

Team Kingpins

CREATIVE TECHNOLOGY SOLUTIONS (PVT) LTD



IT COMPANY REPORT - 2
IS 2000 INDUSTRY VISITS

Team Kingpins

Team Members

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Introduction

Creative Technology solutions private limited, brand name creative software has been operated since 1999. It is one of the leading software development companies in Sri Lanka. 250+ employees working at creative Software's development centre and 700+ Employees managed by Creative Software.

Creative Software is a pioneer and leader in Sri Lanka's software industry with more than 20 years of expertise. They specialise in building and managing dedicated teams of software engineers and provide project-based software development and maintenance services. They are Microsoft Gold Partners and helping scale cloud solutions seamlessly and in harmony with for on premise IT infrastructure. They assist with a smooth transition to Microsoft Azure, modernising and integrating your applications and making better use of your data.

Creative Software assists companies with Software Development, Quality Assurance, Application Management, Support and Microsoft Cloud Services (App Modernisation & Integration, Data & Analytics, and DevOps).

They have over two decades of experience building high-performing dedicated teams in Sri Lanka for international clients and they know what it takes to succeed in software outsourcing.

They work for clients around the world and across sectors: Construction, Logistics, Manufacturing, Retail, Finance, Healthcare, Hospitality, Mobile Workforce, Enterprise Search, Telecommunications, CRM, ecommerce and eLearning.



Sushena Ranatunga
Director

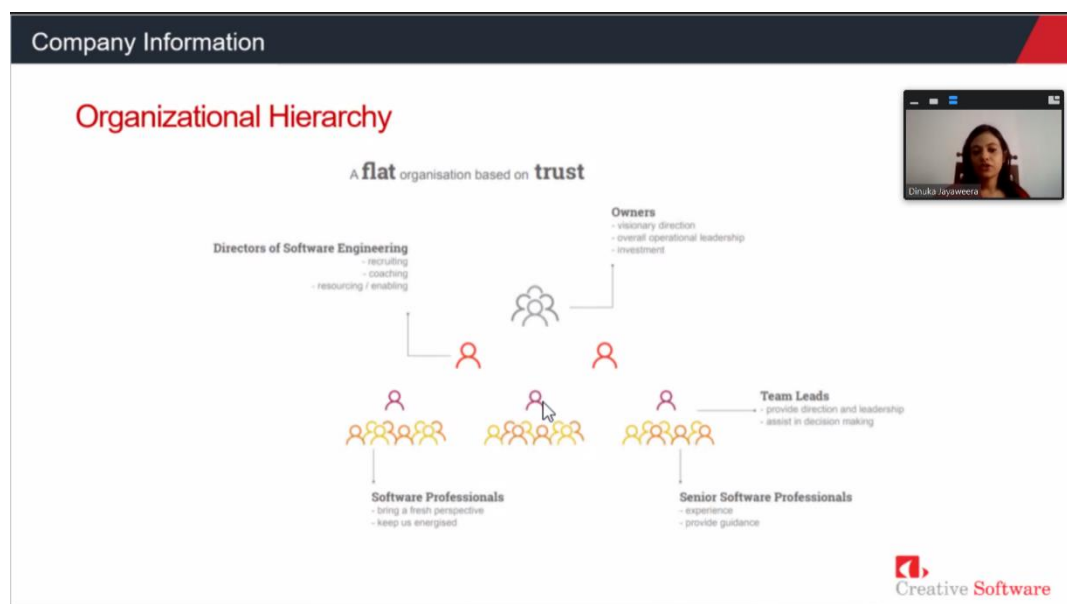


Jonas Bridgwater
Director

Organizational Hierarchy and working hours

Creative software maintains **flat organizational structure** based on trust and supportiveness. Company owners who are setting up the company vision and direction. Software engineering directors who are responsible into recruiting, resourcing, finding new clients and all the aspects related to capacity planning. Team leads are leading teams. Team leads could be Technical team leads, project managers, architects. Team's leaders are reporting to software engineering directors. They maintain very supportive hierarchy any software professional can go and talk to owners at any time because everyone has a role.

They have **flexible working hours**. Can arrive at the office anytime between 8am-9am and have 8 working hours and 1 hour for lunch and tea relaxation.



