we do not revert back to Phase 1
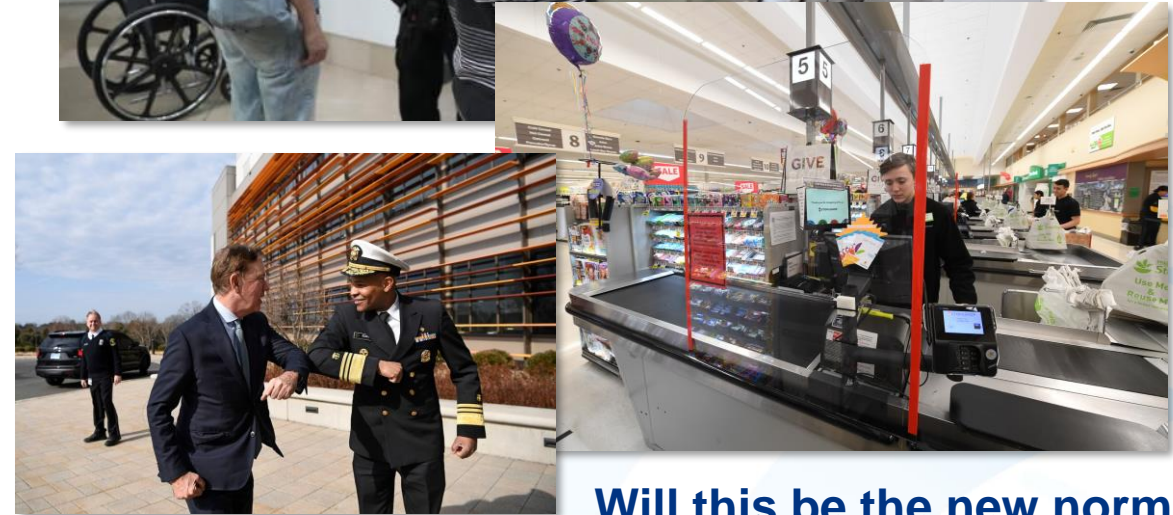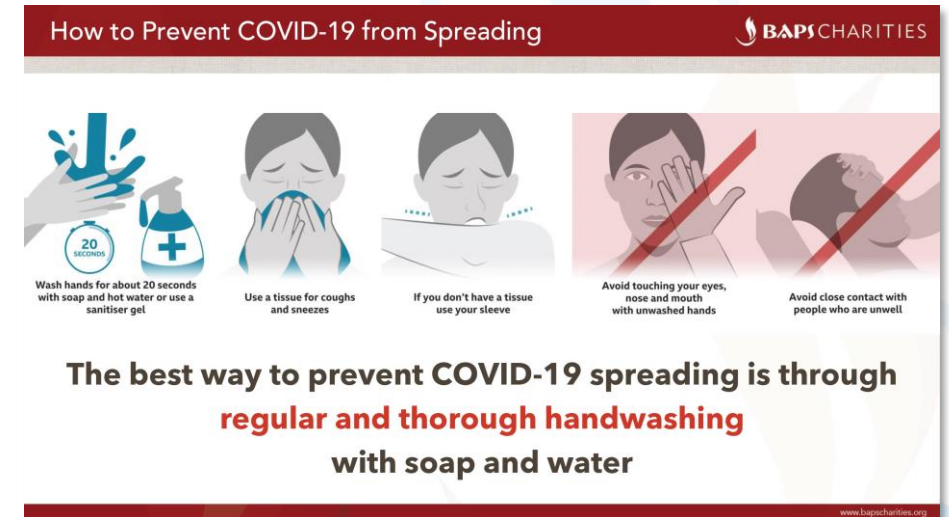

Will this be the new norm?

The adoption of Phase 2 measures will require a careful balance. We will need to constantly reevaluate the implementation of these measures based on available surveillance data, and we will need to be ready to adjust our approach.

