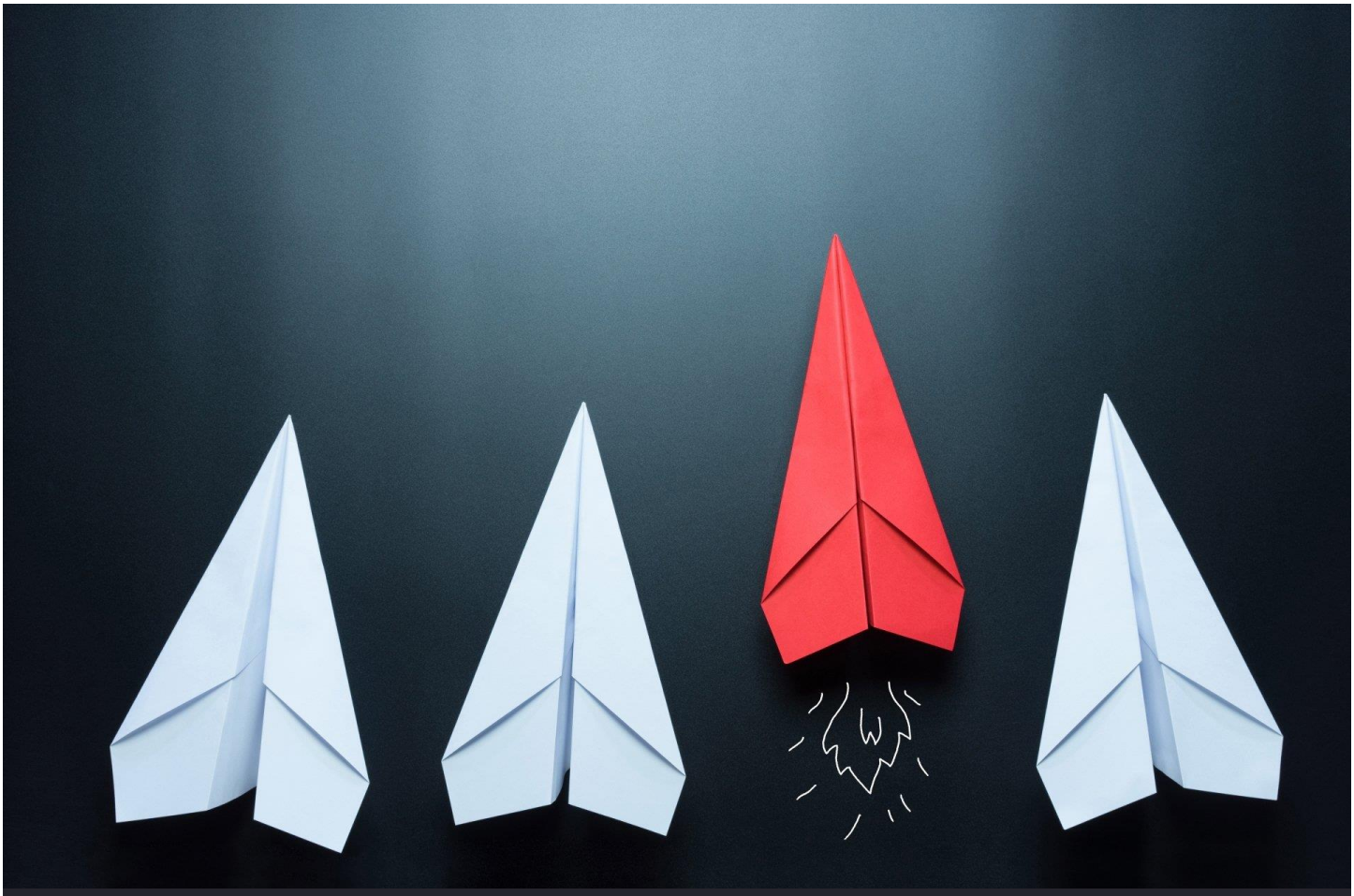

Using the right technology for Business Continuity

CORONAVIRUS COVID-19 RESOURCES

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Effectus Digital Pty Limited.

COVID-19 – Using the right technology for Business Continuity

As we brace for the lasting impact of the COVID-19, a global pandemic, it has already shifted the world as we know it. Today, given the way we connect, work and collaborate — technology is on the front lines of this crisis. Many of the changes reshaping how we work and live — from employees working remotely to consumers shifting their shopping online—rely on technology. Because technology ties so much of every business together, we need to know what's really happening on multiple fronts and how to manage it.

