

## THE ACCELERATION OF DIGITIZATION DURING COVID-19

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### ABSTRACT

*It is notable that COVID-19 pandemic quickly sent large number of individuals to telecommute, which made a prompt test for some associations – giving secure framework admittance to representatives. Notwithstanding, the not so much noticeable but rather more testing change that additionally happened was the abrupt necessity to digitize measures, including already paper-based exchanges, face to face gatherings, business travel, and other typical everyday tasks. A May 2020 blog entry by the World Economic Forum expressed —the transition to a new model for supply chains will be underpinned by a rapid and wholesale digitization of the paperwork that accompanies global trade."*

*Fast computerized change has empowered associations to react and flourish during the pandemic. However, this change has also brought new threats to business activities – and it is important for unions to understand and relieve those threats as we have to move to —normal. In this paper I(Meenakshi) and my entrepreneur friend (Mr. Vikas Arora) tried to explain that Although a lot of business organizations had already adopted Digitization before this pandemic, Even then, the Covid-19 pandemic has changed the pattern of every field of business through digitalization.*

### Introduction

If digitization is a conversion of information, data and processes, digitalization is a change. Something beyond making existing information advanced, digitalization accepts the capacity of computerized innovation to gather information, build up patterns and settle on better business choices. Digitalization is the utilization of state of the art advances to change an approach and give new compensation and worth passing on openings; it is the course toward moving to an electronic business.

India has started the transformation from analog to digital universe in the late 1990. With the rise of internet and satellite spectrum, the field of telecommunication and broadcast showed

exponential growth. From the start of 21st century, our country is consistently shifting everything to digital Diaspora.

With the coming of pandemic SARS Covid 19, lives across the globe are going through the worst hit of the century. The established digitalization so far has performed its best in almost of all the sectors connected to our daily lives. It is the digitalization only that was the key instrument to spread awareness of pandemic and allied preventive communication to the deep rooted masses in the country. The tools and applications of the digital platforms surged in the past one and a half year, served with the solutions to cater even the basics of majority in urban households. The IT and logistic companies have worked 24X7 to raise and activate platforms, this brought solutions to the economy, education and all type of related services, when parallel to it the country's health infrastructure was unable to sustain the flux. Below are the few sectors which got to touch the next level, just because of available digitalization in their streams:

- **Business**

The availability of digital platforms, audio visual communication portals have been a biggest support and grown to support the new normal —Work from Home.

- **Education**

The entire field of education has experienced a big transition during the helpless situation. The digital platform via online education emerged as savior for institutions, teachers and students. Everybody adapted to the change.

- **Consumer necessities**

Though the trends were already prevalent and e-commerce was ever growing. During this pandemic, the raising of mobile apps and retail e-commerce portals popped up as solution to the consumers, when they were restricted by their movements. More precisely the urban households found the retail stores Live in their homes or over the devices. Shopping of necessities was just a click away. Logistics platforms complimented the entire supply chain. The development of apps in digital flora touched it's optimal best.

- **ICE**

Internet, Communication & Entertainment also flourished to the next level. The broadband, its application, news, information and entertainment customized itself to the new normal very fast. The multimillion entertainment industry has seen a major shift to the OTT platforms during this pandemic. These platforms have been able to contain people within their homes,

when the entire entertainment exhibition industry was shut and public was refrained to move outside. The broadband, all allied communication modes and social platforms have seen maximum number of eyeballs during this pandemic only.

- **Healthcare**

Though the healthcare infrastructure for covid victims collapsed in the country but the medical OPD's for majority of common diseases and illness shifted to digital platforms as e-consultancies. Hundreds of such platforms emerged as a bridge between the patients and doctors.

- **Food and Beverage**

This sector again is a part of urban lifestyle. The digital technology platforms again emerged as savior complimented by the logistic to —connect and serve consumers with suppliers. A major shift has been seen in the industry, where kitchens got converted into cloud kitchen. Technology and digital platforms were their reliable dependence.

- **Administration and bureaucracy**

Though this transformation was always ongoing in all government departments for civil administration. This pandemic acted as catalyst by getting major attention on digitalization of government rendered services to the civic infrastructure.

- **Exhibitions, seminars, conventions and networking**

The companies providing tools and platforms to conduct virtual exhibitions, seminars, conventions, meetings etc. have worked 24X7 to develop and raise endless features, which further worked as substitute to deliver the similar experiences to users in digital Diaspora.

- **Diplomacy**

The digital regime has taken over all physical diplomatic engagements during this pandemic. The diplomacy across the world is now connected virtually i.e. digitally.

- **Banking and Finance**

The process of digital banking platforms and finance was there from a decade, but it has become the necessity now to use digital platforms, wallets and mode of financial transaction during this pandemic.

The digitalization is a boon. It is not only a substitute or just a way of life but going forward it is a heavy savings on costs, logistics, consumption of natural resources, positive impact on environment etc. The pandemic of covid 19 has taught this to all of us and even to commoners.

### **The Impact of Digitization in COVID-19 reaction**

A few associations had effectively started the digitization venture before the pandemic hit, furnishing them with an early advantage. For instance, organizations that were at that point zeroed in on cooperation advances before COVID-19 were in the most grounded position to keep up consistent business activities when social partition and work-from-home (WFH) turned out to be new real factors. Similarly, those with powerful security instruments set up, for example, adequate VPN licenses and multifaceted confirmation, were better situated to progress to virtual working while at the same time ensuring touchy data. Also, associations that expanded their web and organization limit before the pandemic thought that it was simpler to interface with distant workers, clients, providers, accomplices and different partners.

