



Cloud Technology:

The best weapon to protect your
business against global crises

The Cloud: The Best Weapon To Protect Your Business Against Global Crises

Social distancing and other restrictive measures resulting from government policies surrounding COVID-19 have forced organizations across the world to reconsider their dynamics. From Asia to Latin America, Europe to the Middle East – the types of adjustments are similar wherever you look.

The impact the pandemic has had on the international economy's productive fabric will mean companies must face off against a long and complex chain of problems such as: bankruptcies and store closures, increase in debt levels, decrease in tourism, the fall in demand for exports, mass layoffs due to cash flow problems, a decline in sales, the drop in prices of raw materials, and many more.

Why is it important to migrate to the Cloud now?

To respond to a global crisis, companies must urgently act to protect their staff. Organizations that have existing Cloud infrastructure have an advantage in that they can more quickly migrate a large part of their staff to home office, meaning staff are safe, operations are uninterrupted and your data is stored securely.

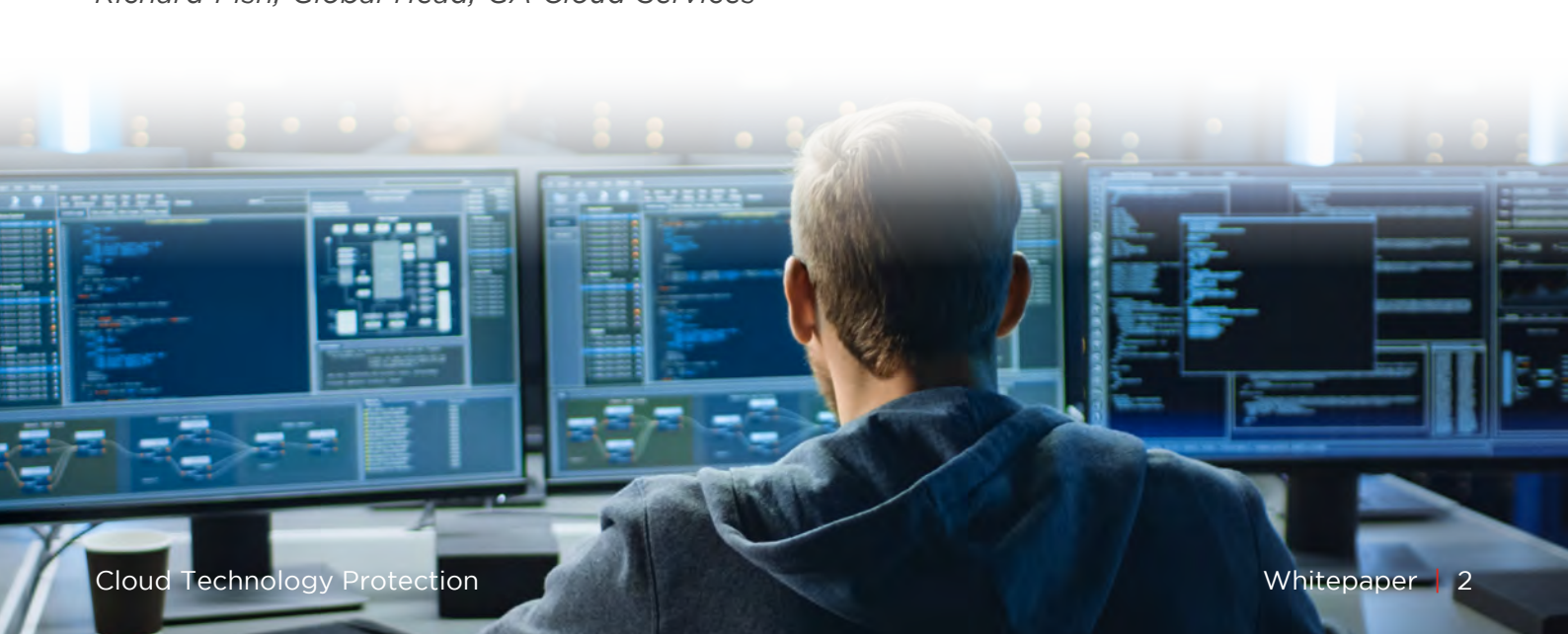
Inevitably, those companies that have not yet decided to migrate to the cloud will face greater challenges when it comes to establishing a business continuity strategy.

