



The COVID-19 virus has taken a world where Business as usual has been flipped upside down and companies are now having to look at more strategic ways of doing business. We have seen the increase of people working remotely and still maintaining their productivity, this is because of systems that are in place that allow them to do so. This is a time where companies have the ability and opportunity to re-invent themselves and come out stronger in the long run. These are not unprecedented times, and 4Most, along with SAP Business One, are here to help move your company into the new era of your business transformation.

**What's in store for you in this month's newsletter:**

1. An Open Letter to SAP Customers: Let's Navigate Disruption Today And Plan For Tomorrow – Together
2. What Is The Future For Industry In The Post COVID-19 Paradigm?
3. Dealing With Disruption: A Digital Nudge
4. Living Through A Crisis



## **An Open Letter to SAP Customers: Let's Navigate Disruption Today And Plan For Tomorrow – Together**

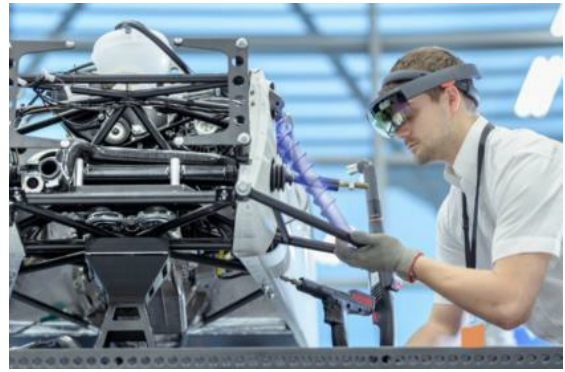
Whenever there is a crisis or something bad happens, I do three things.

First, I try to comprehend the magnitude of the misfortune and reach out to the people it has impacted because compassion must always come first. Second, I look for silver linings – those glimmers of optimism that will help get me through the crisis because we must never lose sight of hope. Third, depending on the situation, I put together a plan of action that requires laser-like focus in order to succeed, so I can tune out the noise and chaos of the outside world.

Today's pandemic is unquestionably a global, pandemic crisis. In an incredibly short amount of time, it has disrupted every aspect of life and business around the entire world. Understanding the magnitude of this catastrophe has not been easy. With so many questions and variables around us, what do we do first?

*By Meaghan Sullivan. Courtesy of SAP Digitalist Magazine.*

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## **What Is The Future For Industry In The Post COVID-19 Paradigm?**

It is April 2, 2020, and the world is gripped by the COVID-19 pandemic. The global supply chain is experiencing a level of disruption that has never been seen before. Some manufacturers have ceased production completely, some have seen greatly reduced demand, and others have seen a huge increase in demand. Every manufacturer is impacted by this crisis in some way and, for many, this poses an existential threat.

Prior to the crisis, Industry 4.0 was an area of great interest to many manufacturers. It was an exciting topic with huge potential benefits and was seen by many as a positive and future-thinking topic.

Today, many of us are focused on the here and now. Our health and the health of our family, friends, and colleagues. The ability to access the food and supplies we need. Our job security. The financial impact on our employers, our clients, and our partners. Beyond that, we also have to consider the wider economic impact and the unknown amount of time it will take for things to return to some level of normality.

*By John Robinson. Courtesy of SAP Digitalist Magazine.*

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## Dealing With Disruption: A Digital Nudge

Way back in 2016, the SAP Institute for Digital Government (SIDG) collaborated with the Australian National University (ANU) on the topic of "The Digital Nudge in Social Security Administration." Our research looked at how digital technologies can be applied to behavioral science theory to improve social outcomes through nudging via digital channels. It's fair to say that at the time we were ahead of the market, but times change – and certainly, times have changed markedly as a result of COVID-19! It's therefore worth revisiting this landmark research and considering how digital technologies might enable governments around the world to nudge citizens towards cooperation and coordinated action in containing COVID-19.

*By Ryan van Leent and Ian Ryan. Courtesy of SAP Digitalist Magazine.*

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## Living Through A Crisis

While mentoring a new recruit in the police force, Louise Penny's fictional chief inspector Armand Gamache said, "There are four sentences we learn to say and mean." Gamache then held up his hand as a fist and raised a finger with each point:

**"I don't know. I need help. I'm sorry. I was wrong"**

As the whole world is going through an epic crisis, Gamache's life lessons are something we all need to be cognizant of. A true leader is not worried about protecting their own brand image in moments of crisis, but embraces statesmanship with humility and wisdom. Further, each of us needs to step up and be a leader in our own lives and deal with crisis with pragmatism. Gamache's words are a good starting point.

*By Sourajit Ghosh. Courtesy of SAP Digitalist Magazine.*

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