



## Summary

25th November, 2020

# ROAD TO RECOVERY - GOING DIGITAL

This current pandemic demonstrated the importance of digitalization and how it has enabled businesses and enterprises to continue their operations by providing resilience, adaptability, and security. All types of companies across regions and industries are embracing digital transformation primarily driven by cloud computing, Enterprise Mobility and Cyber Security. This transformation is dependent upon key ingredients - driven from the top, building skill set competencies, understanding of technology, ability to connect business and technology and creating an environment that promotes and encourages continuous learning. With these thoughts, the chair of the final panel in the Road to Recovery series, Vinod Sood, Co-Founder and Managing Director at Hughes Systique Corporation ignited the panel discussion on “Going Digital: Harnessing the Power of Technology”. The panel comprised Vineet Sahni, Group CEO-Lumax-DKJain group, M P Vijay Kumar, CFO Sify Technologies, Vikram Gupta, Founder, Managing Partner at IvyCap Ventures and Sundeep Gupta, Partner, Accounting and Business Support and Indirect Tax, ASA & Associates LLP.

Talking about the brick and mortar industry, Vineet emphasized that companies across the globe were put to similar kind of a constraint due to the pandemic. This helped people understand each other better and therefore, helped quicken transformation. Vineet classified the whole digital transformation to three buckets - ratification of decisions on technology taken before pandemic, expediting certain decisions on technology in incubation, and COVID making us realize the importance of digital transformation. He also spoke about how a change in mindset and culture are the key factors that are imperative for adopting technology.

M P Vijay Kumar gave us five perspectives on the Digital Transformation journey. Digitalization and digital transformation are quite different, extensive government involvement in both digitalization and digital transformation of government services, corporates actively evaluating their digital journey, information technology infrastructure over cloud and lastly, the understanding by corporates to outsource critical IT services. He went on to further

emphasize that India has a great opportunity to be ahead of the world on the digital infrastructure and spoke about the areas to be worked upon to achieve the same particularly the gap between fiber and cellular connections in rural and urban India. Vijay also stated that cybersecurity is a very stakeholder’s responsibility and while the cost of implementation is high, not having it will be fatal. He urged that the tone at the top is super critical for cybersecurity.

Sundeep explained how ASA as a firm started its digital journey and how the readiness for the pandemic ensured a seamless switch to work from home with data privacy and data confidentiality in place. He then spoke about the critical challenges in the digital transformation journey and emphasized having a clarity of thought on what to digitize, conviction and buy-in from the leadership team, employee engagement and communication, identifying the right implementation partner, measuring the ROI and most critical, having a long-term vision to ensure agility and scalability. He also spoke about the government initiatives around digitization including MCA, Income Tax and GST and urged that the government must utilize data analytics to ensure better governance and ease of use.

Vikram highlighted the view of the startup sector where some sectors were down to zero revenue during the pandemic, on the other hand sectors like healthcare, EdTech and fintech picked up. He spoke about the many ecommerce startups that restarted operations, reassessed their strategies and are now performing better. He then threw light on the fact that startups in India are catching up with the digital transformation movement with the government playing a key role. Newer pools of capital are being set up under the self-reliant India initiative as well as by mature corporates. These initiatives are building very sector focused or outcome focused funds. Finally, the pickup in internet penetration has enabled faster acceptance and growth of eCommerce and Fintech companies in India.

To conclude, digital transformation has become imperative to embark on the road to recovery and businesses have to embrace the same considering data security, long-term vision and agility in mind.