Gigantic Role Of Digital Transformation In Business During Lockdown Period

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Abstract: Today the world is facing a serious problem of Corona virus pandemic and necessarily lockdown is imposed in almost all the countries of the world to counter this problem. Now it is the question how the Covid-19 will impact Digital Transformation of business scenario. How collaboration ensured business continuity during lockdown, the post lockdown Technology, Scenario of digital transformation. A brief picture is portrayed in this paper

Key words : Lock Down Situation; Global Business; Sustainability; Digital Transformation;

INTRODUCTION
As the country walks a very thin line between reviving the fallen economy and fighting a deadly virus at large, the lockdown has cultivated some new ways of doing things. The Centre and State governments have announced the extension of lockdown so as to flatten the curve of the ongoing pandemic covid-19 that has taken over the world. Since the world is yet to find the vaccine or cure for this virus, lockdown is helping them to contain the virus. While this has meant that, businesses are at standstill due to social distancing measures, it has shown an expected strain on the economy of the country. A continued lockdown would mean amplifying the strain further. Nevertheless, humans are quite productive and smart with their time and with technology to their aid. A lot of organizations have managed to stay afloat.

VIDEO CALLING, MESSAGING AND CALLING
The virtual world became alive when the physical world laid down restrictions. Business meetings and communications were taken over by Video calling, Messaging platforms and Calling. Even traditional companies that have never used these platforms are now on it and used to it. This can mean that traveling outside the country or within the country may not be as important anymore, since it can be achieved through virtual conversations.

E-Learning, E-Governance, E-Commerce
Schools and Colleges are now taking their sessions online on video calling. Not just education, even governance has moved online by having their meetings, video calls and communicating with citizens through media. This time has also reduced resistance to shopping online for any product, as more people are placing orders online rather than stepping out.

THE COVID-19 AND ITS IMPACT ON DIGITAL TRANSFORMATION
The Covid-19 crisis is an unprecedented one in the history of mankind and caught the entire world by big unpleasant surprise. The tenets of digital transformation that need to be dovetailed into the overall digital strategy to ensure preparedness in the future.

a) ONLINE COLLABORATION TOOLS
The organizations need to identify, evaluate and have the right mix of online collaboration tools for both employees and partners to be able to work remotely.

b) REVAMP SALES CHANNELS STRATEGY
The online channel, which has been a discretionary one for the brick and mortar companies so far, will become one of the mandatory channels in future.

Needless to say that this area will require a well crafted digital strategy and Investments.

c) DARK FACTORY:
The entire Global supply chain is under tremendous pressure to meet the demands. Hence, the industry 4.0 transformation will become more relevant post COVID-19.

d) INFORMATION SECURITY:
There is a surge in security breaches during covid-19 period, mainly due to substantial increase in usage by working remotely.

One recent example is about the security concerns highlighted in ‘zoom software’ wherein their management acknowledged that the product was not designed considering the sudden surge in the number of people using it remotely.
COVID-19 Pandemic is Fast Tracking Digital Transformation

i) ABILITY TO WORK FROM HOME:

Even companies that were resistant to the concept of distributed workforce have been forced to allow working from home, so that work can still be done, while taking precautions to halt the spread of the virus. While, some companies will eventually go back to rigid work in office policies, it is expected that some will realize their benefits to employees and that in fact, it can be done effectively.

ii) TELEHEALTH:

Technology can assist in triaging patients and in diagnosing those without illness, but are worried they might have it from seeking treatment at over crowded facilities, by talking to them through Telehealth Technology, using telemedicine limits and humans to human contact, critically important to slow the transmission.

Social Media for Brands during Lockdown

As pandemic induced social distancing pushes people to the confines of their own home, all we can say is “Thank God we have Internet to help pass the time.” Research conducted by Kantar Company has found that the majority of population did not think that brands should stop advertising all together during the crisis. However, for a brand that does choose to communicate to audiences about the crisis; then its messaging must be supportive of local governments and health organizations, while staying true to their brand values. There was a clear expectation that companies should play their part but use their weight and presence on social media for good not to exploit this situation. To be honest, you should always put your audience first but right now it’s more important than ever before to truly understand what they want to see from your branded content.

CONCLUSION

It has become challenging for most businesses to keep their financial wheels turning during the lockdown period due to less revenue churn and the general uncertainty in the global financial environment. Unfortunately, the impact on startups or small businesses can be way more brutal as they have scarce cash reserves and smaller margin for managing sudden slumps. The ripple effect of this shutdown will have a key impact on India's economy, as all business sectors get affected, resulting in low revenue generation due to eventual halt on sale of products.

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REFERENCES


