



# LEVERAGING ON TECHNOLOGY FOR BUSINESS CONTINUITY

German-Thai Chamber of Commerce Seminar

## Speakers



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# COMPANY PRESENTATION

## Agenda

1

WHAT CAN WE LEARN FROM THIS CRISIS?

2

FREE TECHNOLOGIES THAT CAN HELP YOU

3

HOW HUBSPOT FREE TOOLS CAN HELP YOU?



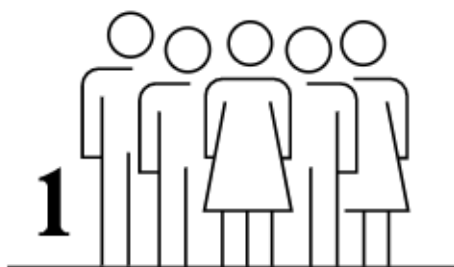
A blurred background image of a business meeting. In the foreground, a woman in a grey blazer is looking at a laptop. Behind her, a man in a dark suit is also looking at the laptop. In the background, another man in a light blue shirt is standing and pointing at a whiteboard.

# CURRENT SITUATION

WHERE ARE WE AT? HOW DID IT IMPACT?

# PHASES OF CRISIS

Conducting Business during the COVID-19 Crisis



## Resolve

Address the immediate challenges that COVID-19 represents to institution's workforce, customers, technology, and business partners



## Resilience

Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects



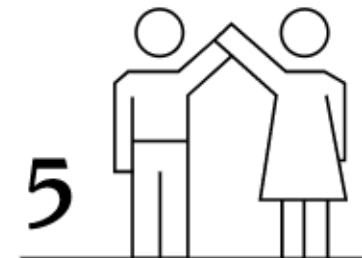
## Return

Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer



## Reimagination

Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent



## Reform

Be clear about how regulatory and competitive environments in industry may shift

# Road to Recovery

## Four Steps of Implementation



### PREPARE

Collect all information you have collected during the COVID period. Let your employees share best practices. Understand how this situation impacted your company.



### ASSESS

Find out which practices, strategies worked and which didn't. Evaluate them for long-term sustainability and growth potential.



### PLAN

Plan out the strategies to protect you from future crisis and business growth. Ideally, create a short term, medium and long-term plan.

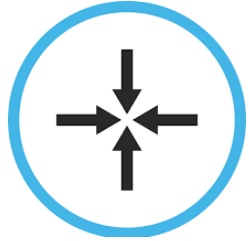


### IMPLEMENT

Once a plan has been created and agreed on, start implement these strategies in your daily operations.

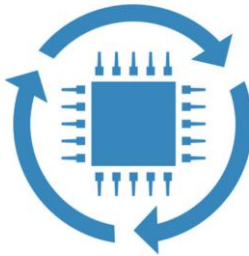
# CURRENT BUSINESS TRENDS

Impact and trends currently on the market



## Business Impact

- Tourism, Service & F&B taking the major hit
- Small business struggle to survive
- Restricted logistics disrupts the supply chain across industries



## Forceful shift towards digitalization

- E-Commerce and home deliveries grew exponentially
- Tele-medicine is undergoing a significant change
- “Work From Home” is the new norm across the board

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19



## Business Opportunity

- There is an increased tolerance for new channels and changes open the door for new strategies
- It's a great time to experiment a little - the speed is incredible!



# How some Business Deal with the Situation



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Club 21 Thailand



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LVMH to relieve French hospitals from the monstrous lack of hand sanitizers

