POST PANDEMIC
DIGITAL DATA SURVIVAL KIT

Abstract

The COVID-19 crisis has grounded economies and caused a series of cascading crises followed by socio-economic paralysis across the world.

This whitepaper aims to explore Data's role in changing the social and economic norm of people, processes, and technology in the new COVID-altered landscape. It provides a simplified survival kit for enterprises to leverage their enterprise data to survive and move forward in these testing times.

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Exploring Data's role in Post Pandemic Survival Kit

One of the most Googled sentences in 2020 is - "What does coronavirus do to your body?". Coronavirus, officially known as SARS-CoV-2, enters the body, makes its way down to the air sacs inside your lungs, and uses its distinctive "spike" proteins to hijack cells. This then causes inflammation of the lungs, fluid buildup in the air sacs, severe choking, and oxygen deprivation. We can draw a parallel from this and see the effects of the pandemic choking our economies with enterprises struggling to survive.

To make it through a post-pandemic economy of cost pressure, job losses, and uncertainty, every household will cut on luxury costs, change the way they purchase goods, and consume services focusing on essentials. The same principle will apply to the enterprise world, where organizations will grapple to get an ROI and come up with the best cost takeout strategies.

An organization battered by this pandemic will need a survival kit to survive, re-invent itself, and thrive in the new world. This survival kit will leverage the organization's internal data along with external data to re-imagine business models based on data consumption patterns, the need to cut costs by moving data to Cloud, the emphasis on data privacy with a majority of the workforce working remotely to access organizational & customer data over public networks.

This whitepaper aims to explore Data's role in changing the social and economic norm of people, processes, and technology in the new COVID-altered landscape. It provides a simplified survival kit for enterprises to leverage their enterprise data to survive and move forward in these testing times.

Why has COVID Choked Us?

The coronavirus lockdown has grounded economies and caused a series of cascading crises followed by socio-economic paralysis across the world. This tragedy has choked us as a community making it difficult to function with an undefined scope, no erstwhile experience, and zero solution options, thus causing widespread panic and chaos. This global crisis has also affected organizations across the globe over health, financial, and social levels causing serious judgmental errors.

As enterprises across the globe reel from the impact of COVID-19, business leaders must navigate through a broad range of interrelated issues that span from keeping employees safe, managing cash and liquidity, adjusting to local government regulations, and upholding data privacy and security standards.

We believe that the following are the key challenges faced by organizations in this unprecedented crisis:

- Changing Consumption and Supply Patterns - Consumption patterns (no discretionary spending and a cut back on consumption), customer behavior and expectations, supply as well as the process of procurement have all changed as end consumers are strapped for resources and access to vital services.

- Financial Instability - Organizations are focusing on re-assessing their financial stability and cash inflows to manage the crisis.
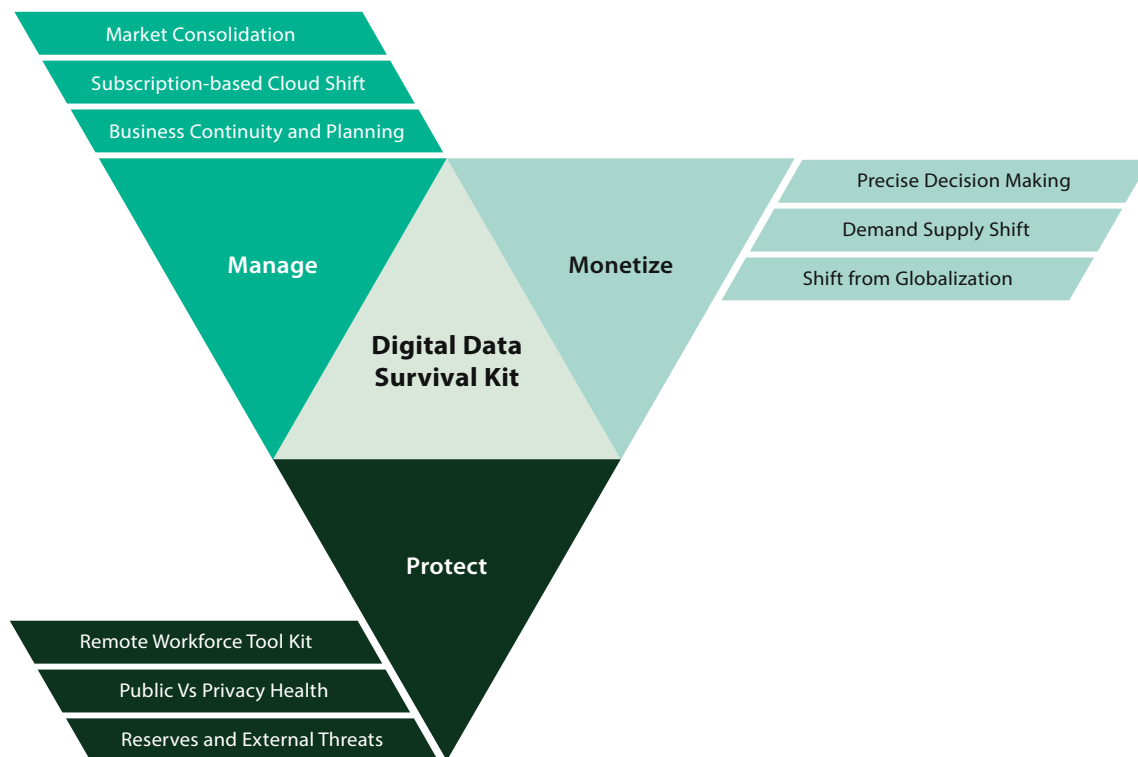
- Data Privacy and Security - With the workforce connecting remotely, hackers will attack these new networks. Policies should consider how to address added safety requirements on home networks as well as extended business networks.

