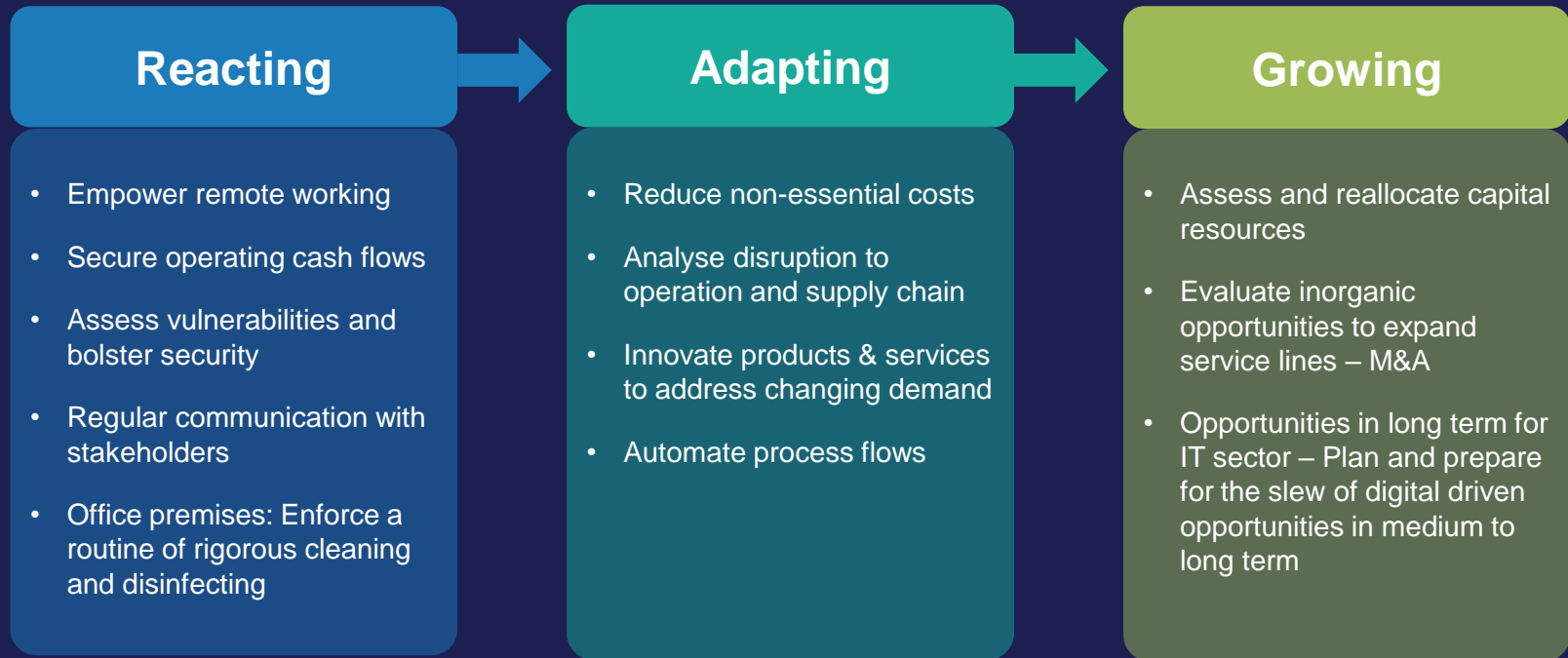


Change in GTM strategy

A large window with a rainbow gradient from red to blue, with silhouettes of people walking in front of it.

Prasenjit Roy

Understanding business impact



STAGES ALL BUSINESSES ARE EXPECTED TO GO THROUGH

A man in a blue shirt is looking at a whiteboard in a dimly lit room. The whiteboard has some faint markings on it. The overall scene is dark with a blue tint.

Building Relationships

Staying close to Clients



1. Providing continuity of service for our clients

We have deployed business continuity processes to ensure we continue to deliver all services for our clients. Our capabilities are globally resilient.

2. Helping our clients respond to COVID-19

Extending services for clients to minimise the impact of the disruption on their organisations. Providing secure remote working, digital events & meetings and remote client experience

3. Sharing best practices

Leveraging our experience and experts around the world to share best practices in connectivity, security, flexible working & wider business continuity to support our clients & wider community

A man in a blue shirt is looking out a window at night. The scene is dimly lit, with the man's face and hands visible in profile. The background shows a dark night sky with some faint lights. The overall mood is contemplative and quiet.

Elevating Narrative

Theme based approach

Theme : Helping to build always available, managed and secure IT infrastructure

To be able to reconfigure quickly one need to have IT infrastructure architecture that allows datacentre / cloud to deliver, employee to access securely and customers to transact online without physical constraints.

Elements :

- Security in the remote work environment and managing / maintaining availability - DC side / Hybrid cloud / end user
- Availability of Data always, Automated DR, Traditional BCP WAR vs Remote

Theme : Workplace transformation

- VDI
- Business applications on cloud

Theme : Enterprise Collaboration

A man in a dark room, possibly a laboratory or office, looking out a window. The scene is dimly lit, with a strong blue tint. The man is wearing a dark shirt and is looking towards the right side of the frame. The background is dark and indistinct, suggesting an indoor setting with a window or glass partition.