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As one would expect, organizations with transmission capacity requirements before the Covid pandemic struggled in the WFH climate, as did those with firm inheritance frameworks and cycles that couldn't stay aware of client interest. For instance, old government frameworks running COBOL had serious limit issues as a huge number of residents documented cases for social help. These more established frameworks can't be moved to the cloud rapidly, so IT divisions were focused on finding "workarounds" to the issue. Different issues emerged in situations where there was no prior portable procedure. For instance, most call communities work out of a focal area with representatives utilizing PCs. Because of a deficiency of accessible PCs, some call habitats had no real option except to send personal computers home with representatives so they could work distantly, which prompted execution delays and intruded on tasks.

### **Digitization Focus Areas that was basic to COVID-19 reaction**

#### **Organizations that fared better in the pandemic had a couple of reliable traits:**

**Innovation Preparedness** - This incorporates the reception of virtualization and cloud innovation. Regardless of whether its workers, organizations or work areas, virtualization empowers associations to powerfully increase their IT assets or down depending on the situation, while additionally giving incorporated administration and control. Virtualization can likewise empower more productive utilization of existing IT assets, which creates more prominent profit from venture. While this has been an IT pattern for quite a long while, the undeniably boundless reception of cloud keeps on producing solid outcomes. Moving information to the cloud gives organizations the scale, adaptability and repetition to keep IT frameworks running adequately, in

any event, during greatly troublesome occasions like a pandemic. It decreases the expenses of equipment, power, firmware updates and on location support, on the grounds that these become the obligation of the cloud supplier. Programming as-a-Service (SaaS) is an incredible illustration of how moving applications to the cloud gives streamlined, adaptable and more dependable access.

Improved Cyber Security including Identity and Access Management (IAM) – WFH has devastated numerous remainders of the customary organization border, and with it the idea of edge security, where virtual "wall" keep the trouble makers out. Personality has become the new worldview of big business security – on the off chance that you can guarantee that solitary the right assets are gotten to by the correct individuals doing the right things, then, at that point you have a safer climate. Present day IAM frameworks give adaptable confirmation that empowers individuals to telecommute or elsewhere. Furthermore, with numerous organizations reporting they intend to keep up extended WFH approaches past the pandemic, IAM has become the establishment in the cutting edge secure workplace. Corona virus can be considered as a harbinger demonstrating where associations need to center to flourish later on with undeniably more coordinated and strong business measures.

#### **To Maintain the Momentum**

Technologists alone can't make digitization drives fruitful. Associations can take a comprehensive view and think about numerous parts of digitization, including:

**Re-imagining controls and testing** – As more cycles become digitized, it is consistent to simultaneously consider how control cycles can likewise be digitized and mechanized. Working in more robotized control measures toward the starting will permit organizations to all the more proficiently and viably screen digitization hazard while conceivably lessening expenses and time related with consistence exercises.

**The capacity to re-engineer measures** – Before digitizing a cycle, assess that interaction to decide whether it tends to be redesigned and re-designed to convey a superior business result. In any case associations hazard digitizing defective cycles. This requires a lot more extensive speculation than just increase transfer speed or putting in new programming.

**Appropriate subsidizing** – While venture is expected to get digitization projects in progress, speculations will be under a magnifying glass during the current unsure business environment. Leaders will probably have to show the extended worth of a digitization drive while expressing

their case for seriously financing, calling attention to both present moment and long haul benefits.

**The right ability** – Effective computerized change requires mastery that traverses both innovation and business. These certified experts ought to have the option to comprehend the usefulness that was important in old cycles, the advantages of making new cycles, and how innovation can get it going.

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**Adaptability** – Certain computerized controls may have been loose during COVID-19 to accelerate executions and get WFH workers online rapidly. This can open up new dangers, maybe so these controls ought to be re-applied over the long haul to their legitimate levels. Nonetheless, any interaction controls ought to be sufficiently adaptable to oblige unexpected necessities in the Next Normal, to stay away from the fire drills brought about by the Covid pandemic.

At long last, to flourish in the Next Normal, associations ought to consider leading danger appraisals of digitized cycles and make proper moves to remediate any distinguished security holes. These appraisals ought to likewise be a central component of future advanced change drives, so the legitimate controls can be carried out from the beginning. Digitization Focus Areas that were basic to COVID-19 reaction

### **Conclusion**

Corona virus has diverted digitization from a "ideal to have" to a "unquestionable requirement have" for some, associations, driving them to adjust and modernize rapidly to keep their tasks running. While digitization may appear to be an overwhelming assignment for certain associations, the pandemic has clarified that sound business methodology requests distinguishing computerized change openings and getting those drives in progress rapidly.

Notwithstanding, speed of change can't come to the detriment of hazard, or the whole drive can cause more mischief than anything. It is important that network protection and other danger factors be considered in the plan phase of computerized change drives, so the new digitized measure doesn't debilitate the general danger profile of the association. The uplifting news is, the entirety of this is promptly attainable, and when done appropriately, it will improve associations much situated to flourish as they rise up out of the pandemic into the Next Normal.

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