Phase 2 – Steps Required

Begin to Relax Physical Distancing Measures

General physical distancing precautions should still be the norm during Phase 2:

- Telework (as much as possible)

- Maintain hand hygiene and respiratory etiquette

- Disinfect high-touch surfaces regularly

- Wear masks in public

- Limit the size of social gatherings

How to Prevent COVID-19 from Spreading — BAPS CHARITIES

Wash hands for about 20 seconds with soap and hot water or use a sanitiser gel

Use a tissue for coughs and sneezes

If you don't have a tissue use your sleeve

Avoid touching your eyes, nose and mouth with unwashed hands

Avoid close contact with people who are unwell

The best way to prevent COVID-19 spreading is through **regular and thorough handwashing** with soap and water

www.bapscharities.org

As children return to school and daycare and people return to high-density workplaces, leaders of these organizations should continue to review and implement physical distancing measures based on guidance from the CDC for schools and businesses

Phase 3

Goals

- Prevent infection

- Treat those with early symptoms to prevent bad outcomes

- Provide treatments for those exposed to infection to prevent them from developing disease or reduce its severity

- Develop, test, manufacture, and distribute a vaccine

- Build population-level immunity to the virus in order to reduce illness and death, and stop or greatly slow spread

- Lift all physical distancing measures

Phase 3 – Steps Required

- While vaccine or therapeutic treatments are limited—use experience with influenza vaccines in short supply to COVID-19 cases

- Once supply is abundant—provide mass vaccination or therapeutic distribution
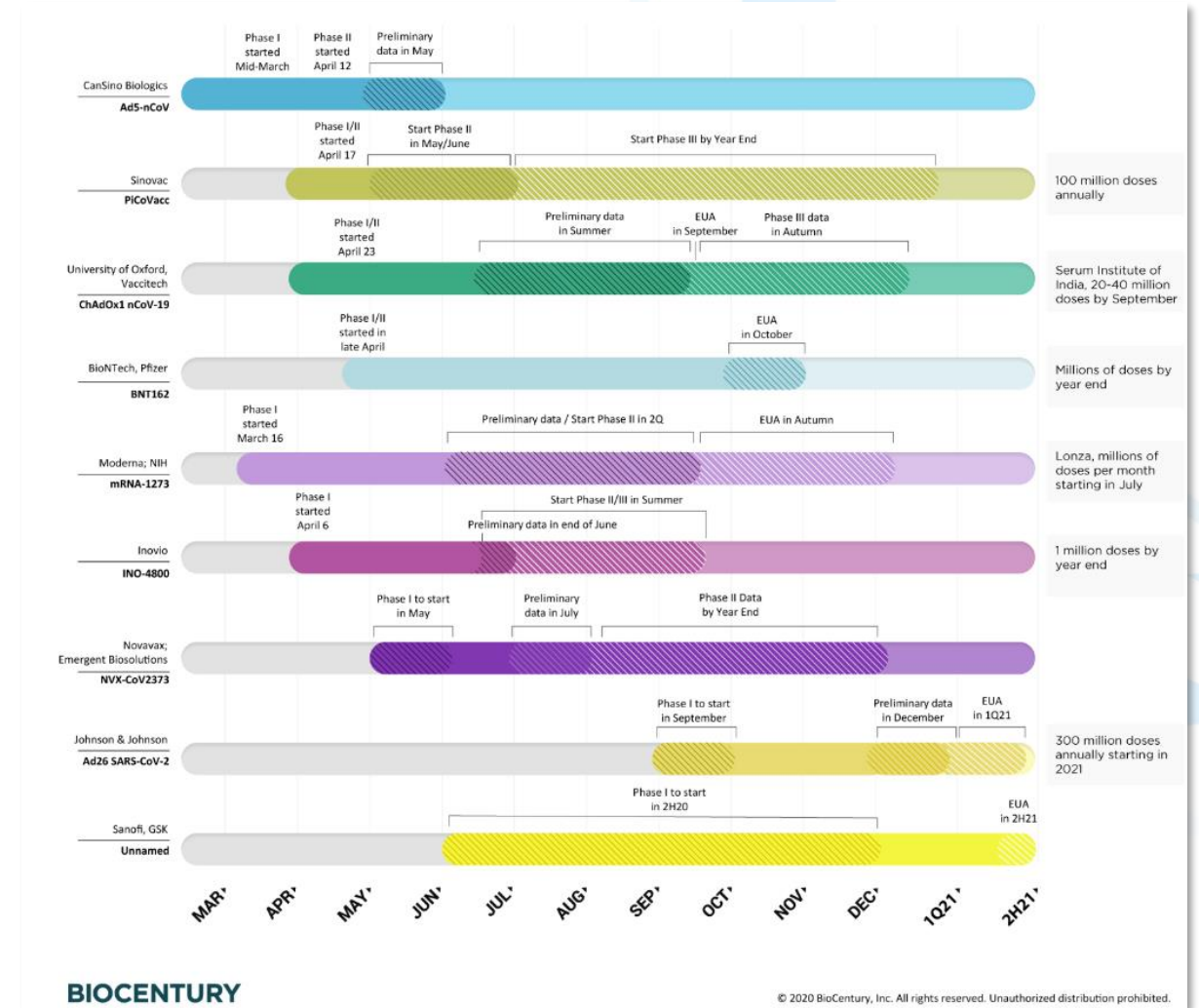
Phase 4