- Employee Safety - While many organizations may have had policies for a fraction of the workforce, having most workers at home will cause a major strain on organizations. Businesses must educate employees to work and

be productive in this new environment, protect their mental health, and find a balance between work and home.

- Changing Government Regulations - Organizations also need to adhere to the Government's regulations and keep up with these changes across the globe.

- Lack of data for decision making - Organizations will struggle to take a call on their sales, marketing, and service operations as there is no precedent data to learn and take decisions.

Digital Data Survival Kit for Organizations to Breathe

Organizations across the globe need a fully-fledged Survival kit based on their lifeline - Digital Data. This survival kit will enable organizations to Manage, Monetize, and Protect this data in the Post Pandemic Business Situation.

Market Consolidation
Subscription-based Cloud Shift
Business Continuity and Planning

Manage

Monetize

Precise Decision Making
Demand Supply Shift
Shift from Globalization

Digital Data Survival Kit

Protect

Remote Workforce Tool Kit
Public Vs Privacy Health
Reserves and External Threats

Manage your Data

Businesses will need to manage/transform their data, govern, and migrate across the silos of their organization to create a boundaryless ecosystem and address business situations such as:

- Market Consolidation - Accelerated mergers and acquisition of talent, IP,

assets & target markets will become the norm as companies with enough cash on hand will go after players with weaker balance sheets. Market Consolidation and the rise of dominant players across each segment will occur as a winner-takes-all model (monopoly) will emerge. This will make it necessary for data to be merged

and consolidated across the parent and acquired organizations.

- Subscription Models - Organizations will push for the acceleration of subscription-based models to save on Capex and manage their operational cost in a pay-as-you-go model. This cloud push to

support poly cloud or hybrid cloud will need Agile/DevOps/DataOps for faster time-to-market.

- Business Continuity and Planning – Every CXO has been asked by executive teams to plan for the disruption of services during this pandemic. Both process and technology levers have to be leveraged to protect, manage, and secure/archive/save data for business continuity of the core business for key stakeholders. Hence, they will have to bring in more relevant content than your typical BCP.

Protect your Data

Enterprises must guard their brand security and continue to earn the trust of their stakeholders. There will be a need to manage digital safety, data security, and privacy without which we will be seeing businesses fail and brands disappear.

- Remote Workforce Tool Kit – Many of the organizations will need remote workforce tools to ensure there is secure access to their data. Employees will need to be re-skilled and trained to work in this decentralized model and invest in new skills to keep up with the market needs.

There will be a shift towards the gig economy and crowdsourcing which will further increase the risk of organizational data being shared across public networks. All this points to an increased focus on data masking, encryption, and differential privacy.