BUSINESS #CORONAVIRUS

Fintech VeeLoop supports volunteers shopping for the vulnerable



The Emporium And The EmQuartier Food Delivery Service

EMDINING

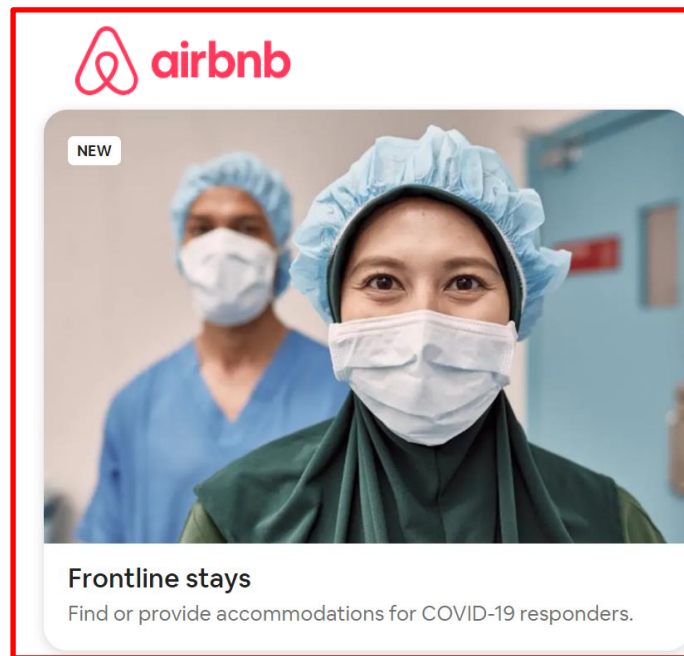
เสิร์ฟความอร่อยจากหลากหลายร้านอาหารชื่อดังมากกว่า 500 เมนู ด้วยบริการเดลิเวอรี่ส่งตรงถึงมือคุณได้ในการสั่งเพียงครั้งเดียว

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วิธีสั่งอาหาร HOW TO ORDER

1. ใช้ Application Lineman
2. เช็กสถานะ EMDINING @ EMPORIUM EMQUARTIER



airbnb

NEW

Frontline stays

Find or provide accommodations for COVID-19 responders.



kaizencoffeeco Kaizen Coffee

88 likes

kaizencoffeeco Work from home #kaizencoffee



ISB

ISB VIRTUAL SCHOOL



A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at a laptop. One man in the foreground is pointing at the screen. The image has a dark, semi-transparent overlay.

# WHAT WE HAVE LEARNED

QUICK KNOWLEDGE SHARING OF WHAT  
COMPAINES HAVE LEARNT



“

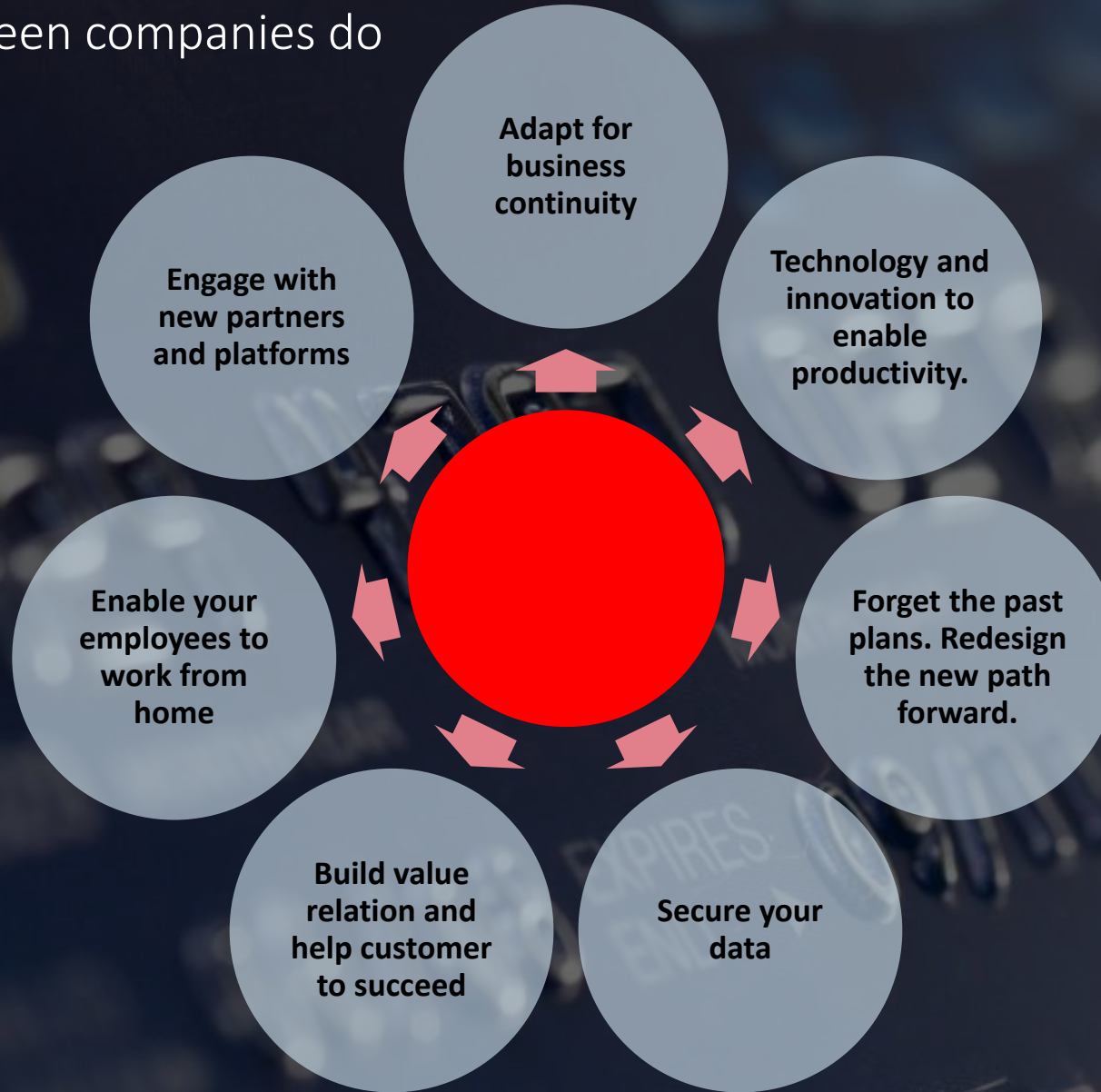
*According to Darwin's Origin of Species, it is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that that is able best to adapt and adjust to the changing environment survives is the one in which it finds itself.*

