Mastering the Mayhem

Shashank
Navandhar

Rutu
Barve

“All Stars”
T.A. Pai Management Institute

Willing To Take Responsibility?

Why take responsibility?

Protecting the company's reputation:

Taking responsibility for a product failure can help to mitigate the damage to the company's reputation. This can help to restore customer trust and prevent the company from losing market share.

Maintaining customer trust:

Customers are more likely to continue doing business with a company that is honest and transparent about its mistakes. This is especially important in the technology industry, where trust is essential for building customer relationships.

Demonstrate ethical leadership:

Taking responsibility for a product failure can also be a way for a company to demonstrate ethical leadership. It can show that the company is committed to doing the right thing, even when it is difficult.

Real Life Example

Amazon Partner Juspay Shamed Online

Juspay, the Bengaluru-based start-up in India, has a partnership with online retailers as Amazon and Swiggy. Data of 10Cr card holders leaked on a Juspay server on Aug. 18

Juspay said it protects customer accounts in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

Juspay **reacted quickly** to the incident, **terminated the server** used in the attack, stopped the attack, and sealed its entry point, as per the statement.

Message

“On the same day, a system audit was conducted to ensure the whole category is safe from such issues, the company stated. “Our merchants got information of the cyberattack on the same day, and we coordinated with them to take different precautionary measures to safeguard information.”

How Will TMF Compensate?

Legal Challenges

Engaging in Out-of-Court Settlements:

TMF can proactively engage in out-of-court settlements with affected parties to resolve legal claims amicably and minimize the overall financial impact of the crisis.

This approach can also help to preserve the company's reputation and avoid protracted legal battles.

Investor Confidence

Regular Financial Disclosures:

TMF can maintain regular and transparent financial disclosures to keep investors informed about the company's financial situation and its plans for recovery.

This will help to restore investor confidence and encourage continued financial support.

Existing Customers

Direct Financial Compensation:

- TMF can provide direct financial compensation to customers who suffered financial losses due to the data breach or other consequences of the product failure.
- This compensation may include covering costs incurred for data recovery, security upgrades, or lost business opportunities.

Extended Warranties and Free Services:

- TMF can offer extended warranties or complimentary services to affected customers to demonstrate its commitment to restoring trust and goodwill.
- This could include extending warranty periods, providing free security audits or consultations, or offering discounted rates on future product upgrades.

Establishing a Claims Process:

- TMF can establish a clear and efficient claims process to handle claim requests.
- This process should be transparent, accessible, and fair, ensuring that all claims are evaluated promptly and impartially.

How To Restore Trust?

Step 01

Thorough Product Assessment:

Conduct an extensive and transparent **review** of the TechGuard 9000, addressing the specific vulnerabilities highlighted in the government safety test.

Engage reputable **third-party** cybersecurity experts to conduct independent assessments.

TechGuard9000

Implement a regular and proactive system for software updates to ensure ongoing security improvements and stay ahead of emerging threats.

Step 02

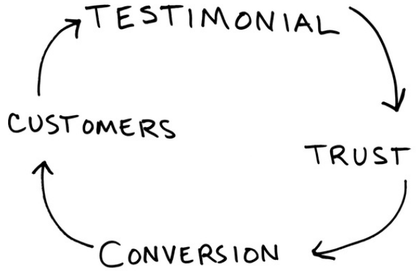
Industry Certification:

Pursue industry-recognized cybersecurity certifications like:

1. ISO 27001
2. NIST Cybersecurity
3. SOC 2
4. GDPR

Customer Testimonials:

Showcase success stories of clients who have experienced positive outcomes with the TechGuard 9000 post-security enhancements.

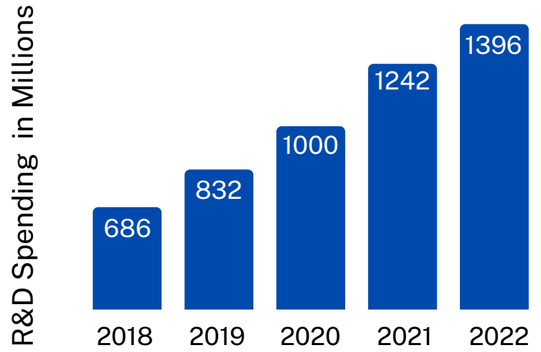


Step 03

Investment in R&D:

Allocate resources for substantial research and development to innovate and fortify future products.

Palo Alto Networks has consistently increased its spending on R&D. In 2023, the company spent $1.642 billion on R&D.



Communicate the company's dedication to staying at the forefront of cybersecurity technology to prevent future vulnerabilities.

How To Navigate Internal Challenges?

