

By Nhan Tam

**L**uxoft Vietnam has generated average annual revenue growth of 34% over the past seven years of operation. In the 2014 fiscal year (ending on March 31, 2015), Luxoft earned almost US\$1.7 million, up 48% against 2013. The company's software development team has been vital to the growth through developing, integrating and testing infotainment systems for a world-renowned carmaker.

### Values from employees

"I can say that the impression of Vietnamese engineers is left on the most modern cars in the world, helping drivers and passengers have wonderful experience in convenience and safety brought about by advanced information technology," said La Manh Cuong, managing director of Luxoft Vietnam.

Cuong said considering the continuous fluctuation and fierce competition in the current business environment, companies have to brace themselves for challenges. Luxoft Vietnam has overcome most challenges relying on accurate market forecast and preparation, effective implementation, full responsibility and devoted employees. "The staff is the core element that helps our company overcome difficulties to gain success," said Cuong. "Corporate culture is very important as it orients company's objectives and adjusts the behavior of each employee in every specific situation. I also want to mention the importance of the working processes, technical standards and quality management



Courtesy of Luxoft Vietnam

Highly-skilled employees play a key role in the development of Luxoft Vietnam

## Work Force Excellence: The Core Value

As for Luxoft Vietnam, staff members are the core element helping the company overcome challenges and gain considerable achievements

system that enable us do the job with high productivity and quality."

In Luxoft Vietnam's parlance, a good employee is the one who will complete his/her job and make progress in his/her career in line with the company's demands and targets. A high-performing employee often surprises the company and customers for his/her excellence. Although most of big customers of Luxoft Vietnam come from its mother group, Cuong said these customers may decline cooperation if the company does not prove its capacity that can create real values. Learning and adaptation ability, foreign language command and proactiveness of the staff are essential elements.

### Developing high-performing human resources

Being run by a high-performing

staff is the top strength of Luxoft Vietnam. The company has a comprehensive policy on recruiting, training and promoting employees. This is the way to attract, develop and keep talents.

At Luxoft Vietnam, core values are excellence, commitment, creativity, agility, relationships and fun. The company believes that making employees devote themselves to building and developing the core values is the best way to help them realize that Luxoft is their best workplace.

"Our company will implement the Performance Management and Employee Development system that helps evaluate, reward and develop employees based on sustainable and balanced standards," said Cuong. "We focus on developing our staff suiting the company's culture and vision as well as improving the long-lasting relationship between the company and employees."

As regards future development plans, Luxoft Vietnam will focus on customers in Japan and Asia apart from traditional markets in North America and Europe. Geographical position, cultural similarities, foreign language command and good relationship between Vietnam and regional countries, especially Japan, all are the springboard for the company to penetrate into the great potential market.

### BOTTOM LINES OF LUXOFT VIETNAM

Luxoft Vietnam is the representative of Luxoft Group in Asia. Established in 2008, Luxoft Vietnam supplies comprehensive services in software assurance and development for two kinds of customers—independent software vendors and corporate clients.

The Luxoft Vietnam Delivery Center for customers in the aviation sector has appraised CMMI (Capability Maturity Model Integration) Level 5. Luxoft Vietnam has won the "Top Enterprises Award 2014" for excellent enterprises operating in Quang Trung Software City for four consecutive years. The company has also received two certificates of merit granted by the HCMC People's Committee for its excellent business performance and contributions to the city's information technology industry.