”

Leon C. Megginson, *Civilization Past and Present*, 1963

# STRATEGIES TO FIGHT THE SITUATION

Some things we have seen companies do





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# FREE TECHNOLOGIES TO HELP

## QUICK OVERVIEW OF TOOLS

# WHATS IMPORTANT FOR TOOLS DURING THIS TIME

## TOOLS FOR SHORT TERM



### FAST TO LEARN AND USE

Settle for a tool that is easy to learn for your employees and can be used without much setup time.



### HUMAN DRIVER

Someone will need to drive the change. The so called “Champion User” is crucial and will determine the impact of the tool.

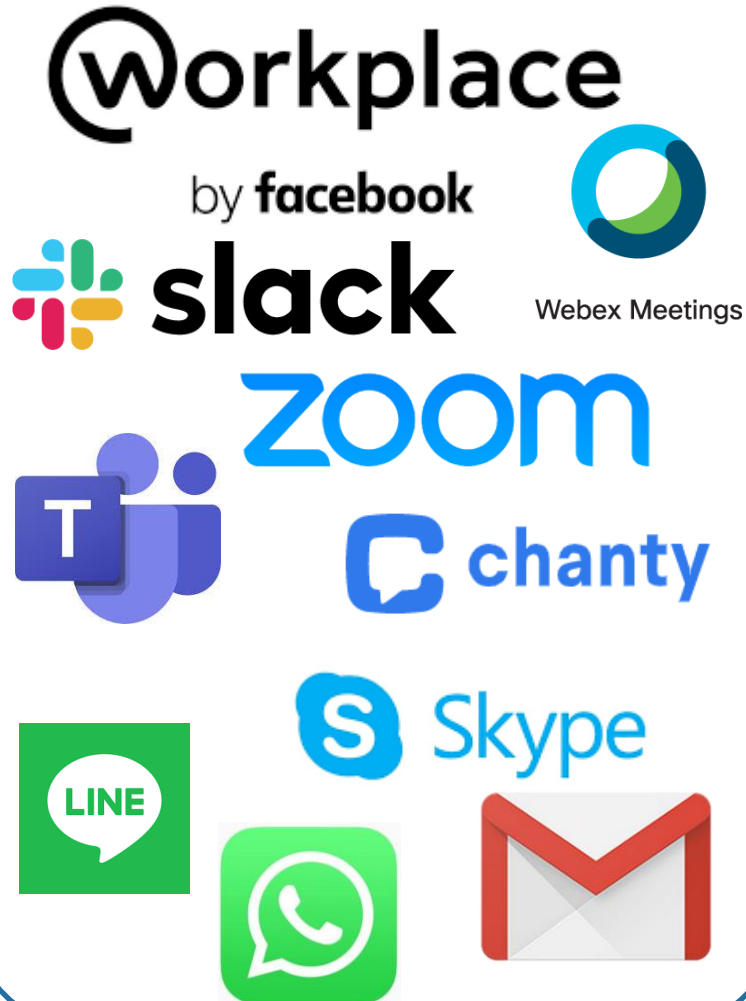


### SCALABLE

Whatever you select, it should be possible to use and leverage on it also after this situation is over and potentially help grow your business.

# FREE SOFTWARE TOOLS THAT CAN HELP YOU

## Communication



## CRM

(SALES SERVICE MARKETING)



## TEAM COLAB

