

6 AREAS THAT YOU CAN IMMEDIATELY OPTIMIZE TO MAXIMIZE BUSINESS CONTINUITY DURING AND AFTER THE CURRENT CRISES

BUSINESS IS BUSINESS

The Coronavirus (COVID-19) pandemic has already had an enormous impact on business globally. Though the stock market, travel, and social gatherings will likely emerge as some version of themselves, the truth is that things will not go back to what seemed normal just a few short weeks ago. When presented with paradigm shifting realities that demand a response, doing anything other than rising to the challenge puts risks both short-term recovery and long-term survival at risk. While a lot of attention is now being paid to the very real benefits of remote working and social distancing, these don't address the whole challenge. To help your business find its footing in these unstable times, we've created this 6-point checklist that prioritizes actionable data over conjecture, hope, or fear.

1

IT (INFORMATION TECHNOLOGY) AND CONNECTIVITY

Start with an in-house (or personal) audit of your business objectives, current operations, and IT infrastructure and requirements. Work with your reps to identify what can be done remotely and what must be done from a process, workflow, and tasking standpoint to make it happen. Get proper help evaluating if the appropriate systems and tools are in place to support the findings. This phase is focused on connectivity, network systems (voice and data), security, remote access, website and mobile app requirements, and management/support.

Cisco, Microsoft, Zoom and others are all responding with tools (usually software) and offers for services (usually on a short term or trial basis) to help you navigate the current madness. While these individual tools are useful, your focus should be on implementing a comprehensive system of support that will serve your business during and after the current crises.

2

PROCESS AND WORKFLOWS

Next, turn your attention to the specific processes and workflows you depend on to run your business. Every business has its own process and workflows. It's not about outsourcing or offshoring. We live in a global community now, so it makes business and social sense to leverage the networks and technology available to us. Streamlining and automating as much of your process and workflows as possible will help you free up more time and energy to focus on your core business. When resources and patience are in short supply, optimization becomes even more important.

3

ADMINISTRATIVE AND BACK OFFICE

Every business has administrative and related back office functions, and sudden changes in the global landscape impact individuals as well as corporations. Things like bookkeeping, payroll, HR, document management are examples of utilitarian functions that are required for your business to function. Avoid making the mistake that many companies, especially small- and medium-sized companies, make by overspending out of habit or lack of information. Much of this can be offloaded, allowing your business to focus on core goals and competencies.

4

DOCUMENT AND MEDIA MANAGEMENT

Addressing your document and media management needs now will allow you to better access and activate your information during an emergency. An ideal document management solution would be: dropping a document through a network scanner, having that document appear digitally metafiled, and then have that information be stored or acted upon. Media management solution should include: scheduling of social media posts, handling of incoming messages, and coordinating standard media requests. Your goal should be to eliminate the burden of handling that tasking.

5

COMMUNICATIONS AND BRAND

People are rightfully worried and skeptical. They are looking for stability and security, and they are suddenly seeing a world that's less familiar than they are comfortable with. Be clear in your message. Be clear in your story. Be clear in your copy and art direction. Communications extends beyond voice, data, SMS, email and messaging, to cover your business's identity and messaging as well. Make sure your communications and brand strategies support your business objectives across all platforms; the web, social media, print, and direct-to-client. Remember that your brand is not a logo, and it's not what you say or think it is. Your brand is what those interacting with it feel that it is.

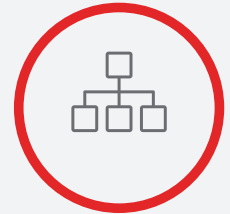
6

ONGOING CONSULTING

Adjustments are a part of life. Even driving straight requires tiny adjustments because the road itself is never truly perfect. In an ideal world, access to system administrators, programmers, analysts, a full stack team, creative resources, and specialized consultants would be available to you at all times. If you're focused on the right things, ongoing consulting makes that a reality. Don't focus too much on the specific software or hardware, and don't get caught up in the latest gimmick. Companies like Monday, Slack, Quickbooks Online, Wix, and Squarespace have pitched in with skill-building courses and special pricing, but people seldom have the time, patience, and capacity to learn how to stabilize their own businesses—especially in a time of crisis. The better way is to ignore the seduction of limited-time promotional promises, and instead focus on getting the right advisory support to help you optimize your systems and find success in what will likely be an even more chaotic future.



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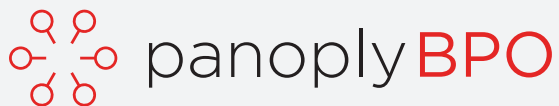
THERE IS A BETTER WAY

While outsourced services can absolutely help you find stability in these delicate times, your primary focus should be on ensuring that your business is supported by the right systems and team as you navigate the long-term uncertainty ahead. Reach out now to request a consultation, and find out how effective and efficient your business can be.

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