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Samvad Quarterly Newsletter

July 2020 Edition





Preface

We at Netlabs Global (NLG) are happy to share our quarterly newsletter series (“Samvad”), July 2020 edition. This is our second newsletter for the FY 2020-21 as we start Quarter 2 and covers our business and operations updates during the challenging times of COVID-19.

COVID-19 is indeed one amongst the biggest (if not the biggest!) disruptor in our lifetimes, affecting every country, every sector, and people from all walks of life. In this situation, our guiding principle has been and will continue to be driven by these beautiful words from the poem of our revered Rabindranath Tagore **“Where the mind is without fear, and the head is held high”**.

This newsletter's objective is to keep our esteemed customers, business partners, employees, investors, and other stakeholders periodically updated on the progress we are making as an organization. We also take this opportunity to thank all our stakeholders for your continued support and encouragement.

Any feedback is most welcome!

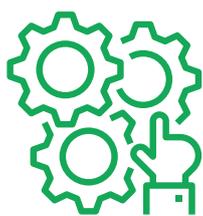
Strategy Updates

In terms of **offerings strategy**, we have stayed the course with regards to addressing the top priorities of CIOs globally in 2020 viz, **Automation, Cyber Security, Talent**, and **Training**.

Talent



Automation



Cyber security



Training



As enterprises globally grappled and devised ways to manage and grow businesses in the COVID and post-COVID era, the priorities above are still very much relevant. We have seen a continued and growing stress on **automation** for cost optimization, **cybersecurity** for managing increased security challenges in

a remote work context, increased cloud adoption, and the same time focusing on **talent and training** to encourage employees to learn and adopt digital transformation.

We are hence happy to report that our offerings and go-to-market strategies are still very much relevant and aligned to the post-COVID enterprise priorities.

In terms of **geography coverage strategy**, in our last newsletter, we had discussed our focus on strengthening our North America operations (to be managed through our US office), our APJ operations (to be achieved through our Australia office), our India & South Asia operations (to be administered through our India office). We had also set a strategic partnership to cover the Northern European market (especially the Nordics countries).

We are now in active discussions with local partners to expand our geo coverage to include other geographies like the Middle East, Africa, and the UK.





Business Updates

While the pandemic has undeniably disrupted normal business operations significantly, we have kept ourselves abreast of the opportunities that are being unearthed in a post-COVID world.

Our emerging technology-based **Robotics and Artificial Intelligence BU** have ramped up with new business acquisitions in Quarter 1 with a leading Healthcare provider in the US, a billion dollar+ dairy industry major in the US, a prominent professional services firm in the US, and a leading conversational AI platform OEM, amongst others. Strategic partnerships with leading platform providers like UiPath, Microsoft, Yellow Messenger, FreshWorks' FreshChat, etc. have been put in place. A solution asset relevant for current times, COVID Self-assessment BOT, was also conceptualized and built by this BU. Further, the team has completed certifications on Yellow Messenger and Softomotive WIN (a UK-based RPA company recently acquired by Microsoft).

The Cyber Resilience & Compliance

Services BU has aggressively focused on our Cybersecurity offering based on RBI guidelines for Urban Co-operative Banks (UCBs). A successful webinar on the same was held in this quarter, which saw active participation from 16 UCBs. We have also had our first few UCB customer acquisitions with this offering this quarter, and a robust pipeline has been built. A separate webpage dedicated to this BU has also been created. Further, a strategic partnership with BluSapphire, an intelligent cyber defense platform provider, has been signed for offering end-to-end Security Operations Center (SOC) services.

The Infrastructure Services BU

has leveraged our strategic partnership with FreshWorks, a leading global player in IT Services Management (ITSM) space, to acquire new businesses in the areas of Service Desk and ITSM implementation with a leading Healthcare provider in the US, amongst others. A good number of this BU team members and from other BUs have also got certified on FreshWorks' FreshService platform.

On the Talent side, our **Professional Services BU** has signed up Master Services Agreements (MSAs) in this quarter with a leading French IT MNC and a global digital agency, a group company of the world's largest Advertising firm. These have the potential to grow into large accounts for us. Our **Talent-as-a-Service (TaaS) BU** has conceptualized a B2C model for online training of talent across India and is working on operationalizing this new line of business. A significant amount of new content has also been created in this quarter for its Learning Management System (LMS) asset.

Further, our new **OEM Licenses BU** has won a software license provisioning contract with a Finnish IT MNC in this quarter. This BU has also built a strong pipeline of other opportunities in this space, which is expected to yield good results in Quarter 2.



We are also proud to share that our new **Unnathi FinTech BU** (operating as Unnathi IT Services Pvt. Ltd., under a Joint Venture between Netlabs Global and List Software) has been accredited as a **Startup**, recognized by the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, under the Government of India's **Startup India Mission**.

In terms of **Marketing**, a lot has been achieved with regards to the website (CRC BU page, a new website for Unnathi FinTech), collaterals (videos, whitepapers, brochures, POVs, blogs), social media activities, etc., to boost our businesses and brand. With the base having been set up, the focus of Marketing efforts will now shift to Demand Generation from Quarter 2.

Operations Updates

Processes, Tools, and Methodologies

Continuing our focus on processes and tools,

- ▶ A set of delivery related processes and documentation were created by the BUs for standardization and everyday use
- ▶ An integrated, comprehensive HRMS tool has been evaluated for finalization and adoption
- ▶ A finance template for BU-wise budgeting of revenues and costs has been created. This will aid in streamlining our working capital management, cash flow planning, BU-wise business performance tracking, and in future will form the basis for BU-wise P&Ls
- ▶ A string of WinWires (announcing new Customer and Project wins) and PartnerNewsWires (announcing new Alliances and Partnership sign-ups) for internal circulation were done this quarter
- ▶ Tech Bakra sessions on Digital Twins as an emerging technology and Cloud Adoption as a focus business area was also finalized.
- ▶ Technical certifications & training have been done for FreshWorks, YellowMessenger, Microsoft Softomotive WIN

Employee Welfare

Drawing inspiration from a beautiful quote from Mr. Suresh Narayanan, CMD, Nestle India, **“In a crisis, you don’t run a business. You serve a family”**, we ensured that employee safety and welfare continue to remain a top priority for us and that despite all the current business challenges, there have been no layoffs.

Employees being our core assets, we have also formulated and institutionalized a slew of employee-oriented safety measures, viz.

- ▶ Guidelines for COVID-19 related best practices
- ▶ Guidelines for working from home and cybersecurity-related best practices
- ▶ Guidelines for office re-opening
- ▶ Health & Safety measures like provisioning hand sanitizers, thermal guns, protective equipment (face masks, face shields, hand gloves, etc.), frequent cleaning of personal & common spaces, and others



Stay tuned and watch this space for more updates in our next newsletter. In the meantime, please do share your valuable feedback so that we can improve.

TOGETHER, WE WILL ALWAYS WIN!

Contact us

www.netlabsglobal.com
sales@netlabsglobal.com
careers@netlabsglobal.com

United States Office

5350 Spring Hill Drive,
Spring Hill,
Florida - 34606
+1 352 251 6006

Australia Office

2, Goolgung Avenue
Baulkham Hills,
NSW 2153
+61 466 381 443

India Office

184 & 185 EPIP Zone, "Tapaswiji
Info Park", 2nd Floor, Kundalahalli,
Whitefield, Bangalore - 560066
+91 80 42117500 / 42117600