

# Leveraging the Synergy of Innovation and Distributed Talent



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Today we will talk about a case study of a multi-faceted project LogiGear has been undertaking to innovate the knowledge transfer, training and product ownership in our Vietnam offices.

In most offshore development organizations, teams are asked to execute. Not innovate. Not find creative solutions.

- Some companies are controlling and do not ask distributed for more.
- There are cultural boundaries to questioning, taking responsibility and experimenting with the probability of failing.
- Making the time and environment to learn and discover is rare in today's business environment.

## LogiGear

- 21 years headquartered in Silicon Valley.
- 12 years in Vietnam
- 800 employees
- 4 offices
- HCMC and Danang

Well established but need to build and maintain cutting edge technology

Need to continuously upgrade staff, skills

Grow staff to be more self-responsibility

- The need to foster innovation, in distributed teams.
- What we did: Building a platform for innovation
- Using this experience to encourage new thinking and a more *innovative spirit*
- Use this as a paradigm for knowledge transfer.
- Where we go from here.

We came up with the idea to loosely guide the team to build a mobile product

- Guidelines on technologies to include.
- Gave the local VN teams complete freedom on how to build it.
- Then, train other staff on what they did.

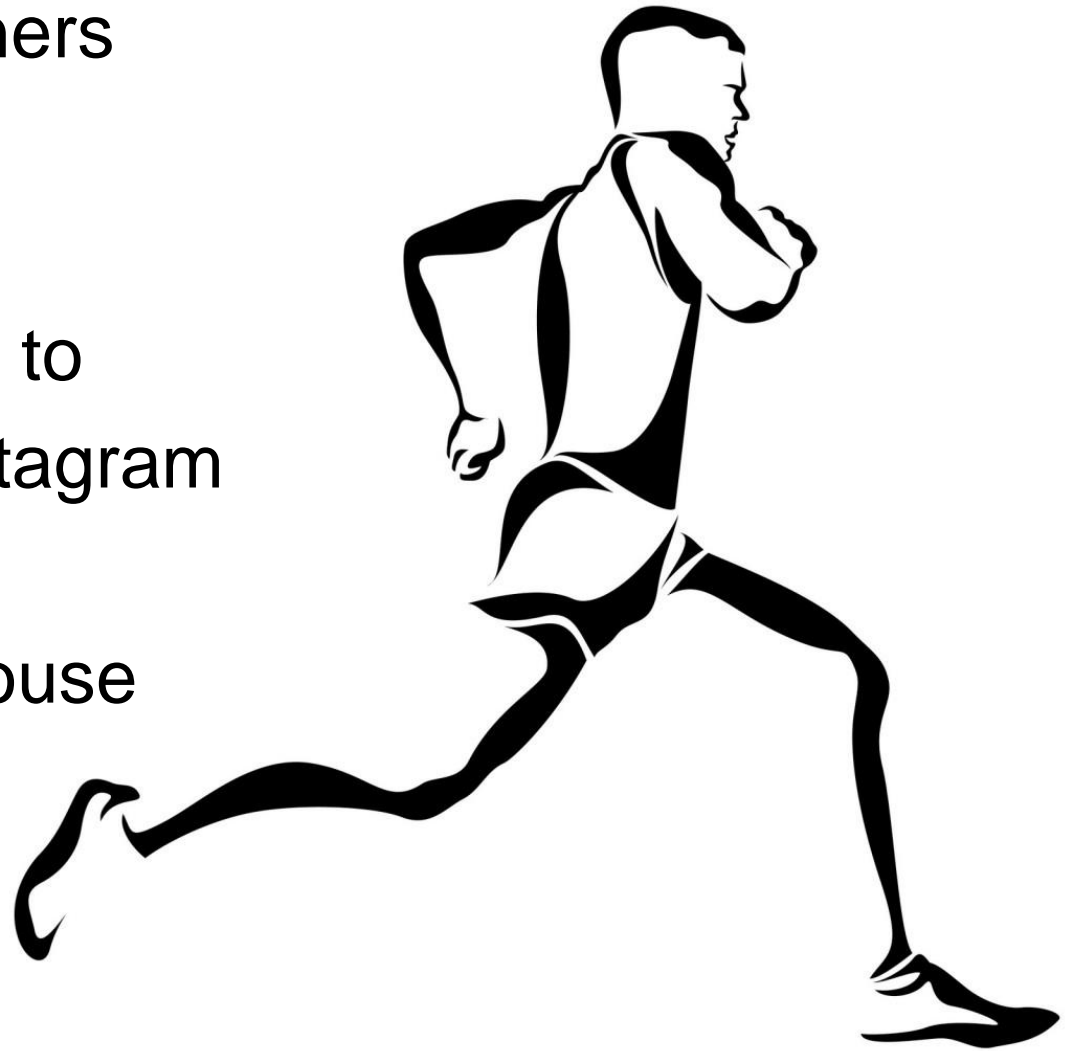
This product and technologies will be built, tested and automated.

