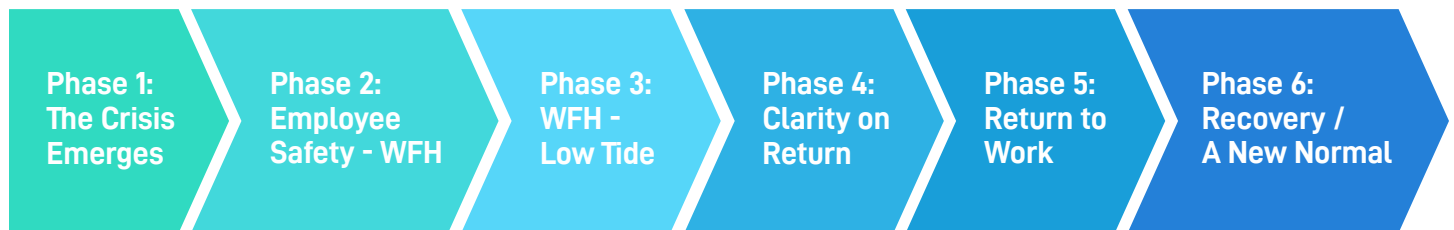


6 Phases to Guide Your COVID-19 Planning and Response



MSPs and all other businesses have had to adjust very quickly to the global health crisis. It's imperative to provide context to help successfully navigate these uncharted waters. This guide illustrates the different phases of needs and planning efforts during the COVID-19 crisis. Identifying which phase your business is currently in will help you develop guidelines and ongoing response efforts for your team and your clients.



■ MSP ■ SMB

Phase 1: The Crisis Emerges

MSP: Prioritize your employee safety. Provide clear direction. Reduce panic. Communicate policies and plan for work from home (WFH). Establish a single source of truth and centralized information hub.

SMB: Ensure confidence in support and service for your clients. Determine clients' WFH needs. Communicate to them how you can help. Express security concerns.

Phase 2: Phase 2: Employee Safety to Working from Home

MSP: Be informative and transparent with your team. Provide support with manager trainings. Develop resources on WFH security recommendations, productivity, ergonomics, and economic impacts on business.

SMB: Train clients to WFH in secure environments. Be a calming and guiding voice during this shift. Remind clients that this is temporary, and you will keep them running and flexible with IT advice.

Phase 3: Work From Home to Low Tide

MSP: Take care of your team, and be empathetic to what they may be experiencing. Address human needs by providing mental health resources, grief counseling, and bereavement leave policies.

SMB: Assess your clients' financial impact. Do they need financial relief? Will there be layoffs, furloughs, or reduced hours? Forecast how long the business can stay viable. Check in continuously, and provide information on financial relief options such as government funding programs, bank loans, and more.

Phase 4: Clarity on Returning to Work

MSP: Prioritize employee safety. Determine if you will need to extend WFH beyond the government guidelines. Prepare to secure multiple working environments, ready new office policies on PTO, WFH, spending, etc. Set expectations now.

SMB: Be a leader for your clients by providing guidelines and resources for their return to the office. Begin discussions regarding how many of the employees will remain remote. Create a long term plan for their IT needs.

Phase 5: Return to Work

MSP: Be optimistic. State clearly all new policies on office safety, WFH, childcare, travel, and spending upon return. Be ready to pivot quickly to create new policies.

SMB: Reassess managed services added or deleted during the WFH period (like additional licenses). Evaluate managed services contracts for each client to make sure it aligns with current plans and identify what may be missing. Cultivate an IT dialogue between home and office.

Phase 6: Recovery / A New Normal

MSP: Assess what worked and what didn't, think about accelerated performance in the new norm, and focus on setting new goals. Re-evaluate the state of the business and begin to focus on 2021 planning. Are there ways to further diversify your business should a similar crisis arise in the future?

SMB: Create "lessons learned" materials should another crisis emerge. Evaluate what technical services were deemed essential during the WFH period and what was missing from the original managed services contract.

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