5 important ways to use the Cloud

1. API, mobile and web **applications can be created** quickly.
2. **Store data** and create backups from anywhere and on any device.
3. **Incorporate artificial intelligence** (AI) to capture new data and new customers.
4. **Analyze data** to discover detailed information.
5. **Recover disaster data** in just 6 minutes.

"It should be noted that the latest studies in the technology industry estimate that by 2025 80% of the workflow and critical loads of companies will be operating in the Cloud."

Richard Fish, Global Head, GA Cloud Services



Microsoft Tools To Implement Remote Work

During a difficult and complicated time like the COVID-19 outbreak, we must look for alternatives and tools for companies that have the possibility of continuing their operations from home, helping them to keep doing business and prevent a definitive closure. In this document, we will highlight four key Microsoft solutions that can be combined with a complete migration to the Cloud.

Microsoft Dynamics 365 Portals

Now is the best time to integrate solutions that help small and big companies stay connected with staff, customers and suppliers. Microsoft Dynamics 365 Portals creates fully cloud-based (Azure) customer self-service portals, with an integration to SharePoint, Power BI and Dynamics 365. This solution from Microsoft allows customers to create technical support cases and action other requirement; in such a way that all the information about the client and his or her interactions are connected to the company's CRM through the created portals.

Dynamics 365 Portals is a highly adaptable and malleable solution, which can be used by essentially any type of company (universities, public sector, health, technology, etc.)

How does it benefit an organization?

- The client has autonomy since he or she can manage his support from any site with internet access.
- The portal, integrated for example with Dynamics 365 Customer Service, notifies each support case manager by email.
- Third parties are not responsible for the design of the portal, instead it is same CRM provider (Microsoft).
- It is multi-language; you can create the portal with two languages or more.
- Offers the option of a forum exclusively for interaction with clients.

Microsoft Dynamics 365 CRM: Sales, Marketing and Service

Like the previous solution, Dynamics 365 CRM technology consists of a completely Cloud-based software. These cover multiple external processes of a company in real time and through automation, such as Sales, Customer Service, Marketing and Field Service. Organizations can easily view customer data and create, for instance, personalized shopping experiences through any channel, from any device.

With Dynamics 365 CRM technology, sales and service agents have access to more customer data, so they are better informed and trained around customer behavior.

How does it benefit an organization?

- IT service and maintenance responsibilities are reduced.
- All your team can work remotely from any place and device, using customer information in real-time.
- Centralizes customer information, reduces time, search and follows up on employees.



Microsoft Dynamics 365 ERP: Finance and Operations

Microsoft's Enterprise Resources Planning (ERP) technology is also Cloud-based. Unlike its cousin CRM technology, ERP tools help to optimize all the internal processes of an organization, increasing productivity and allowing businesses to continue doing business around the world and penetrate new markets. The technology addresses the financial and operational aspects of a business, including human resources, and gives managers the data and analysis to make smarter business decisions.

How does it benefit an organization?

- Helps optimize the company's production and inventory processes.
- Improves the accounting flow and control of company assets.
- Provides tools for analysis, complex reporting, and AI.
- Offers tool to attract new talent, hire and manage personnel with the Dynamics 365 Human Resources tool.
- Compliments customer service strategies and increases opportunities for cross-selling and additional sales.

Microsoft Power Apps

Power Apps is a Cloud-based solution, part of the Microsoft Power Platform family, that helps organizations develop mobile and web applications using pre-built templates. Microsoft Power Apps provides more agility to your organization with the rapid creation of apps that require little to no coding.

How does it benefit an organization?

- Create highly productive custom applications for any business, which can be used on different devices and in Microsoft Teams.
- Manage the development of business applications with Azure DevOps.
- Improve business processes with highly intuitive and visual tools that do not require complex programming.



Microsoft Tools Available For The Covid-19 Crisis

Microsoft Power Apps allows everyone from business analysts to professional developers to work together more efficiently. To face the global crisis we are experiencing today, Microsoft created a new app that combines the features of SharePoint, Microsoft Teams, Microsoft Outlook, and Power Automate.

Remember...

It is important to note that now more than ever it is essential to establish a sustainable model that minimizes the economic impact of global upheavals and ensures the continuity of the supply chain. This is not just a business issue but a key part of the social responsibility of companies, the state and civil society.

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