The technologies and experience to gain will be:

- Building and testing Mobile Apps
- Integrating web services/APIs
- Integrating social media APIs
- Integrating embedded devices
- Using Simulators/Emulators
- TA- test automation for all these 4 technologies.
- All of this will flow into a very awesome Continuous Integration (CI) process.

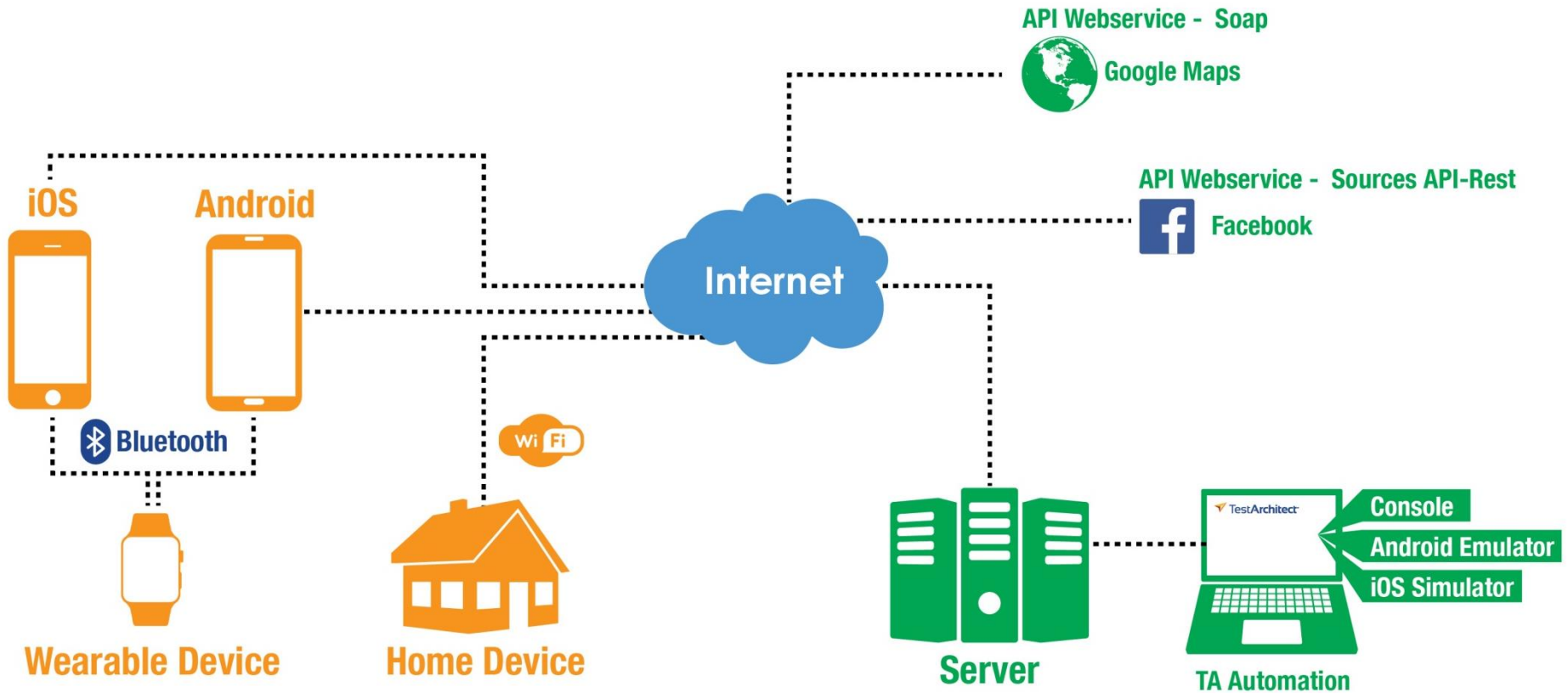
A mobile app for runners

- Maps
- Geolocation
- Photo, then upload to  
Facebook and Instagram
- Weather
- Lock and unlock house
- Measure heartrate





# The Product



## What happened?

- Local VN teams
  - Great desire to learn and practice new technologies
  - Everyone wanted to be on the project.
- The team immediately took over the project and added functionality
- Crossing cultural hurdles. Some communication issues, taking responsibility, tried new things, learnt its OK to experiment as long as you learn.
- Have fun building a product and learning new tech.

## What's next

Growing the product is unstoppable. More APIs, more cloud services, more Internet of Things (hardware sensor) integration.

Continue to focus on the team solving their own problems, taking responsibility for transferring knowledge

Roll out the training and practice Lab across the organization.

## What VN team learnt right away:

- Leadership does not have to come from home office/main office
- If they have a problem- take responsibility and fix it.
- Think not only about what you learnt but how you learnt it.
- Teamwork strength of VN staff
- Commitment to goal, taking responsibility for a successful result.
- Built confidence in their abilities.
- Share the experience with staff.

## What US side learnt:

- Happily surprised with interest, eagerness, curiosity and sense of accomplishment
- All of which are boosting morale, elevating learning, creating a culture of innovation.
- Given freedom and time the VN team has eagerness and commitment that is difficult to find in many home teams.