Product and Services

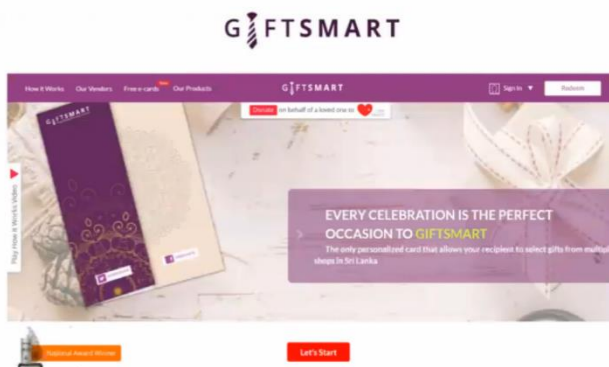
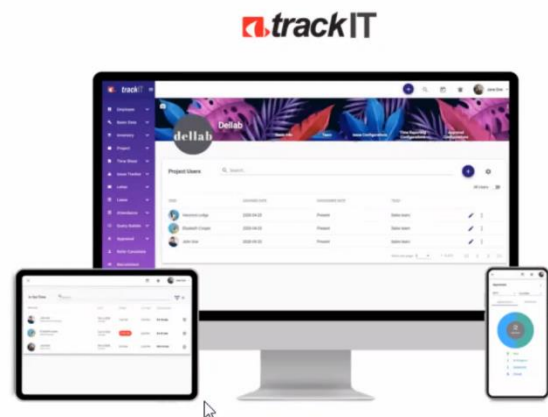
They collaborate closely with their customers, establishing dedicated teams that function as an extension of their clients' in-house teams as well as providing project-based software development. Basically they are into offshoring

Services of creative software:

- Software development
- Application management- Including Network and database management
- Quality Assurance- As an integral part of all development and as a separate service
- 24/7 Support

Products in Market:

- LAYUP – E learning platform
- GIFTMART – E-commerce Platform
- TRACK IT – An integrated MIS and Agile project management tool.



Technology Used

Creative software is not limited to any technology. They always adapt to client requirement. There technologies are changed frequently. Clients are who suggest them to use technologies and if they feel like any mismatch they request technologies and inform clients about them.

Current technologies- Python, Linux, SQL, Node, Vue Js, Java, Html, Salesforce, Azure Deveops, Java Script, Spring Boot, React, AWS,MongoDB etc.

Why they are not limited

Creative software is responding to rapid changing. As their opinion technology can improve efficiency and decrease human error by developing automated processes. So they basically focus on Automation and Productivity. Being not limited Communication and Collaboration is much easier. As an important fact Information Protection and Financial Savings is more reliable by adapting multiple technologies.



Clients

Creative software is having a lot of clients all around the world. They mainly focus on Scandinavian region clients. If we mention few things about their clients “Digidee” is an innovative Danish advertising platform. “Cenium” is in hospitality industry so that’s the hotel management system and Then Visit Group are in tourism industry and “Selling to Zeebras” in an USA’s client. Engaging Care and DIPS are in health care industry.

They did big data and UD platform for Dialog and they are doing MAS Runway Kit with MAS. MAS and Dialog are the main clients they have in Sri Lanka and HNB is in training platform. They are not much focus on local clients. Their target is Scandinavian region. They offers services to their clients. With foreign clients they do not do project based software development instead of that they offer outsourcing services for them.

And when we consider the clients Boeing aero was one of their client at a time. They also partnered with Microsoft and supported developing an enterprise search engine. According to them these clients are from variety of areas like construction, logistics, manufacturing & retail, finance, health-care, mobile workforce, telecommunication, hospitality and education.



How do they handle IT / Other Projects

When they are handling IT they are using Agile as the methodology, most teams are using Scrum, and some are using Kanban.



When it comes to sourcing methods as being a outsourcing solutions provider Creative Software provides outsourcing solutions to their clients but they does not outsource their work to other companies.

How do they define success or failure of their business

According to them success is client's satisfaction and their continuation, Increasing the service base what client have with them and they are getting software engineering services only from them and clients recommending them to the others.