Goals

- Invest in the scientific, public-health, and medical infrastructure needed to prevent, detect, and respond to the next infectious disease threat

- All workers return to work and schools reopen

- Continue to take precautions

Phase 4 – Steps Required

- Build capacity to develop vaccines for novel viruses in months, not years

- Modernize and fortify the public healthcare system

- Establish a national infectious disease forecasting and response center

- Implement a nationwide governance model that standardizes case tracking metrics and social distancing implementation

Communications

- Need for 5G technology to answer increasing demand for networking and connectivity

- The sharp increase in mobile communications during lockdown has strained the system

- **Example:** In January, telecoms ZTE and China Telecom designed a 5G-powered system that enables remote consultations and diagnoses of the virus

COVID-19 Pandemic is Accelerating Enterprise Demand for 5G Technology Solutions

Share

May 6, 2020

By **BBC Wires**

BearingPoint//Beyond   Omdia

AMSTERDAM — Communications Service Providers (CSPs) must change strategies in order to drive revenues from their 5G investments, according to a report from BearingPoint//Beyond, in collaboration with Omdia (previously Ovum). The study demonstrates alignment between CSPs and enterprises on the importance of 5G but reveals a worrying trend for CSP 5G revenues based on their roles in early 5G enterprise projects. The report finds that 5G strategies focused on selling communications solutions only are failing and that only CSPs engaging partner ecosystems to solve enterprises' business problems will be able to make ___tifies key vertical markets, uncovers initial ___ and key learnings from the COVID-19 pandemic. ___s believe most of their 5G revenues will come ___/smart cities opportunities. Earlier this year, ___howed that CSPs expect a 15% increase in

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Media

- Disruptions to and adaptations for in-person events and entertainment leading to loss of revenue

- Increasing demand for content

- Challenges in production and advertising revenue

- **Example:** What differentiates Netflix and could give it a competitive advantage?

People are Streaming Netflix 72% More Than Usual During COVID-19

by Tmera Hepburn on May 7, 2020 at 8:00 am CDT in All News, Netflix News, News

0 Comments

Netflix streaming usage is up 72% since the coronavirus pandemic began. This is according to the market research company The NPD Group. The findings show users in states like New York, Connecticut and New Jersey had the highest increase in viewership, thanks to stricter shelter-in-place orders.

During the week of March 16, Americans streamed more than 156 billion minutes of content during the week of March 16, up 36% from three weeks earlier, before social distancing restrictions took effect, **according to Nielsen.**

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Technology

- Numerous missed partnership opportunities

- Growing investment in smart city solutions

- Raw material supply affected by disruption

- Hardware companies may see major surge in demand coming from enterprises during reopening

- **Example:** Mobile World Congress (MWC), which was set to take place February 24-27 in Barcelona, was canceled due to concerns over the virus

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TECHNOLOGY | EARNINGS REPORT

Twilio Stock Skyrockets as More Companies Adopt Cloud-Based Communications

By Eric J. Savitz   May 7, 2020 12:12 pm ET

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Text size ⊖ ⊕

Looks like we have a new coronavirus-era stock darling.

If you aren't up to speed on Twilio (ticker: TWLO), it's time to catch up. The company provides a communications platform to help companies talk to their customers via text, voice calls, and chat. Founded in 2008, the stock went

While some customers have been hurt by the downturn, Twilio has seen a surge at others and an expansion of its

Federal Guidance for State Reopening

- Sustained decline in cases over at least 14 days

- Capacity to treat all patients without resorting to crisis mode

- Robust testing program:

  - Testing for all frontline healthcare workers

  - Safe and efficient screening and testing for symptomatic individuals

  - Testing of some asymptomatic individuals

  - Emergent antibody testing

- Rapid and comprehensive contact tracing for COVID+ patients

Federal vs State vs Local Directives

- The COVID-19 pandemic has demanded an "all-hands-on-deck" response from all levels of our nation's government