- Public Vs Privacy Health – As governments roll out contact tracing, there is a huge risk of personal data getting shared for healthcare and its supporting services. Organizations must protect their customers' privacy especially when there is an increase in cybercrimes with hackers attacking corporate data sources through phishing and distributed denial of services. The Data Privacy Office of organizations will have to manage the data privacy of their customers and also invest in protecting data security due to employees working remotely.

- Reserves and External Threats – Organizations will focus on building contingency to serve in terms of people and resources which need additional protection and planning. Privacy by design will become a norm across all critical business functions.

Monetize your Data

Post-pandemic business setups will need organizations to be nimble and agile enough to embrace new business models and get insights on their organizational data. There is a need for faster business analytics to keep organizations ready for any kind of contingency and get the best value from their data.

- Precise Decision Making - Organizations will need more accurate and rapid forecasting for precision decisions with minimal data. AI and Analytical investments will increase as organizations will have to foresee many business scenarios.

- Demand-Supply Shift - There will be a shift in the demand-supply across many sectors as business models will evolve on consumption patterns. Organizations will need a way to use their data and effectively adapt to this shift in the market.

- The shift from Globalization - Organizations will have to look inwards when it comes to their target markets. Due to closed borders, there will be a push to explore national markets with self-sufficient supply chains.

How can we help you build your Survival Kit?

COVID-19 is a highly complex and uncertain crisis that will need a survival kit that focuses on the 360-degree view of an organization's data to win this collection. The focus should be to understand disruption in the industry, leverage the

survival kit to manage change during this uncertain time while also managing the following:

• Technology Disruption

• Consumption Disruption

• Culture-led Disruption

• People-related Disruption

• Process-related Disruption

Digital Data Survival Kit
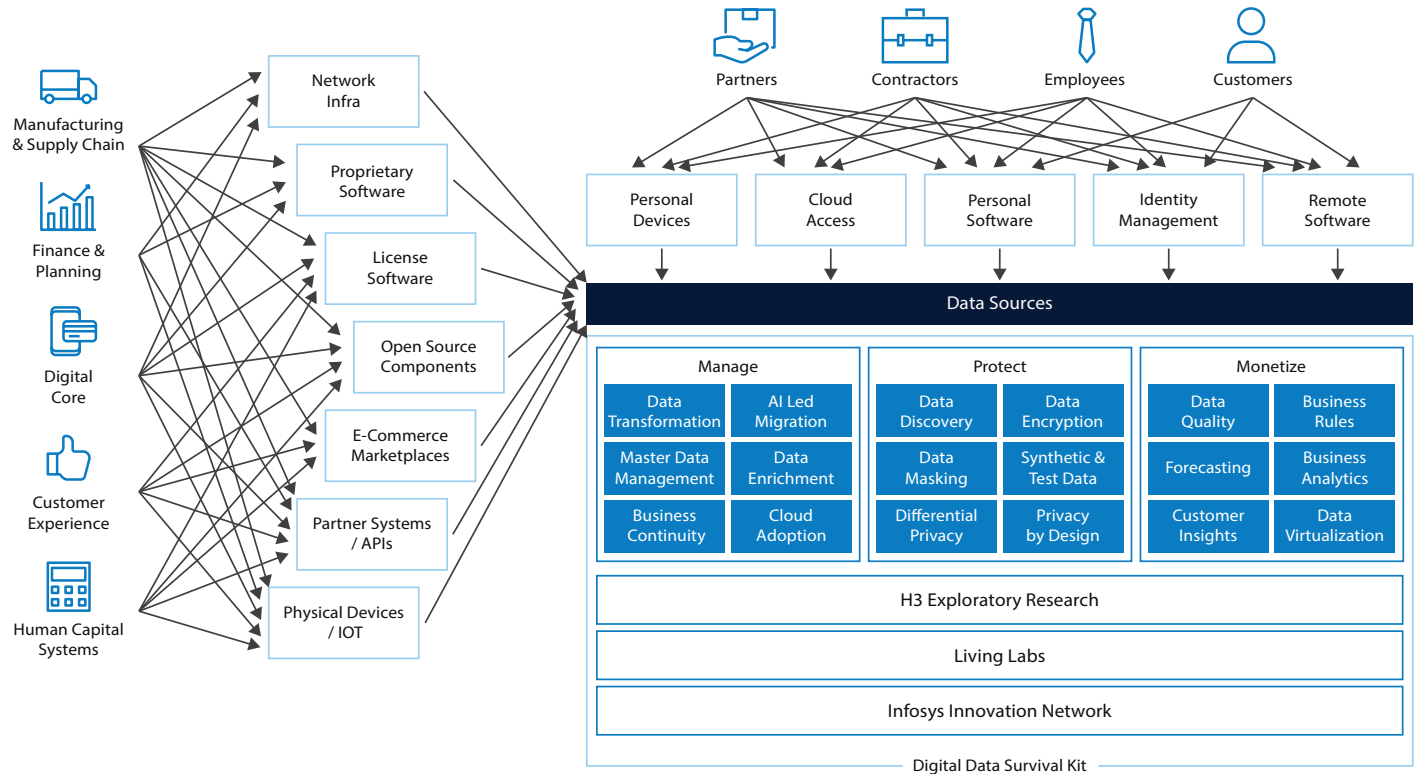
Infosys Digital Data Survival Kit focuses on getting a 360-degree view of data across all the data sources in the organization for Managing, Protecting, and Monetizing the

