

Taking Smart Steps towards the 'New Normal'

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This whitepaper discusses about navigating to the 'New Normal' using Microsoft Power Platform and responding to customer needs now and in the post-COVID world.

The World As We Knew It

Pre-COVID, business leaders placed a lot of importance on face-to-face interactions; be it a project meeting, an agile co-located team, or for account executives to be physically present at a client's site. These meetings were thought to be best held in person instead of virtually. Yet, things changed in a post-COVID scenario. Are we prepared to adapt to this new way of working with and for clients in the 'New Normal'?

We have adapted and demonstrated resilience – look around and there are abundant examples of how people have creatively responded. We have heard about and participated in contactless engagements like virtual, interactive wine tasting sessions, or virtual cocktail events with clients and more. To take an example closer home, Sogeti India devised a virtual hackathon on Power Platform to keep our own people engaged and involved despite the distance and isolation. The event brought together hundreds of people from multiple locations to innovate actionable business ideas for our customer problems. The hackathon also hosted guests and presenters from different organizations.

Driving Value from Contactless Engagements

Having put up a resilient fight, the world is already gearing up to adapt to the 'New Normal', and even as you read this, companies are planning to get back to work as usual. There are discussions about how to bring employees back to the office, how to plan their seating in line with social distancing norms, how to enable contactless use of elevators and doors by people, how to make the cafeterias and rest rooms safe and hygienic and so on. One of the key approaches needed to address these issues and enable effective planning is to leverage analytics and data visualization tools to tackle new, hitherto unfamiliar tasks awaiting us in the 'New Normal'. These tasks critically include addressing the risk to employees and ensuring proper crisis intervention methods are in place.

It can then be said that the key focus in the 'New Normal' for companies is to sustain business while keeping customer experience at the forefront and increasing client base through contactless engagement. Businesses need to turn towards digital transformation to enable contactless engagement with their clients, using customer insights to understand their changing client needs, preferences and deliver a rich contactless experience. In this difficult situation, another big challenge a business faces is the lack of innovation in rapidly solving business problems while facing a crunch in resource availability and budget constraints.

Enabling Faster and Seamless Digital Transformation

Since every business is looking for a contactless engagement for their user experience, there is a huge focus on faster digital transformation. At the same time there will be a major focus on cost spent on these due to the budget constraints. This is where many low-code/no-code platforms play a huge role in seamlessly enabling digital transformation, helping businesses evolve and adapt through rapid experimentation, enhancing their customer engagement, bringing operational efficiency and much-needed legacy modernization. One such low-code/no-code player is Microsoft Power Platform that enables people to build web and mobile applications without any code.

It includes the ability to integrate products across Dynamics 365, Office 365 and Azure, with strong enterprise governance and security and has more than 300+ connectors that can allow companies to connect siloed data and get a consolidated view of their data. Define Power Platform solutions in combination with rest of Microsoft stack and integrate with other enterprise applications as well. For e.g. extend Power Platform solutions using services in Azure to take advantage of platform potential. In addition to that, the platform can allow a seamless experience to empower a company's employees, front-line workers, support functions and so on.

Adapting a Strategic Approach

Due to rapid transformation needs amidst business challenges and resource constraints in the 'New Normal' situation, the world is moving towards empowering businesses with self-service innovation by enabling **citizen developers** –groups of business users who build apps, automate workflows to drive intelligent business processes, launch intelligent bots and so on. But as citizen developers create more and more apps, organizations face the challenge of creating actual business value from these apps and avoid data loss or leakage. There is also the challenge of unnecessary costs involved as these apps may not create real value, while also having to manage and control the complexity introduced by these apps. While business users want to create more apps by themselves quickly, IT is in a dilemma of the blurred responsibilities associated in owning and maintaining them.

The current need is to ensure that organizations take a **strategic approach** that is more disciplined and has the rigor to enable their technology adoption. It is critical to set up proper governance, guidelines, best practices, reusable components framework, and compliance, security and access control mechanisms. Are you looking to get value from your power platform investment, robust partnership between IT, business and citizen developer community? Our **Sogeti Power Platform Boost Library** is one such framework, enabling a strong governance model and compliance mechanism to enable an organization's Power



Components



Quick start apps



Best Practices



Custom Connectors

Platform adoption scale to enterprise level, tracking platform usage and value creation using intelligent BI Admin dashboards and more.

Reach out to us to know more about our Sogeti Power Platform's capabilities, Accelerator Power Boost library and how to get started on a successful journey with Power Platform adoption.

About Sogeti

Sogeti is a leading provider of technology and engineering services. Sogeti delivers solutions that enable digital transformation and offers cutting-edge expertise in Cloud, Cybersecurity, Digital Manufacturing, Digital Assurance & Testing, and emerging technologies. Sogeti combines agility and speed of implementation with strong technology supplier partnerships, world class methodologies and its global delivery model, Rightshore®. Sogeti brings together more than 25,000 professionals in 15 countries, based in over 100 locations in Europe, USA and India. Sogeti is a wholly-owned subsidiary of Capgemini SE, listed on the Paris Stock Exchange.