- Mayors, council members, city and county health officials, governors, as well as the Administration and Congress, are all working to ensure that response and recovery efforts are "locally executed, state managed, and federally supported"

- Check all three level directives before taking action

Sensitivity to Local Conditions

- Conditions for reopening will not necessarily be consistent across geographies, even within states

- Population density is a key factor in the spread of the virus

- Steps for each phase will need to be more closely monitored in areas with higher population density

- Localities that meet criteria for reopening may yet see a resurgence in cases as they reopen, requiring a tightening of restrictions

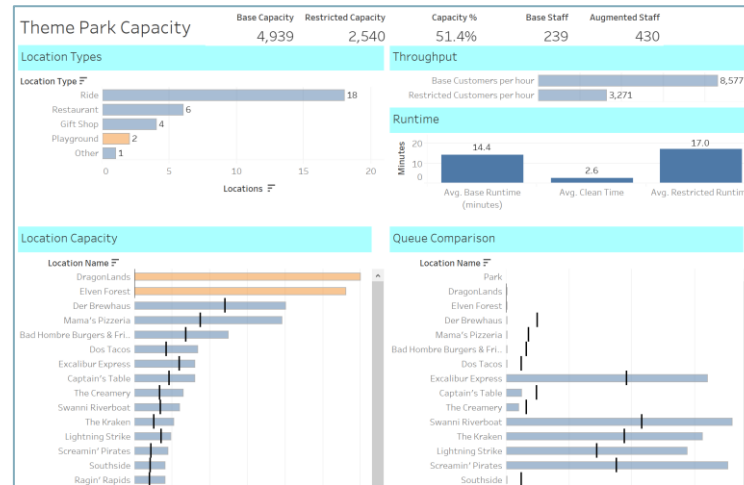# Use Cases

Communications:

Telecommunications company reopening its branches

Media:

Media and entertainment company reconfiguring its theme parks

Technology:

Chip manufacturer managing capacity utilization while experiencing a surge in demand
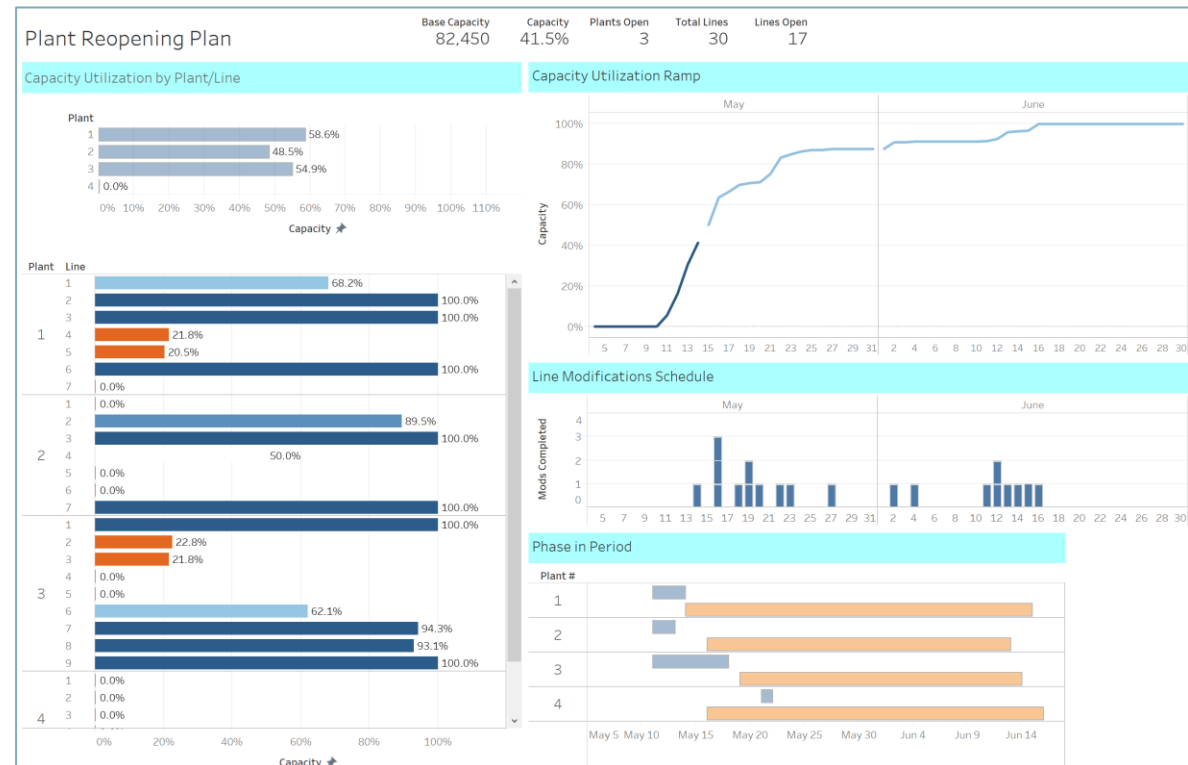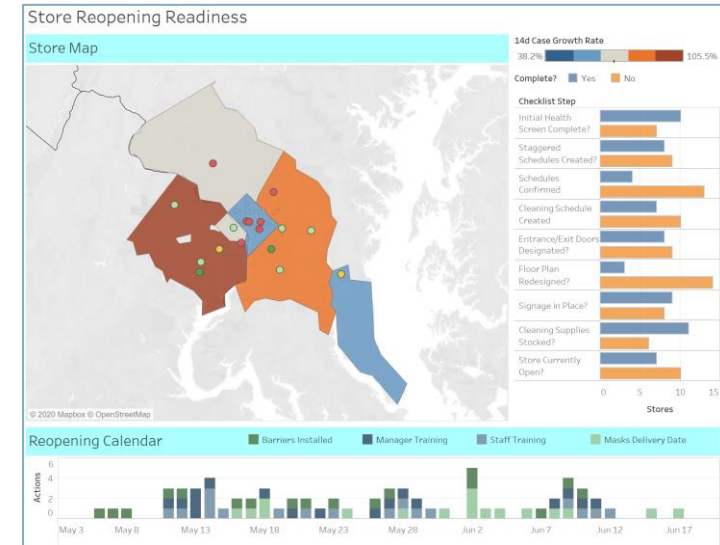
Summary