data. These unique IPs are coupled with Infosys' H3 Exploratory research for the latest trends in digital data, Living Labs for quicker experimentation and the Infosys

Innovation Network (IIN) to effectively collaborate with start-ups in the Digital Data Space.
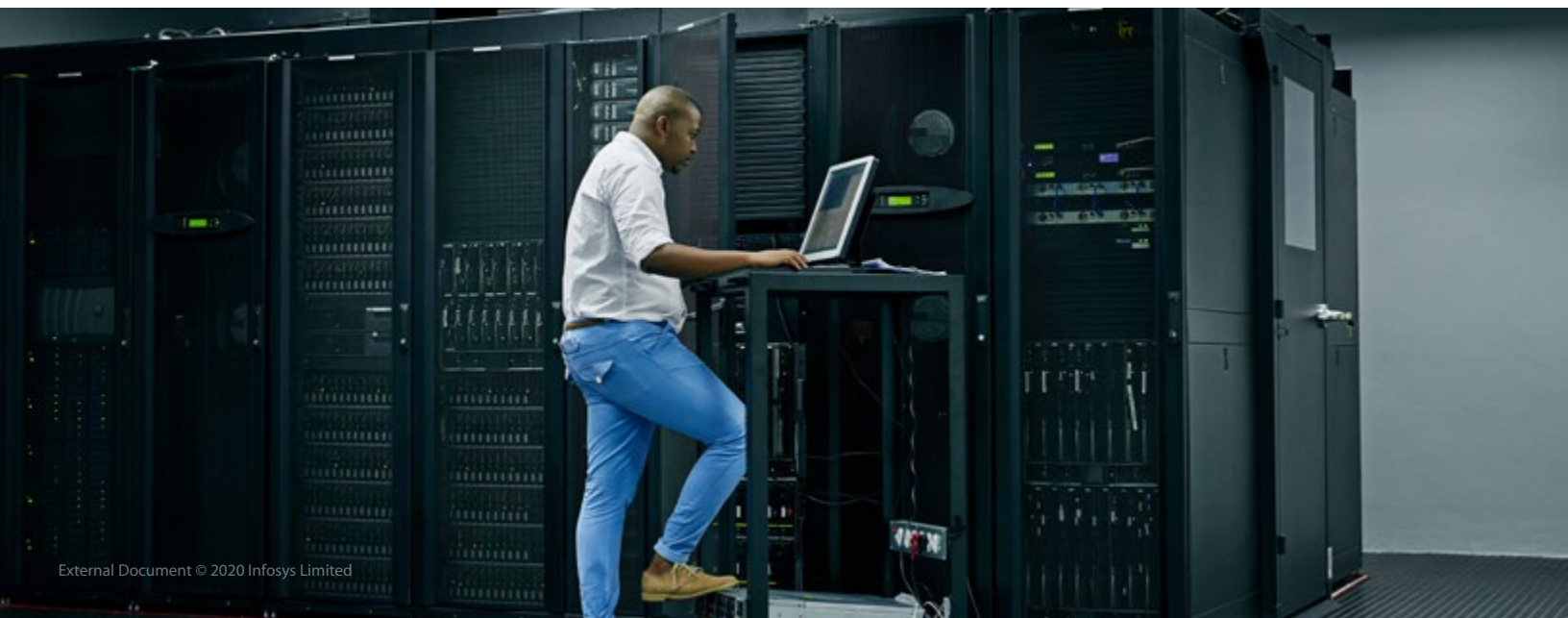
Conclusion - How can we avoid choking the Future?

