

# PURSuing PARALLEL PATHS TO BUSINESS RESILIENCE

Managing critical needs now while positioning for what's next

**No one could have predicted the current reality we all find ourselves in, and it's hard to imagine what's next as we look to the future.**

As a leader, where should you focus to protect and ensure the best outcomes for your employees, your customers and your organization?

Today's top researchers suggest that the path to success should involve both—a two-fold approach that focuses on immediate needs now while taking steps to define and prepare your organization for what's next.

## WHAT WE KNOW: DISRUPTION CREATES OPPORTUNITY



Although the COVID-19 pandemic is unique, business leaders can still draw insight and learnings from organizations that have persevered through challenging times in the past. During the heart of the Great Recession, several innovative organizations kept their eye on what's next while managing immediate day-to-day business needs.

### LEGO: REIMAGINED MARKETS



Saw profit growth of more than **63%** by expanding into new, untapped global markets, establishing revenue strongholds in both Asia and Europe.

### GROUPON: INTRODUCED A NEED-DRIVEN INNOVATION



Gave consumers a **new way to save** money and provided businesses with a cost-effective way to grow customers and revenue.

### NETFLIX: REINVENTED ENTERTAINMENT DELIVERY



**Added 3 million** new subscribers by the end of 2009 by giving consumers a new, more targeted way to access entertainment for less cost than traditional cable and satellite TV services.

## MOVING FORWARD: A BALANCED APPROACH TO NOW & WHAT'S NEXT

Although it may be tempting to reel in spending and focus only on maintaining business as usual, positioning your organization for success requires that you be as prepared for what's next as what's now. Here's a look at how this two-fold focus helps align and prioritizes key business and IT objectives for your organization.

### FOCUS: MANAGE WHAT MATTERS MOST NOW

### FOCUS: POSITION AND PREPARE FOR WHAT'S NEXT



#### PROTECT & EMPOWER EMPLOYEES

Identify and address what's needed to keep employees safe, connected and productive.

**74%** of organizations are planning to shift some employees to remote work permanently.



#### OPTIMIZE WORKFLOWS & PROCESSES

Reduce barriers to communication, collaboration, efficiency, and speed time to value of new customer and employee applications.

**64%** of IT leaders are increasing their adoption of Agile IT and DevOps practices.



#### REDUCE COSTS

Integrate automation, consolidate systems and infrastructure, and leverage targeted industry solutions such as self-service software and enhanced production capacity.

Research suggests that as much as **45%** of employee activities can be automated.



#### PREPARE FOR NEW GROWTH OPPORTUNITIES

Consider how the current and post-crisis reality will affect customer needs and expectations and what new tools/capabilities you'll need to meet these demands.

**80%** of revenue growth will hinge on digital offerings and operations by 2022.



#### FORTIFY CORE SYSTEMS AND OPERATIONS

Build business resilience by securing critical services and information, solidifying testing procedures, and establishing strong IT governance.

**54%** of surveyed organizations say they were only somewhat prepared for the pandemic.



#### CONTINUE TO TRANSFORM

Maintain investments in digital transformation initiatives to fuel innovation, strengthen competitive differentiation, and enhance agility.

**73%** of IT managers expect to either accelerate or maintain digital transformation initiatives through the COVID-19 crisis.



#### PARTNER FOR SUCCESS

Work with partners to explore solutions that help reduce costs and streamline operations, assess and maintain business continuity and fortify security across new and traditional ways of working.



#### PARTNER FOR SUCCESS

Proactively collaborate with partners to cost-effectively expand skills and capabilities to accelerate strategic initiatives and time to value.

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Discover how Lunavi can help you meet your immediate and future-focused goals throughout this crisis and beyond. Learn more at [Lunavi.com](https://Lunavi.com)