- A time of change - use data to support your decision-making

- Maintain the ability to pivot and change direction quickly

- Implement an analytical-minded culture – data AND analytics strategy

- Take into consideration things like population density and federal/state/ local directives

- Plan now for the NEXT PHASE

- Stay informed

Work.com

Reopening will be a journey. Here's your guide.

Reopen Your Communities & Businesses Safely

Expert advice and trusted data from our Tableau COVID-19 Data
Hub to guide fast decision-making

Return to Your Workplace

Apps to assess employee and workplace readiness, guide reentry and
staffing, including a command center & manual contact tracing

Reimagine Your Organization

Advisory services, best practices, and grants & volunteer management
apps to help you reimagine your business for the new world

Reskill Your Employees

Deliver learning & wellness content with pre-built content kits
to help you create a growth culture with myTrailhead

Respond to Any Future Crisis
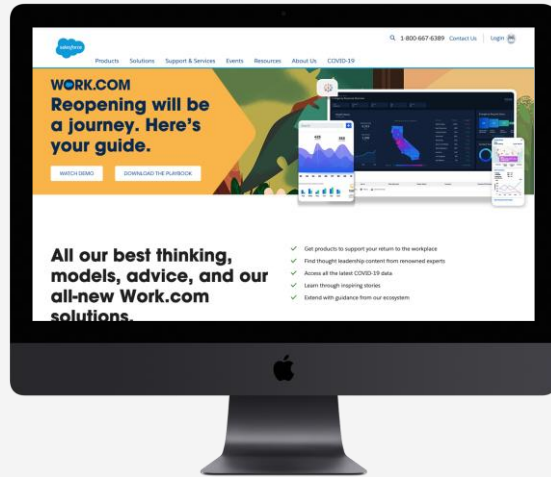
Allocate health, public, or private sector services & enable manual contact
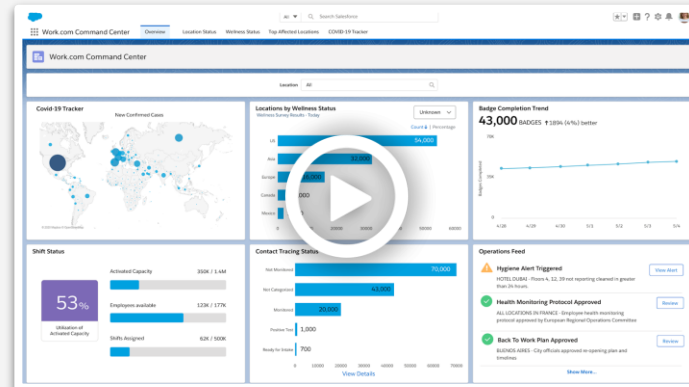tracing & Emergency Response Management

