



Paolo Di Bella, General Manager Of Engineering Software Lab

Good Time To Reshape And Re-organise Business



1 October 2020



Engineering Software Lab has more than 200 developers and specialists currently working in the fields of consulting, project management and information systems development

Company Engineering Software Lab is part of the major international Engineering Group, which employs almost 12,000 people worldwide. As a global player in digital transformation, the group has developed its own internal systems that enable it to adapt quickly to a new situation – within 48 hours! The current pandemic crisis has accelerated the adoption of enabling technologies, which have thankfully allowed many organisations, including this one, to utilise them in order to remain fully operational and allow people to stay in touch with the outside world.

“Right from the beginning of this complex crisis, we immediately switched to remote work mode, in order to protect the health of all our employees. For those like us who work in the ICT sector, getting used to smart working is easier. But, regardless of the pandemic event, we already considered the enhancement of talent as the main benefit of smart working. Knowing how to build, organise and manage work groups that can interact mutually regardless of where people are physically located is a way to offer opportunities for growth and participation in projects that can often also represent career opportunities. It is also in this perspective that Engineering Software Lab structures the work by bringing together the best talent to find the best solutions to build the software that our customers need,” says GM Paolo Di Bella.

Given that you mentioned clients and customers, tell us how this crisis has impacted on your business partnerships?

– We work with and partner stakeholders across different markets. Some of these industries have been hit harder than others, like manufacturing, transportation, travel & hospitality. When the crisis began, we knew that it was important to do our best to enable our clients to function normally. Our clients appreciate all our efforts and we are proud that we succeeded in this very challenging task.

What we see now, from talking to all our partners, is that digital transformation is no longer just an item on their list of priorities, it is at the top of that list. Increasing or accelerating capabilities for full remote working are essential steps. This goes hand-in-hand with increasing Cybersecurity capabilities. The delivery of services and goods needs to be enhanced through autonomous activities that are less dependent on a human presence (for example – from digitalising offices all the way to virtualising showrooms).

In general, this is a good time to think about how we can reshape the existing organisation of business in the new scenario that's referred to as 'the new normal'. We are witnesses and active participants in creating a new normality, so this is a great opportunity to think out of the box.

You don't believe there will be a return to the old world after the end of the pandemic? What is the new normality for Engineering Software Lab?

– If everything went back to the way it was in the period before the epidemic, that would mean we haven't learned anything new from this crisis. The new normality from our point of view implies the strengthening of all business processes, so that we can adapt to future changes even faster and easier. Adopting a modified smart working model in combination with working from an office is definitely a good way.

Engineering Software Lab learned a lot from this situation. The best indicator of that is the fact that our company has preserved stability and that, even during this crisis, we are further expanding our team in Belgrade and hiring new colleagues. I am extremely proud of how my colleagues have coped with the new circumstances. We all miss social contact and spending time with our colleagues in the same space, but there is no alternative at this moment when it comes to preserving and protecting health.

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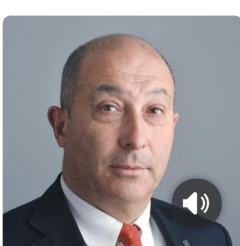


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