

# Working Out A Breakthrough Development Plan

LARION Computing, a winner of the “Top Enterprises of the Year 2014” for enterprises operating in Quang Trung Software City, is formulating a breakthrough development plan in its second decade of operation, mainly focusing on human resources and management. It aims to become a sizable software outsourcing company in Vietnam and in the world. Lai Duc Nhuan, general director of the company, talks about how such breakthrough development would be materialized.

**Q: In the first decade of operation, LARION also worked on a breakthrough development plan. What were the results?**

*A: At LARION, we always want to foster breakthrough development with specific steps to become a leading outsourcing company. Yet our plan in the first decade was not as good as expected. We even faced the risk of bankruptcy. However, proper implementing of some measures, the support of customers from the U.S. market and new investment capital have helped us overcome difficulties.*

*We have studied and taken more careful steps to build up a better and more stable breakthrough development plan in the second decade. In other words, we learn the lesson more carefully.*

**What are the key factors in the new development plan?**

*The plan is made based on our experience in the past 12 years, consultants and SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. With 140 staff members, we are in the*

*second phase of the development road map. We realize that in the current trend, we must reach the third phase with a 500-member staff. In this phase, decentralization for line managers and coping with benefit issues are critical besides investment in human resources, technology solutions and markets.*

**Human resources and technology are the two most important elements of any company operating in the information technology (IT) sector. What is LARION’s policy?**

*LARION is good at practical training. We are now focusing on post-training assessment. This is an essential step as any training has to be closely attached with business efficiency. We continue to attract talents and develop efficient internal and external training courses so that most of these trainees can bring more benefits to our company.*

*Regarding technology, we think that solutions should be ahead of technology. In particular, in the software outsourcing, LARION applies the “customer-centered” method. That*



Lai Duc Nhuan,  
general director of LARION Computing

Courtesy of LARION

*means we try to suggest the most optimal solutions for customers. This method has been highly appreciated. About 85% of our customer portfolio is from the U.S. while the rest is from Japan, Australia, Europe and Vietnam. Many of them have become our customers for seven or eight years. More importantly, building the trust among customers and committing to supplying high-quality products and services at negotiated prices are vital.*

**What are the future development plans of LARION?**

*There are many chances for us. Improving human resources to grasp these chances is very important. As software solutions for healthcare, securities and real estate still have stable growth, we continue to focus on these sectors. In addition, under the new development model – geometric progression of management groups in period – we will develop software outsourcing in various sectors upon customer requests. Expanding the portfolio of customers in English-speaking markets is also important.*

*LARION’s core value is “Collaboration to succeed together based on trust, quality and satisfaction.” LARION continues to promote this core value, aiming at bringing largest benefits to customers and partners, and development for our company and every staff member.*

**Reported by Quang Tuan**

Lai Duc Nhuan is not only a businessman but also a lecturer of project management following the Project Management Body of Knowledge (PMBOK) standards of PMI (the U.S.). He has taught courses on management in telecommunication, healthcare and stock market in the U.S., Europe and Vietnam. Nhuan has worked with Quang Trung Software City (QTSC) to organize some training courses whose learners are staff members of QTSC and companies operating in QTSC.