The following points are some of the pre-requisites that a Small to Medium Business (SMB) should have in place to ensure that employees have clear expectations set out when working from home:

- IT Policies including:
  - Information Security Policy,
  - Remote Access, and
  - Business E-mails & File Storage
- Work from Home Policy
- Social Media Policy
- Work Environment & Ergonomics Assessment

If you don't have documented policies and processes, the focus should be on what will work here and now. For example, you could look to adopt the following key principles:

- Focus on what **really matters** and provide tools and channels necessary to staff and customers.
- Staff **collaboration** is more than just e-mails.
- **Communicate** more often. Take care of interactions with your staff and customers.
- Be alert and stay vigilant - **information security** is everyone's business.

Who can use this document?

This document is prepared for the IT team or business leaders who are also responsible for the Technology function, particularly small to medium businesses.

The document should be used as a guide and is not comprehensive by any means as each business is unique in their own rights.

Focus on what really matters and provide tools and channels necessary to staff and customers.

Senior business leaders and IT Management must remain calm and focussed as you lead during these uncertain times. Focussing on what really matters will allow clarity for decisions to be made rather than worrying about what you could have done in the past or what can be done when you have the time. Use technology for collaboration, brainstorming, and to take decisive actions.

No.	*Item*	*Responsible Person*	*Due Date*
1.	Ensure employees have access to company laptops or mobile devices with the core applications needed to do their roles effectively.		
2.	Make a list of your core systems that staff need access to. Ensure that your company's core systems are accessible from outside the office. **See:** *Annex A: Core Systems List*		
3.	Ensure that your network and IT resources have enough capacity to deal with increased online traffic.		

Here is a list of some helpful technologies:

Use case	*Technology or Resource*	*Notes*
Some tools to get you to focus when working remotely	• Outlook Calendar and Tasks • Microsoft To Do • To do list • Wunderlist	*Most, if not all, e-mail providers have tasks and calendar features to help keep you focussed.*
Tools to check your website performance	• GTmetrix • Pingdom Website Speed Test	*These are free tools that can give you an indication of performance. There are also paid versions available with detailed action plans.*
Time zone converter	• Time and Date's World Time Clock, • Every Time Zone, and • World Time Buddy	*Handy if you have staff working in different time zones.*
A Password Manager can help keep you safe	• Bitwarden • 1password	*A couple of tools to get you set up so your exposure to the most common security flaw (i.e. bad passwords) is limited.*

Ideally, you'll have systems that can be accessed anywhere, anytime by your staff. Generally, these systems are on cloud but can also be on your premise with access provided to staff via remote desktop applications.

Staff collaboration is more than just e-mails

While we use e-mail extensively to communicate and collaborate, they can also be impersonal and make it easy for misunderstanding to occur. For time-critical and enhanced collaboration, there are several tools and technologies readily available to ensure you and your team can stay on top of things and collaborate like a boss while maintaining social distancing.

No.	*Item*	*Responsible Person*	*Due Date*
4.	Ensure all your employees are aware of the company software/s of choice for audio/video conferencing and collaboration, and that their accounts are set up.		
5.	Ensure all employees have access to audio and visual devices for team meetings.		
6.	Ensure that shared folders are set up with correct permissions. Be mindful who has the ability to share what folders – especially outside your organisation.		

Here is a list of some helpful technologies when it comes to staff collaboration:

Use case	**Technology or Resource**	**Notes**
Team or client meetings	Most common are: • Microsoft Teams • Slack • Zoom • And even Facebook Workplace Some other options are: • GoToMeeting • Ryver • Apple Facetime • Google Hangouts	*Microsoft Teams also have a whiteboard feature with the appropriate licencing.*
Working on documents simultaneously	• Microsoft SharePoint • Google Docs • EtherPad	*For SharePoint, check that you have the correct O365 subscription. If not, it is well worth the upgrade!*
When you need **shared folders**	• Microsoft SharePoint • Microsoft OneDrive • Dropbox • Google Drive	*Be sure to have the right sharing permissions for staff.*
Project Management	• Microsoft Project • Basecamp	

Communicate more often. Take care of interactions with your staff and customers

Uncertainty is not comfortable for anyone. Communicate regularly with your employees and customers through email, your website and social channels to ensure they know you are open for business. Additionally, as a Business or IT leader, we must also verify the information that's coming in about the COVID-19 virus. Determine what data is important to know, and where there are gaps that need to be filled.