But they would defined success as clients expand with them. For an example growing client may want support teams from them, or want data scientists from them rather than just the product. That is what they defined as success.

Failure would be the opposite of that. So the dissatisfied clients and employees, that's what they defined as failure.

Areas to be improved at Creative Software

Creative software is a corporation that believe in continues improvement. They call themselves as a learning organization. Therefore they always look after the sectors that can be improved. Following list is consists of the sectors that they have much focus on improvement.

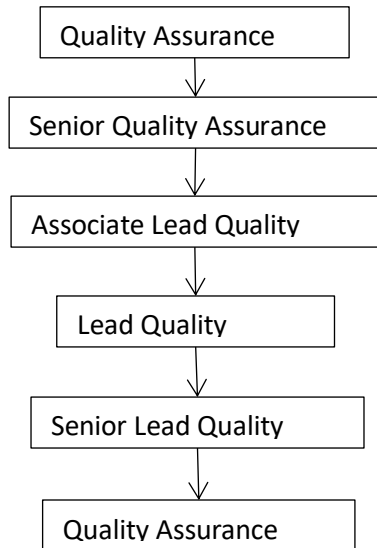
- ▶ Recruitment
- ▶ Branding
- ▶ Client satisfaction
- ▶ Employee security
- ▶ Data security
- ▶ Capacity planning
- ▶ Business development
- ▶ Human resource management
- ▶ Employee engagement
- ▶ Employee retention

Even though they have much focus on above areas they always try to improve all their work day-by-day. Nevertheless Creative software doesn't see any of the areas that they are weak because of this continues growing practice they follow.

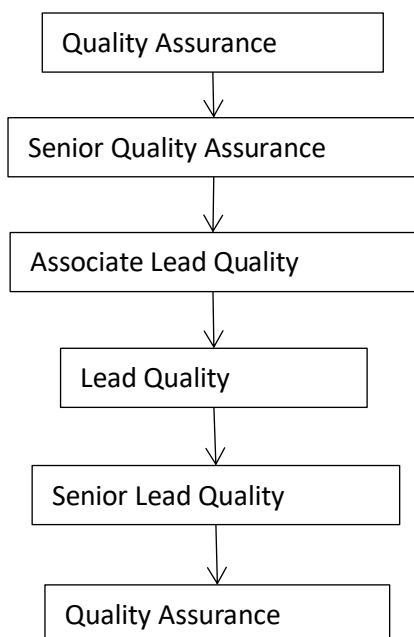
Job positions

Creative software offers wide range of job positions. Therefore they categorize these positions into four major areas:

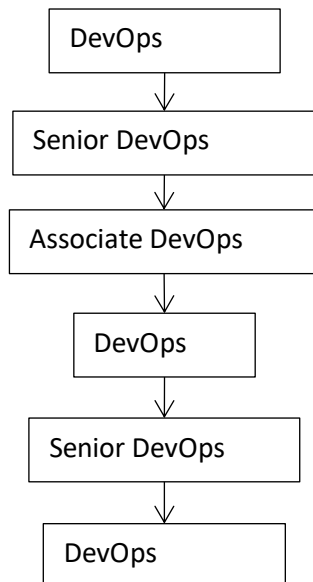
Software engineering positions:



Software quality assurance positions:



System administration and DevOps positions:



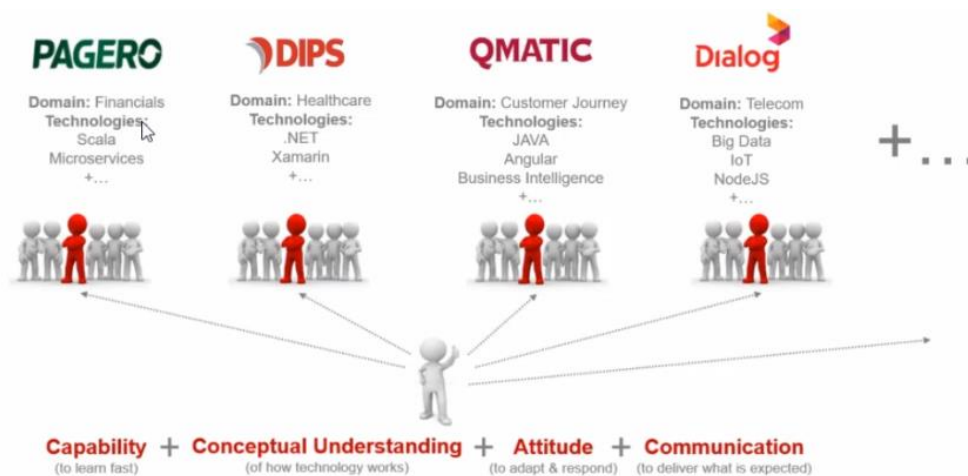
Management positions:

Managerial positions are consists of job profiles from various sectors of the company.

- Administration
- Accountants
- Marketing exclusives
- Senior Leads
- Project Managers

Characteristics of a good employee at Creative Software

Creative software identifies good employees by how they do the job properly, employees that are capable of being an ambassador of the company. They believe that good employees work for the success of the company. Therefore they hope that the employees who committed to make clients happy and the ones who help to grow the teams are the good employees.



Recruitment Procedure

When recruiting Creative software consider the client's requirements for off-shoring teams. Therefore the domain knowledge about the project will be an added qualification. For an example the client "PAGERO" works in the domain of finance they always look for employees who have experiences in technologies like Scala and Micro services.

Then the Creative Software works on formation of teams, if they found potential employees inside them work on internal recruitment. When the internal recruitment is impossible they call applications for that position.

After shortlisting application by their expertise in selected technologies they also consider the domain knowledge of the finance sector in order to identify the most suitable candidate.

Thereafter Creative Software arranges two rounds of interviews by themselves and one additional with the involvement of the client. Selection of the employee happens during these interviews and soon after that new employee will put on to the team.

Creative Software looks for following qualities in potential employees,

- Capability to learn fast
- Conceptual understanding of how the technology works
- Attitude to adapt and response to the changes
- Communication to deliver what is expected and to understand the requirements

Salaries and other benefits at Creative software

As a corporation Creative software always cares about its employees. They organizes various events in a years in order to make the employee happy and relaxed “CPL 2019” (a cricket match) is one good example for that. Not only can that employees participate in other inter-organizational sports competitions like MSBA league.

When it comes to salaries Creative software always tries to pay 75% of the industry standard salaries for each and every job positions. Even though they aren't the highest paying organization in the sector they provide bonuses and annual appraisals for the employees.

They also maintain a research and development branch in collaboration with undergraduates therefore employees can work in research and development and improve their skills in innovation.



Learning

Employee education and training refers to a company's ongoing efforts to improve employee performance. Companies strive to train and develop their employees through a variety of training methods and programs.

In recent years, education and development have become an integral part of business strategy. More and more entrepreneurs/company owners are realizing that investing in employee training and development is not only motivating, but that the company can create a highly skilled workforce.

What Training Methods Creative Software use for Employee Training

Orientations

- Orientation training is critical to the success of new hires. It does not matter if the training is done through a manual, an individual lesson or a lecture. It is essential to train new employees on the history, strategies, mission, vision and objectives of the company. These courses allow new employees to familiarize themselves with company policies, rules, and regulations.

Lectures

- Lectures are particularly effective when the goal is to convey the same information to a large group at the same time. As a result, no individual training is required and therefore cost savings.

Computer-based Training

- In this approach, computers and automated tutorials are the primary means of communication between the trainer and staff. The programs are structured to provide teaching materials while facilitating the learning process.
The main benefit of computer-based training (CBT) is that each employee has the freedom to learn at their own pace and at the most convenient time. It also helps reduce a company's total training cost for its employees. Costs are minimized by reducing training time, eliminating the need for instructors, and reducing travel costs.

Team Formation

Whether it is solving a business problem or running a business, employees see it from different angles. Their approaches, ideas and much more are different. Everyone has their own beliefs, egos and problems that ultimately influence the decision. When people are recruited to lead a project, people from different backgrounds join together to execute the project. But as Jane Austen quotes, "Most cooks screw up the broth." If everyone tried to lead the project and solve all their differences, the project would only get to the starting point. Therefore, all employees must agree to proceed.