Humanising Brand

CLOUD SERVICES worth USD 500 that are
FREE OF COST and **FREE OF HASSLE**

Start-up Rocket to Digital Success

FREE **RUN** your application
SECURE your IT
PROTECT against disasters
MANAGE your cloud infra
OPTIMISE for greater savings



CLOUD

» SimpliCloud, AWS, Azure, Google

SECURITY

» Security Audit worth 25k FREE

CONTINUITY

» POC - DR one month for 5 workloads

MANAGEMENT

» One month FREE platform
management support
(AWS, Google, Azure)

COST OPTIMISATION

» Cloud Health, optimise your
cloud infrastructure, find out
how much you can save

Security Incident Response for Hospitals



IR services at no cost for hospitals handling COVID-19 cases and dealing with current wave of cyberattacks against healthcare



Incident Response Remediation for hospitals responding to COVID-19

- Global remote deployment of Incident Response tools; investigations/assistance
- Focus on containment and remediation to get the client back to work on saving lives

Initial projects: Henry Ford Health (US),
Etablissement Public de Santé (France)



Engagement scope - containment and remediation:

- Incident rating/priority
- Stop the attack
- Assist with remediation and restoration guidance
- Does not include digital forensics, root cause analysis
- Up to 40 hours of remediation services
- Available for 60 day period from April 7, 2020

With You at Every Step

OUR 'WORK-FROM-HOME TOOLKIT' INCLUDES

Improved Collaboration
with Microsoft Teams
Free for 6 months*

Enable secure remote access
for an efficient work from home
environment with Akamai EAA
Special offer*

Monitor risks to your
confidential data
with CloudSEK
Free for 1 month*

Stay connected and productive,
even as we keep a distance
with Google Meet.
Free until 30th September 2020*

Terms and conditions apply.

Employee focus

Health & Safety

- Covering treatment for employees infected by Coronavirus, insured or not
- Remote health and wellness initiatives for physical and mental well being

Communication & Updates

- Internal Microsite dedicated to coronavirus updates, advisories and tools
- Regular interaction on Video town halls, Whatsapp Groups, email updates

Skill upgrade

- Aggressively drive internal training, upskilling
- Platforms like Udemy (paid), Degreed (internal)

Family is
**part of the
team**

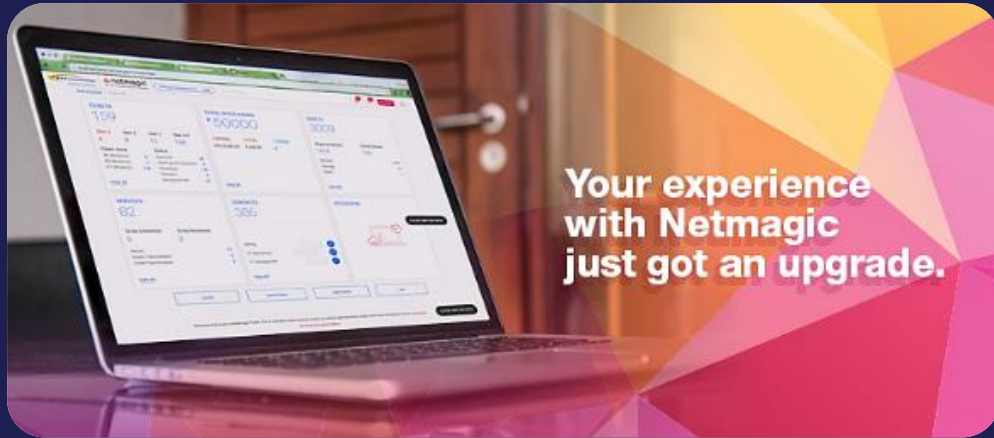


A man in a dark room, possibly a control room or server room, looking at a screen. The scene is dimly lit with blue tones. The text "Digital Customer Experience" is overlaid in white.

Digital Customer Experience

Social Listening / Research Tools / Peer Group Sessions

Handling Control to customers



Create/review tickets online



Manage Contacts



Monitor Services



Access Cloud Portal



Manage Billing Information



Review & Monitor Assets



Check Device Health Status



Monitor Service Utilization

A man in a dark room, possibly a control room or office, is looking at a screen. The scene is dimly lit, with a blue tint. The text "Best Practices" is overlaid in the center of the image.

Best Practices

Marketing During a Pandemic



Cultivate Customer Relationships

Continue to engage in communications, but keep in mind that people are feeling anxious. They are responding well to simple, feel-good content - words of support, encouragement and tips to help. If your business has temporarily closed, your COVID-19 communications should be factual, direct, and end on a solution-based, positive note.



Soften your Call-To-Action

Customers are still thinking about future vacations and purchases, but they may be holding off in a time of financial uncertainty. Think about adjusting your message to give them information they want, without an aggressive CTA that asks them to act now. Instead, assure them that you are here when they are ready to convert.



Continue your PPC Campaign

If your potential customer is still searching for your services, then now is the time (more than ever) to show up in their search results. Again, think about adjusting your message and softening the call-to-action.



Stay Relevant & Provide Value

Everyone has one thing on their mind, and it is ok to address that, but get creative and stay positive. How can your business help the community right now? How can you switch your business and operational model to offer virtual services, or to give back and offer help to first responders and medics?

Infuse the digital customer experience with the human touch



Cater to future



Focus on care and concern

- Reach out, but with support, not marketing
- Make a priority of employees and community
- Stay true to company purpose and values



Meet your customers where they are

- Innovate digital models to help customers weather the crisis safely from home
- Expand home delivery options
- Consider contactless operations



Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts
- Migrate customers to digital channels to save money and boost satisfaction
- Brick and mortar stores may look very different post-crisis



Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings
- Solicit employees for ear-to-the-ground insights
- Save time with "test and scale" labs
- Pay attention to "failure modes" indicating that you've missed customer signals

Takeaways



LISTEN to the
changing needs of
clients

AUTOMATE Business
processes

**Innovate Products
and Services**

**Co-creation with
clients**

**Focus on
Client Experience**

**Prepare to double down
on the
Huge opportunity factors**



**Thank
You**