No.	*Item*	*Responsible Person*	*Due Date*
7.	Assign a ***single point of contact*** in the business for verifying the information, distilling the impacts on staff and customers BEFORE communication occurs.		
8.	If applicable, advise your clients or customers of your plans in dealing with COVID-19– keeping in mind the impact on your clients. Also, don't forget to reach out to your key suppliers, vendors or partners.		
9.	Inform your clients and customers of any changes to your services e.g. different opening times, delays in getting stock, deliveries or deadlines etc.		
10	Ensure your IT infrastructure can support the additional customers' and employees' online interactions. If needed, upgrade capacity to handle more traffic on consumer-facing websites and apps, and roll out self-service tools.		
11.	Establish interactive capabilities (e.g. chat agents) for customer-support needs where possible.		

Here is a list of some helpful resources for communication:

Use case	Technology or Resource	Notes
AU Government COVID19 Resources	• For Employers	*Keep an eye out for changes.*
When you need to communicate visually	• ConceptShare • Doodle • Mind mapping	*Because no one likes reading long e-mails.*
Establish (near) real-time feedback where possible	Build surveys using: • Typeform • Survey Monkey	*Here is a full list that has some good suggestions.*

Responding to change is more important right now than following a plan. Your customers are in the best place to provide feedback on what they need more of, and equally, what they need less of. As more information become available, and the situation evolves, you'll need to adjust your plans in response to this.

Be alert and stay vigilant — information security is everyone's business

Cybercrime gangs are already stepping up cyberattacks to take advantage of confusion and uncertainty in the current environment. Attackers are launching email-phishing campaigns, even posing as your own help-desk teams asking workers to validate credentials using text (also known as "smishing"). In addition, remote working employees may increase the risks when they bypass security controls (e.g. firewalls) to get their job done remotely using virtual-private-network (VPN) and Remote Desktop (RDP) technologies.

No.	*Item*	*Responsible Person*	*Due Date*
12.	Send an e-mail to all staff (and clients where applicable) regarding being extra careful during this time.		
13.	Organise some training for your staff depending on their cyber maturity.		
14.	Ensure your devices have up-to-date Operating Systems (e.g. Windows 10), Anti-virus and have updated versions of the browsers (Chrome, Edge etc.). If you are still using Internet Explorer (IE) – now may be the time to ditch it for good.		
15.	For company devices (and even if they use personal devices) ensure there are minimum compliance requirements around having a secure password, up to date operating system and browsers along with antivirus.		
16.	Ensure there is good backup of your data and documents, and test that you can recover the data in case of a loss.		

Here are some helpful resources for your staff and business to increase your awareness in this area:

Use case	Technology or Resource	Notes
Stay smart on-line resources	Stay smart online (Australian Government website)	Several resources to get you started!
A Password Manager can help Keep you safe	• Bitwarden • 1password	*A couple of tools to get you set up so your exposure to the most common security flaw (i.e. bad passwords) is limited.*
Get workers to protect their Wi-Fi	• Here are five ways to protect your Wi-Fi	*You wouldn't leave your doors unlocked, so let's make sure our door to the cyber world is secure!*

Keeping your workforce vigilant against cyber threats will go a long way as prevention is better than any cure. We encourage everyone to be on alert for any unexpected emails that request user's login to pages or download attachments. Looking for typos and poor grammar is a common but ultimately effective indicator of phishing.

In conclusion

As business and IT leaders, we must consider what happens not just today, but tomorrow and beyond. This may involve allocating dedicated resources (who are freed up) from the day-to-day pressures of managing the crisis. Done right, the resulting wider and longer-term perspective can help make the company's emergence from the crisis 'on the other side' even stronger and more sustainable.

In this type of crisis, the response window for it is typically measured in months, while recovery will be measured over years. Don't just try and survive, look for partnerships that can make you thrive. Qantas looking to redeploy staff at Woolworths is an example of partnership that goes beyond traditional thinking and looks to do the right thing for the employees.

For another one of such partnerships, you can contact the Effectus Digital Team. We are here to help!

Annex A: List of Core IT Systems

Company Name: _____ Date: _____

Technology / Software	Usage or Function	Client Facing (Y/N)	Used by departments/ teams/ individuals	Accessible only from the office	Accessible Remotely

Notes: