

Plan. Prepare. Execute.

The Situation.

The U.S. declared a nationwide state of emergency in March 2020 as cases of COVID-19 escalated, forcing millions of employees nationally and globally to work remotely in order to adhere to “Stay at Home” policies and public health recommendations. Many struggled to adapt their continuity plans to, and the collaborative technology demanded by, the new normal.

DataServ fosters a strong collaborative culture -- we're proud and active users of the very technology solutions and services we deliver. This means we were able to execute our Emergency Response Plan, adapt to the situation, and take immediate steps to safeguard our personnel and business operations. Because of our ability to execute this plan quickly and organically, we were able to assist our customers with their growing needs and with no redundancies.

While more than 50% of our team already work remotely, by mid-March more than 90% of our team members completed their daily responsibilities from home with the collaborative infrastructure that was already established, using tools such as:

- Fluid Workflows and Effective Processes
- Seamless Communication
- Collaboration Platform
 - Audio/Video/Chat
 - Document Sharing
- Secured Infrastructure
 - Multi-Factor Authentication
 - Protected Shared Files
 - Remote Access (VPN)
 - Encrypted Email
 - End-Point Devices
- Dependable Broadband

People. Process. Technology.

A collaborative mindset and culture go beyond a collaboration solution. It is the assessment and planning before the implementation that truly makes the difference. Our people and our processes laid the foundation of our company's collaborative culture and infrastructure. We assessed our team member's pain points, evaluated their workflows, and sought to implement a collaborative framework using technology that would allow an increase in efficiency and productivity.





Plan

Organizations have many emergency preparedness plans in place—for fire drills, chemical spills, natural disasters and more. No matter the emergency, all plans should ensure business continuity as they prioritize the health and safety of people.

For example, DataServ's continuity plan for the COVID19 pandemic outlined three levels of response:

Level 1

Prepare our readiness for any crisis using facts and collected data on event or state of emergency. We assess our ability to operate our business remotely using video conferencing, collaboration, and efficient workflows and processes.

Level 2

Prepare the highest risk individuals for remote work. During the COVID-19 pandemic, this included individuals who are elderly, have autoimmune deficiencies, and chronic medical conditions such as heart, diabetes and lung disease.

Level 3

Prepare the vast majority of the organization to work remotely and prepare those that cannot execute daily responsibilities at home to work safely at headquarters.

Prepare

The basis of our Emergency Response Plan for business continuity is preparation for operating our business remotely using our collaboration framework. To do so efficiently, we had to evaluate each team member's environment, training, and workflows to ensure all responsibilities were able to be completed outside of the office. These components were supported by an open communication line between leadership and team members that confirmed everyone was being provided with updated information and avenues to ask questions, share concerns, and offer additional comments.

Prior to the pandemic, we performed the following items on a continuous basis that made our Level 1 response and preparation for Level 2 and 3 seamless:

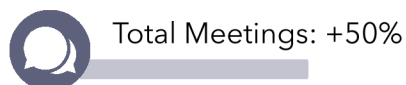
- ✓ Manage and monitor all company-owned technology accessories and devices including, computer, monitors, headsets, power cords, etc.
- ✓ Ensure all team members' equipment had secure VPN connection, updated firewalls, Windows updates, and access to support
- ✓ Guarantee all collaboration tools were updated and had all functional capabilities.
- ✓ Team member training on remote technology tools such as collaboration (audio, video, chat, doc sharing), remote access, and shared file systems

Execute

Our preparations and Level 1 execution enabled us to respond to the escalating pandemic while still empowering us to attend to our customers' needs. Our leadership team met daily to review government public addresses and policies in order to provide information to team members on our response and to prepare to move to Level 2 and 3 of our Emergency Response Plan (ERP). See our March 2020 timeline to the right for further reference.

By Week 4 of March 2020, 90% of our team members were working from their home environments. We witnessed a dramatic usage increase of our collaboration solutions.

Results



Strategic Planning

DataServ's collaboration culture and framework empowered us to respond promptly with no disruptions as we adapted to the new normal. We didn't need to resort to last-minute, quick-fix ideas. We activated a key component of our strategic plan, developed with the key objectives of keeping our employees and partners connected, healthy and safe, and continuing to provide outstanding service for our customers.

Let us share our collaborative framework and strategies for the new normal with you. Now is the time to critically review your strategic plan or start one by getting a professional assessment and gaining visibility into your current state. This assessment examines your people, process, and technology to empower you with data to drive decisions that advance your organization's mission—under any conditions—just as our collaborative mindset did for us.

MARCH 2020

