



# How Small & Mid-tier Technology / IT Firms are adapting to the Post-Pandemic World



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While the big technology and IT firms have a wide range of workspace technology solutions as they return to the office, the same cannot be said about smaller ones. Not to say that they aren't proactive, but the nature and size of the business itself is a limiting factor. Starting from the client mix to skill concentration to geographical distribution – is markedly different. So is the impact of COVID and their response to it. In this report, we focus on aspects specific to small and mid-tier IT firms (total employee size of 100 to 1000).

## Difference between small and large IT firms – through the pandemic lens

Three main differences that make small and IT firms vulnerable to the sudden disruption caused by pandemic are:

### **Less cash-balance** .....

The larger firms usually have pockets deep enough to experiment, pivot, and equip themselves to handle disruptions. For instance, the biggies like Infosys and Tata Consultancy Services (TCS) have a \$2 billion war chest to tide over the unexpected bumps in relative comfort.

On the other hand, the smaller technology firms are sensitive to the changes in the client's business. The delay in payments and an overall decrease in revenues could set off a downward spiral of unfavorable events. Preventing it requires continued focus on cost-optimization across all functions and services.

### **Higher-client concentration** .....

Mid-sized IT firms typically have exposure to fewer verticals and geographies. When the portfolio is tilted towards industries severely reshaped by the pandemic, the impact is more pronounced. For example, Sonata software has 53% of its revenues coming from travel and retail verticals, and the impact of downturn reflects on its balance sheet. Also, due to the lack of geographical spread, the smaller IT firms cannot hedge against the risk of mass infection in a particular region.

Dependency on small deals across continents doesn't help either. If your revenue depends on several small companies, you could find yourself dealing with a significant number of price revision/negotiation requests.

### **Lower reserve bench strength** .....

Even in regular times, small technology firms have a lesser reserved bench strength than large companies. During the pandemic, with employees getting infected, they wouldn't have a ready workforce to minimize delivery delays.

### **100 percent remote option is not feasible** .....

While a few small technology firms have chosen to go fully remote, it isn't sustainable in the long run due to multiple reasons. Firstly, remote work is known to affect employees' sense of belonging. A few days in office could help negate it. Secondly, physical offices are more than desks and chairs; they carry other infrastructure and help accomplish tasks that require teams to work closely. So, not having an office cannot be an option for most small technology firms.

## Noting the difference – what’s the best way to resume office post-pandemic?

If you are a mid-sized technology firm, a large firm’s solutions might not work for you for a couple of reasons

1. The impact of the challenge is different, and so has to be the solution
2. It might not be cost-effective or make any financial sense

Therefore, instead of emulating industry benchmarks established by big players, pick and choose solutions that work best for you. However, as you can have only so many people on-premise at any given point, a hybrid workplace model would be axial to your plan.

## How can small & mid-tier tech firms switch over to a hybrid workplace model?

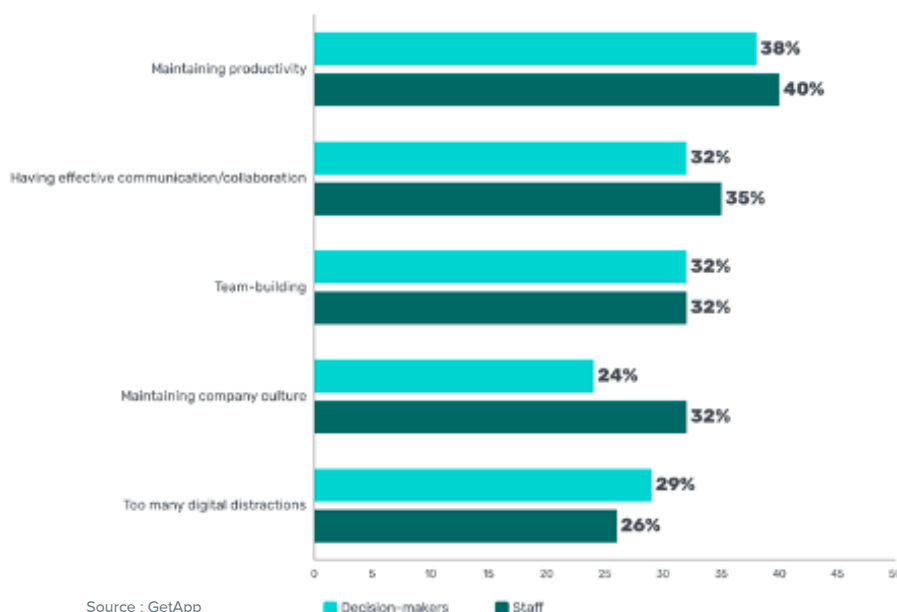
If you wish to build a sustainable and profitable hybrid workspace, you need to keep in mind a few principles:

### 01 Hybrid workspace is different from a physical office .....

According to a recent survey by GetApp, one of the top challenges faced by small and medium businesses in a hybrid workplace model is managing productivity and collaboration. As pointed out by Gartner, it could be because companies are duplicating office-centric practices in hybrid workspaces.

By virtualizing on-site practices, adding monitoring systems, and increasing meetings, most companies are force-fitting methods of the physical world on the hybrid workspace. Such an approach exacerbates fatigue, which in turn impacts productivity.

### Top small business challenges with hybrid work model



## 02 Choose a hybrid work model that suits your business and functions .....

A general understanding of hybrid workspace is that a part of the workforce works on-premise, and others work remotely. However, thinking about who-works-when-from-where gives rise to several variations in the model. A few of these could be:

Work-based:	Who works when and from where depends on work/tasks at hand
Remote-first:	Always prefer remote over on-premise
On-site first:	Try and make it to the office always; remote work is an exception
Rotational:	Fixed days reporting
At-will:	Work from wherever you like, as long as it does not impact work

As a company, you need to know that a hybrid workspace model could mean different things. Defining your model will help you set clear expectations and also choose the right hybrid workplace solution.

## 03 Pick the right hybrid workplace solution .....



Once you define your hybrid model, the next step is to choose the right workplace technology. Here are a few basic features that will help you meet health safety regulations, drive productivity and collaboration.





Cloud storage platform is a key component of a hybrid IT workspace. It helps employees to access, backup, and secure critical data.



Whiteboard software helps conduct meetings and document points discussed. It must also integrate with other platforms to manage projects worked on by the on-site and remote employees.



Team planner manages work schedules and helps plan on-premise work based on your approach to the hybrid workspace.



Desk and conference room booking software for space scheduling and booking software. Employees can book their desks adhering to social distancing guidelines.



Team notification console helps align teams across office premises and remote locations with ease.

A clear roadmap helps you shop for just the right solutions and avoid going overboard with unnecessary tools.

### How does WorkInSync's solution help?

With an in-depth understanding of the business of technology firms, WorkInSync can help you build a sustainable hybrid workplace. Our solutions can be customized to your requirements and also easily integrate with your current tools. Most importantly, our solutions have proven to be cost-effective for small and medium-sized technology firms.

To learn more visit us at [www.workinsync.io](http://www.workinsync.io)

About us .....



WorkInSync is a SaaS solution that helps organizations to establish hybrid workplaces and enable employees' safe return-to-office. Currently many small & mid-tier IT Firms are using WorkInSync to create safe and flexible workspaces for their employees.