In conclusion, organizations will need a comprehensive Digital Data Kit for survival in this post-pandemic world. Further, they will have to adapt to the changing dynamics and effectively use their digital data to re-invent and excel in the times to come.

Digital Data Survival Kit enables the Organizations to Breath and Survive:

SURVIVAL KIT

DATA role BEFORE COVID-19	DATA role AFTER COVID-19
Invest in AI, Analytics, Cloud Platforms, tools and other technologies to improve customer experience	TCO across your complete IT Stack
Emphasize on POC's, ROI and enhanced Business process	Emphasize Cost Takeout's and Operating cost
Adopt to regulations, policies and compliance	Adopt to regulations, policies and compliance and adopt to resilience
Analytics, AI to identify new revenue models and insightful business decisions	Focus more on Operational efficiencies and productivity
Improve productivity	Bring in hyper productivity
Aspirational Service models and Target Operating	Optimize Operating & Service models

- Organizations will need to manage their data, govern and migrate across the silos of their organization to create a boundaryless ecosystem to address business scenarios

- Enterprises must guard their brand security and continue to earn the trust

of stakeholders. There will be a need to manage digital safety, data security and privacy without which we will be seeing business fail and brands disappear

- Post-pandemic business setups will need organizations to be nimble and agile enough to embrace new business models

and get insights on their organizational data. There is a need for faster business analytics to keep organizations ready for any kind of contingency and get the best value from their data.

For the future, organizations should leverage data to re-invent and excel in their business operations. Our recommendation for organizations is to:
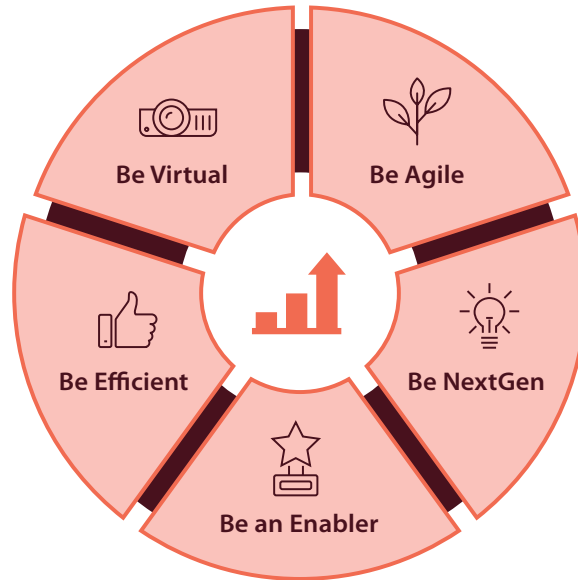
- Be an Enabler - At Infosys, we focus on strategic playbooks for organizations and a COVID Data Platform through real-time dashboards for managing their KPIs. We strongly advocate to embrace the new normal and train your workforce, educate customers & partners to understand and follow the new processes.

- Be Efficient - There will be a reduction in current markets and a slowdown of organic growth. The focus will be to automate and build service excellence though detailed segment-specific research. Organizations should be on the lookout for IPs and solutions which can be acquired and leveraged.

- Be Empowering - The focus should be on decentralized & empowered teams aided by virtualization. There is a need to focus on AI for knowledge management efforts.

- Be Agile - Organizations should survive rapid mergers, acquisitions and integrations. There is a need to refocus on bringing efficiencies in business operations through automation.

- Be Experimental and Next-Gen - Deliver value today and enable future capabilities by continuous innovation. There will be a need for knowledge base creation for continuous improvement.

References and Further Reading

1. Why Every Organization Must Build a Post Pandemic Playbook – Ray R Wang – Constellation Research

2. *https://www.infosys.com/services/incubating-emerging-technologies/offerings/data-digital.html*

About the Author

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