They do team formation according to project management life cycle. It has 3 phases.

Initiation Phase

In the first of these phases, the initiative phase, the objectives or needs of the project are determined. This could be a business problem or an opportunity. An appropriate response to the need is documented in a business case with recommended solutions. A feasibility study is carried out to verify that each option is in line with the project objective and a recommended final solution is identified.

After the recommended solution is approved, a project is started to implement the approved solution and a project manager is appointed. The most important results and participating working groups are identified and the project team is set up. The project manager then requests approval to proceed to the detailed planning phase.

Planning Phase

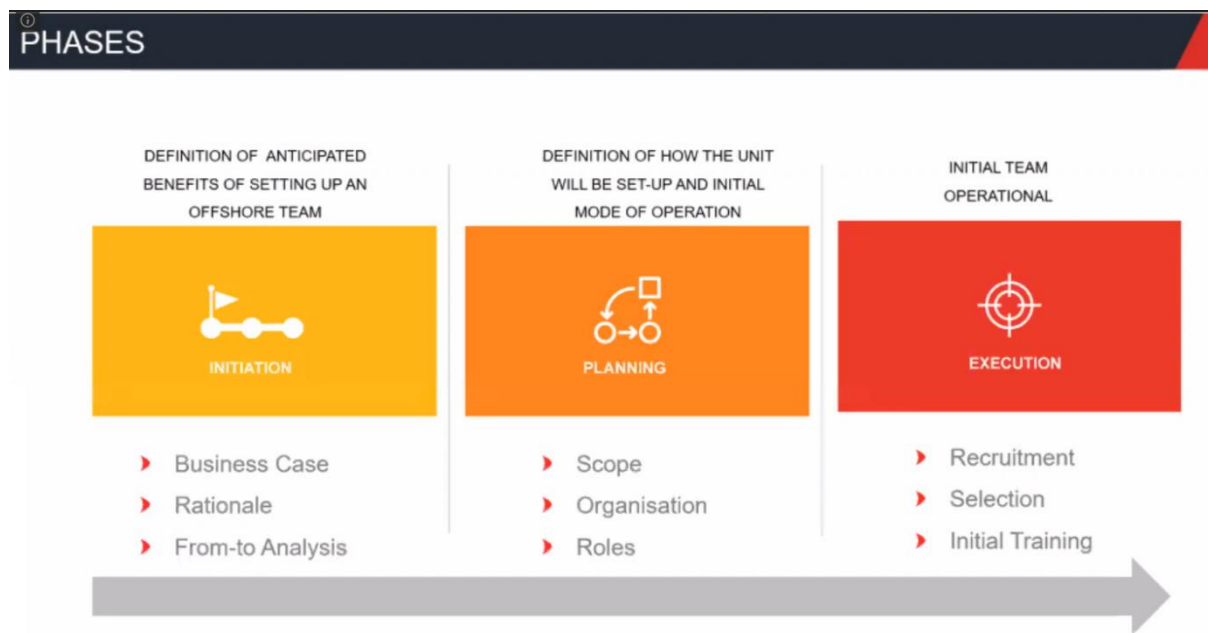
The project solution is developed in as much detail as possible and the necessary steps to achieve the project goal are planned. In this step, the team will identify all the work that needs to be done. Project tasks and resource requirements are identified, as well as the strategy for their creation. This is also known as "perimeter management". A project plan is developed that describes the activities, tasks, dependencies, and deadlines. The project manager coordinates the creation of a project budget by providing cost estimates for labour, equipment, and materials. The budget is used to track and control expenses during project implementation.

Once the project team has identified the work, set the schedule, and estimated the cost, the three key elements of the planning process are completed. This is a good time to identify and resolve anything that could jeopardize the success of the project. This is known as risk management. Risk management identifies potential "major threats" along with the actions that must be taken for each potential high-risk problem to reduce the probability of the problem occurring or to reduce its impact on the problem.