Built on the #1 CRM Platform
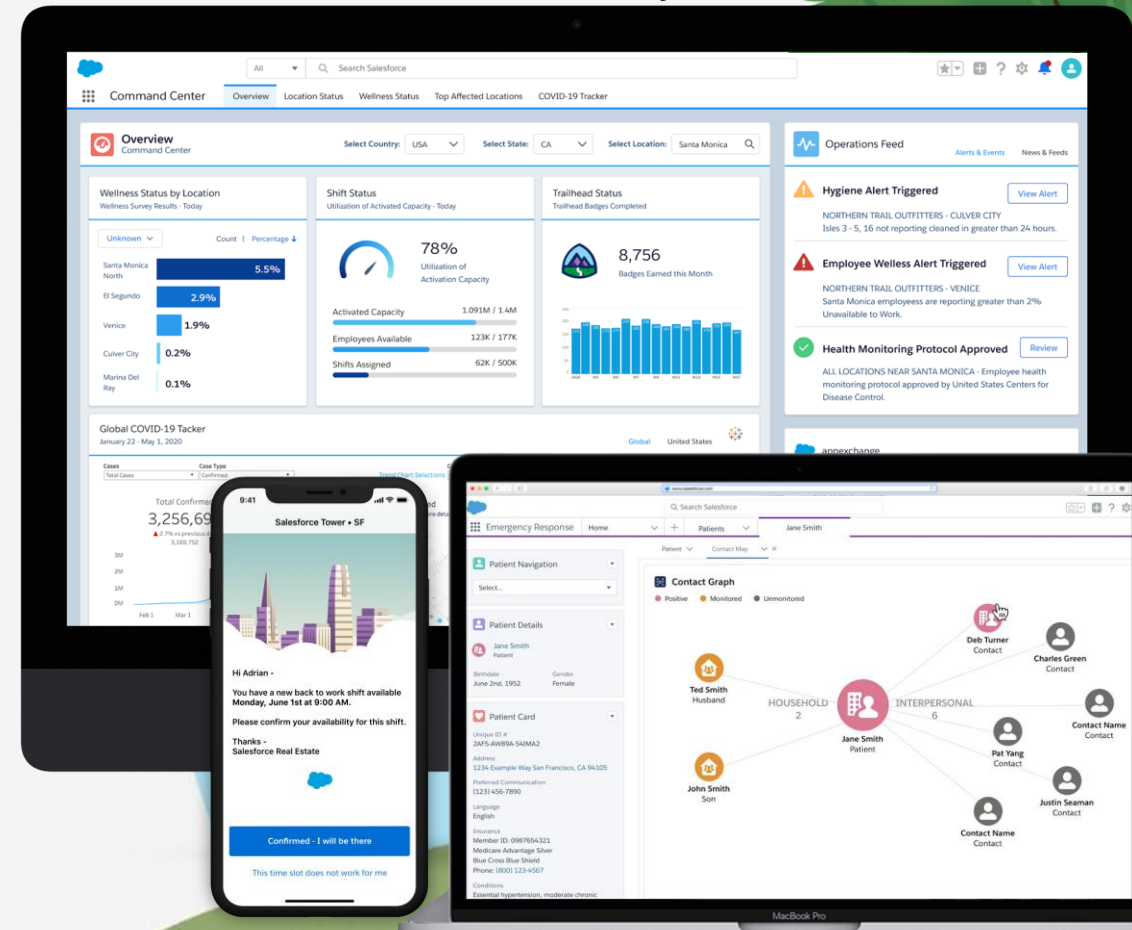
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Watch the Demo

Download the Playbook

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Thank you!

Additional Resources

coecares@coenterprise.com
(866) 276-3685
www.coenterprise.com

Tableau Data Resources Center:
https://www.tableau.com/covid-19-coronavirus-data-resources

Download Accurate Data:

World Health Organization | Johns Hopkins | NextStrain