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# Samvad Quarterly Newsletter

October 2020 Edition





# Preface

We at Netlabs Global (NLG) are happy to share our quarterly newsletter series (“Samvad”), October 2020 edition. This is our third newsletter for the FY 2020-21 as we start Quarter 3 and covers our business and operations updates during the continued challenges that COVID-19 has unleashed globally.

This quarter's key highlight has been our recognition by **Automation Anywhere** for **“Excellence in Business Process Automation - India”** as part of Automation Anywhere’s prestigious **IMEA Partner Awards 2020**.

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 the **offerings strategy**, we have decided to focus on our defined offerings to address CIOs' top priorities globally in 2020 viz, **Automation, Cyber Security, Talent**, and **Training**. Further, given the new normal of Work from Home and organizations re-looking at their IT infrastructure strategy, we have also revamped and expanded our **Data Center offering** as part of our **Infrastructure Services**.

Globally, enterprises have grappled and devised ways to manage and grow businesses in this pandemic. We are seeing continued stress on **Automation** for cost optimization, **Cyber Security & Compliance** for addressing increased security challenges in the remote working context, and increased **Cloud and Data Centre** adoption. At the same time, organizations are focusing on **Talent and Training** to encourage employees to learn and adopt Digital Transformation.



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

Towards that, we have and are hiring senior professionals to lead our India and US businesses. We are also 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 COVID pandemic has undeniably disrupted normal business operations significantly, we are seeing green shoots with the resumption of business activities. Along with pipeline generation, the order book has also started ringing in back.



Our emerging technology-based **Robotics and Artificial Intelligence BU** has ramped up with new business acquisitions and project deliveries in Quarter 2 by delivering automation projects for a leading conversational AI platform OEM. Some of such projects include a UK-based NGO, a popular Indian ethnic fashion wear brand, and a top India-based skin and hair care company. We also completed a key automation project on Direct Store Delivery (DSD) Compensation for a billion-dollar US-based Dairy Manufacturing company. This project was well-received within the organization, and their CIO provided a testimonial for our outstanding work. Additionally, we are part of an ongoing project for an automation platform build-out for a services company focused on the US public sector.

Further, we are also in the final stages of signing a strategic deal with an Australia-based consulting firm. Apart from our existing strategic partnerships in this space like UiPath, Microsoft, Yellow Messenger, and FreshWorks' FreshChat, we have now also signed up with Automation Anywhere, and we are in a joint Go-To-Market motion with them. A webinar on automation was also done jointly with Microsoft targeting the Indian healthcare sector, with a good amount of participation from leading Pharma and Hospital sector organizations. To keep pace with the growth momentum and pipeline additions we see in this space, a fair amount of talent hiring has also been done to add to the delivery and pre-sales scale and capabilities of this BU. The icing on the cake has been our recognition by Automation Anywhere for **"Excellence in Business Process Automation - India"** as part of Automation Anywhere's prestigious **IMEA Partner Awards 2020**.

**The Cyber Resilience & Compliance Services BU** has aggressively focused on our Cyber Security offering based on RBI guidelines for Urban Co-operative Banks (UCBs). We have also added more UCB customer acquisitions with this offering this quarter, and a robust pipeline is being pursued for closure. Further, with our strategic partnership with BluSapphire, a pipeline for Managed - Security Operations Center (M-SOC) services are being followed up. We also created a [video asset](#) to showcase the offerings in this business unit. We are also planning a cyber resilience-based webinar in this quarter for the healthcare sector.



The **Infrastructure Services BU** has leveraged our strategic partnership with FreshWorks, a leading global player in IT Services Management (ITSM) space, to acquire other businesses in operationalizing a Service Desk for a leading Healthcare provider in the US. We have also tied up with eStomi for their TUSSOM platform, which adds another ITSM & ITOM offering option to our services' bouquet for which we see many opportunities. We are expecting a significant new ITSM win in the coming days. Further, substantial investments and efforts have been made to expand and modernize our Data Centre, which will scale up our business from this BU exponentially.

On the Talent side, our **Professional Services BU** has won a deal with a leading Indian gaming company for DevOps based consulting assignment and also signed a Master Services Agreement (MSA) with an Indian software development & services

company. Our **Talent-as-a-Service (TaaS) BU** has signed a Memorandum of Understanding (MOU) with a leading Nepal-based IT services player to expand the geographic reach.

Further, our **OEM Licenses BU** has won a software license provisioning contract with a global developer of car rental application platforms in this quarter. This BU has also built a promising pipeline of other opportunities in this space, which is expected to yield good results in Quarter 2.

In terms of actively scouting out for **business opportunities in other emerging tech areas**, we are happy to inform about a new deal win in **Data & Analytics** space from a billion-dollar US-based Dairy Manufacturing company. We will deliver this project in a consortium model with a specialized Microsoft partner. There are more phases expected once Phase 1 is completed.

# Operations Updates

## Processes, Tools, and Methodologies

Continuing our focus on processes and tools,


- ▶ A version 2.0 Employee Handbook was issued
- ▶ A string of WinWires (announcing new Customer and Project wins) and PartnerNewsWires (announcing new Alliances and Partnership sign-ups) for internal circulation were done in this quarter
- ▶ A Leader's Talk series was initiated where senior leadership team shares their experiences with the rest of the organization
- ▶ Technical certifications & training modules are planned for FreshWorks Advanced, Automation Anywhere, eStomi TUSSOM
- ▶ A couple of our articles on emerging technologies - [Digital Twins](#) and [Hyper Automation](#), has been published in [Industry 4.0 Digital Magazine](#).
- ▶ For increasing our social media presence, the frequency of LinkedIn posts and blogs creation has been significantly enhanced



## Employee Welfare

Employees being our core assets, we continued our employee-oriented safety measures, viz.

- ▶ Guidelines for COVID-19 related best practices
- ▶ Guidelines for Work from Home and Cyber Security related best practices
- ▶ Guidelines for office re-opening
- ▶ Health & safety measures like provisioning of hand sanitizers, thermal guns, protective equipment (face masks, face shields, hand gloves, etc.), frequent cleaning of personal & common spaces, amongst 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!**

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