Employee Morale

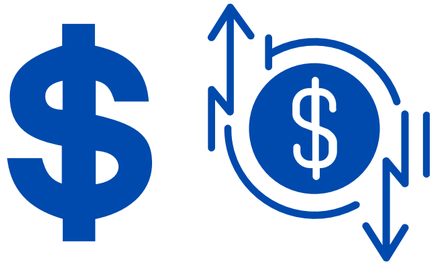
Open and Transparent Communication:

- TMF leadership should maintain open and transparent communication with employees throughout the crisis.
- This means providing regular updates on the situation, addressing employee concerns honestly, and actively listening to their feedback.
- Transparency will help employees feel informed, valued, and involved in the company's recovery efforts.

Well-being Focus:

- Establish a task force dedicated to employee well-being, introducing wellness programs and counseling services to foster a supportive work environment.
- These activities can help rebuild team spirit, promote collaboration, and create a positive work environment.

Financial Transparency:



- Be transparent about the company's financial situation, sharing insights into recovery budgets and measures to align everyone with the shared goal of financial stability.

Sustainable Growth

Diversify Product Offerings:

- TMF should consider diversifying its product offerings to expand its market reach and reduce reliance on a single product line.

Prioritize Cybersecurity:

- TMF must prioritize cybersecurity by investing in cutting-edge security technologies, implementing robust data protection protocols, and conducting regular security audits.

Steps From Viewpoint Of 4 P's

Product:

Product Enhancement:

- Initiate a comprehensive review and enhancement process for the TechGuard 9000 to address the identified vulnerabilities and improve overall performance.

Third-Party Validation:

- Engage reputable third-party cybersecurity firms to conduct independent assessments and validations of the TechGuard 9000's upgraded security features.

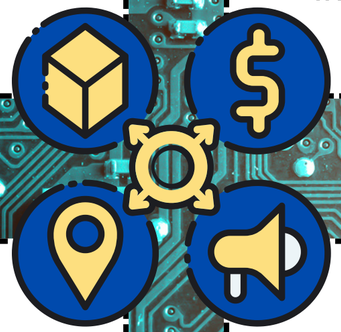
Price:

Temporary Pricing Adjustments:

- Implement temporary pricing adjustments to incentivize existing customers to stick with the TechGuard 9000
- Introduce loyalty programs for customers who experienced disruptions

Value-Added Services:

- Introduce new value-added services like additional cybersecurity training, 24/7 customer support, or extended warranties.



Place:

Strategic Partnerships:

- Forge strategic partnerships with reputable cybersecurity firms.
- Leverage the distribution networks of partners to ensure wider availability of the product in key markets.

Customer Support Centers:

- Establish additional customer support centers in key regions to provide swift assistance to customers.
- Invest in multilingual support to cater to diverse customer needs globally.

Promotion:

Rebranding Campaign:

- Launch a rebranding campaign highlighting TechGuard 9000's improved security features and the company's commitment to customer satisfaction.

- Utilize various marketing channels, including social media, industry conferences, and webinars, to showcase the product's renewed capabilities.

Communication Plan

Target Audience	Key Objective	Communication Channel	Communication Plan	Time Requirement
Customers & Public	- Rebuild trust in TMF products - Provide transparent information about TechGuard 9000 issues	- Press releases - Social media platforms (Twitter, LinkedIn, etc.) - Company website	- Issue a public apology acknowledging product shortcomings - Communicate a detailed plan for product improvements.	- Initial release within 48 hours of crisis exposure. - Regular updates over the following weeks.
Affected Parties (Legal)	- Mitigate legal repercussions - Outline compensation plans	- Legal representatives - Official statements and press releases	- Engage legal counsel to draft compensation plans & settlements - Issue official statements regarding TMF's commitment to address damage.	- Continuous engagement throughout legal proceedings.
Internal Stakeholders (Employees)	- Boost morale and confidence - Provide clear direction for recovery	- Internal memos and emails - Town hall meetings	- Address employee concerns through internal communications. - Conduct meetings with leadership addressing recovery strategies.	- Immediate communication to address initial concerns. - Ongoing updates to ensure transparency and boost morale.
Industry Analysts and Experts	- Re-establish TMF's position as a leader in cybersecurity - Showcase commitment to innovation and improvement	- Industry conference - Exclusive briefings & demonstrations	- Provide exclusive briefings and demonstrations to showcase advancements.	- In line with industry conference schedules
Investors and Shareholders	- Restore confidence in TMF's financial stability - Present a clear recovery and growth strategy	- Investor meetings and presentations - Financial reports and webinars	- Conduct investor meetings and presentations outlining recovery plans - Regularly update financial reports to reflect stability and growth	- Initial meetings within two weeks of crisis exposure - Regular updates as part of financial reporting cycles