

# OFFERINGS FOR THE POST COVID-19 ERA: SALES AND FULFILLMENT



The 2019–2020 Covid-19 outbreak and its subsequent impact on the world economy has resulted in unprecedented challenges to businesses. These include shrinking revenues, widening fiscal deficits, contraction in global markets, reduced consumer demand, and so on. Some experts believe that the economic disruption caused by Covid-19 could far exceed that of the 2008 recession. This

crisis is an opportunity for businesses to reset their business models and deliver newer, resilient ones for the future.

While it's undeniable that every sector will be impacted, the severity of the impact will vary. For instance, banking and financial services and global shipping and tourism sectors will be highly impacted due to factors such as shifting

fiscal dynamics and fall in consumer footfalls. The impact will be moderate on media and oil and gas sectors and less on telecom and pharma sectors as the services delivered by them are considered as essential. Moody's has provided a Covid-19 impact heat map that identifies specific industries as highly exposed, moderately exposed, and minimally exposed to the pandemic.

Infosys BPM's Sales and Fulfillment (S&F) function offers pan-industry as well as industry-specific solutions for businesses that operate in the high, moderate, and

low impact sectors. Our deep domain expertise in sales, combined with years of widespread experience, enables businesses

in their end-to-end sales and fulfillment processes and delivers results.

Let's examine the impact on sales and fulfillment function and how Infosys BPM can mitigate the challenges arising from such a crisis

| Highly impacted sectors  | Nature of impact   |
|--|--|
| <ul style="list-style-type: none"> <li>• <b>Apparel</b></li> <li>• <b>Automotive manufacturers</b></li> <li>• <b>Automotive suppliers</b></li> <li>• <b>Consumer durables</b></li> <li>• <b>Gaming</b></li> <li>• <b>Lodging/leisure/tourism</b></li> <li>• <b>Passenger airlines</b></li> <li>• <b>Retail (non-food)</b></li> <li>• <b>Global shipping</b></li> </ul> | <ul style="list-style-type: none"> <li>• Demand side — weakening to no demand.</li> <li>• Supply side — manufacturing setups shut or partially open.</li> <li>• Assets liquidated/written off.</li> <li>• Cash flow issues.</li> <li>• Credit review and relook.</li> <li>• Big drop in travel and hotel bookings.</li> <li>• Drop in retail footfalls in malls, etc.</li> </ul> |

Source: Moody's

## What Infosys BPM Can Do?

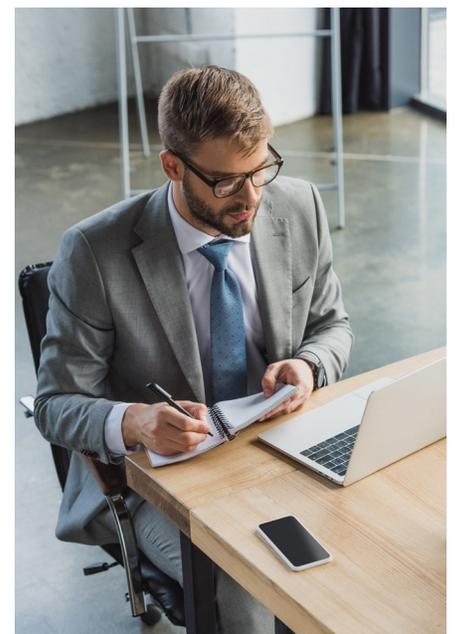
Infosys BPM can mitigate the risks and overall impact in highly impacted sectors with the following pan-industry solutions:

- Supply chain planning.
- Inventory management as a service with increasing complexity of global supply chains.
- Implementation of supply chain digitisation and visibility solutions.

Infosys BPM can mitigate the risks and overall impact in highly impacted sectors with the following industry-specific solutions:

- Brick-and-mortar retail to shift online and provide opportunities in order management and fulfillment.

- Support current peak volumes in shipping industry to get a foothold by transferring some work from competition.
- Warranty claims and aftermarket in automotive, which will lend itself to centralisation.



| Moderately impacted sectors  | Nature of impact  |
|--|---|
| <ul style="list-style-type: none"> <li>• <b>Beverages</b></li> <li>• <b>Chemicals</b></li> <li>• <b>Manufacturing</b></li> <li>• <b>Media</b></li> <li>• <b>Metals and Mining</b></li> <li>• <b>Oil and gas/oilfield services</b></li> <li>• <b>Property developers (China)</b></li> <li>• <b>Agriculture</b></li> <li>• <b>Service companies</b></li> <li>• <b>Steel producers</b></li> <li>• <b>Technology and hardware</b></li> </ul> | <ul style="list-style-type: none"> <li>• Change in labour work hours — more variable shifts.</li> <li>• Increase in demand for remote support.</li> <li>• Space utilisation to move from fixed to variable/rental/on-demand basis.</li> <li>• Media content generation to be crowdsourced.</li> </ul> |

Source: Moody's

## What Infosys BPM Can Do?

Infosys BPM can mitigate the risks and overall impact in moderately impacted sectors with the following pan-industry solutions:

- Supply chain planning.
- Supply chain digitisation and visibility solutions to be implemented.

Infosys BPM can mitigate the risks and overall impact in moderately impacted sectors with the following industry-specific solutions:

- Global realignment of hi-tech supply chains from China to increase complexity and number of transactions, supported through integrated supply chain offering.



| Minimally impacted sectors   | Nature of impact   |
|--|--|
| <ul style="list-style-type: none"> <li>• <b>Construction material</b></li> <li>• <b>Defense</b></li> <li>• <b>Equipment and transportation</b></li> <li>• <b>Rental</b></li> <li>• <b>Packaging</b></li> <li>• <b>Pharmaceuticals</b></li> <li>• <b>Real estate</b></li> <li>• <b>Food/food retail</b></li> <li>• <b>Telecom</b></li> <li>• <b>Waste management</b></li> </ul> | <ul style="list-style-type: none"> <li>• Maintaining and checking SG&amp;A expenses and margins.</li> <li>• Periodic surge/spike in demand, with support functions to be available at short notice to service such demands.</li> <li>• Mode of delivery to shift from 'in-person' to 'remote', e.g., groceries and consumables.</li> </ul> |

Source: Moody's

## What Infosys BPM Can Do?

Infosys BPM can mitigate the risks and overall impact in minimally impacted sectors with the following pan-industry solutions:

- Leverage centralisation opportunities in high-touch manufacturing supply chains in processes like material planning, inventory management, etc.
- Supply chain digitisation and visibility solutions to be implemented.

Infosys BPM can mitigate the risks and overall impact in minimally impacted sectors with the following industry-specific solutions:

- Logistics planning and optimisation opportunities with movement from in-store to delivery-based model in the food/food retail segment.

- Increasing telecom demand in retail segment to deliver opportunities in order management.

## Conclusion

The extent of the economic losses caused by Covid-19 pandemic is yet to be fully understood. Businesses across several sectors are staring at losses and revenue depletion and hope to kick-start their operations once the pandemic subsides. Infosys BPM is committed to aid global businesses in such challenging times and to enable them in emerging successfully. We have held on to our values of customer centricity through many years of impactful client engagements.



If you wish to learn about how we can make a difference in your business, please reach out to us at [InfosysBPM@infosys.com](mailto:InfosysBPM@infosys.com).

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