Execution (Implementation) Phase

In the third phase, part of the implementation, the project plan is developed and the project activities are carried out. Control and communication during implementation is important. Progress is continuously monitored and necessary adjustments are made and recorded as deviations from the original plan. In any project, a project manager spends most of his time on this step. During project execution, employees' complete tasks and status is reported at regular team meetings. The project manager uses this information to maintain control of project management by comparing status reports with the project plan to measure project activity performance and take necessary corrective action. The first step should always be bringing the project back to its course (that is, go back to the original schedule). If this is not possible, the team must save variations on the original plan and validate and publish the plan changes. At this stage, sponsors and other key stakeholders should be informed of the progress of the project in accordance with the agreed frequency and form of communication. The plan must be regularly updated and published.

Once all deliveries have been made and the customer has accepted the final solution, the project can be completed.



Operations during the covid-19 pandemic

As COVID-19 (Coronavirus) continues to impact the community, they realize it is important to provide customers, prospects, and partners with a transparent update on how they are responding to the epidemic. Ensuring the safety of their employees and their families is their top priority, which in turn protects their customers. They committed to providing their customers with the service they have come to expect from them.

Business Continuity:

They do business in a very responsible way. Creative Software has worked with remote staff for years and is fully configured to continue operating within recommended health guidelines with minimal disruption. Their customers will continue to receive similar levels of communication and service as expected. All Creative Software platforms remain uninterrupted and provide a central accessibility resource for remote workers.

Business Travel:

They temporarily stop all business trips to customer locations for on-site activities until further notice. Through conferences and video calls, they will convert these meetings into virtual meetings for which they primarily use Microsoft Teams Application. They monitor the situation and return to their normal travel activities if guidance allows. Where possible, they provide options to convert on-site services to digital or remote delivery and communicate individually if relevant to the customer.

Events & Conferences:

They have canceled their participation in conferences and events on the Site until terms support a return to these operations. They do not know how long this outbreak will last and will return to their normal presence when it is safe to do so. Meanwhile, they deliver digital delivery of any presentation or other content so customers can continue to derive value from their participation.

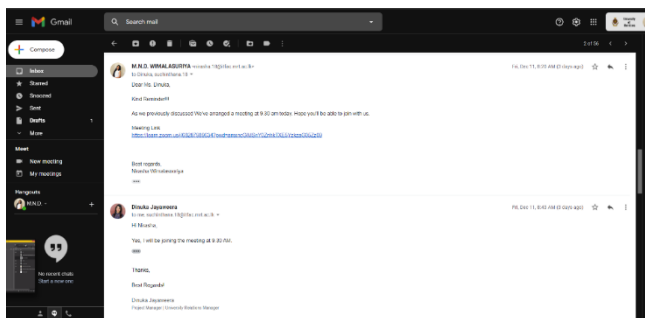
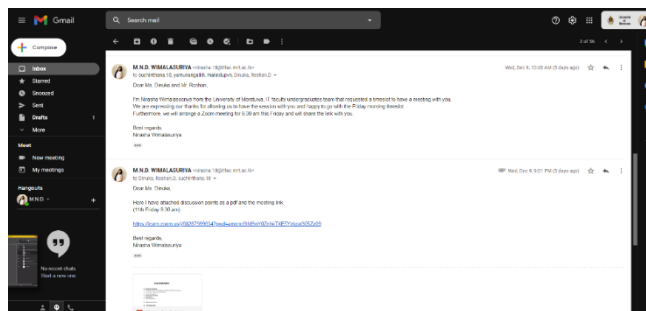
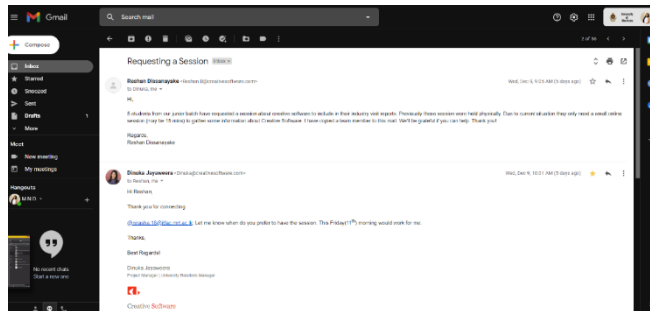
Communications:

As the business continues to operate externally they will provide transparency in this process then customers can continue to communicate with their regular business contacts and expect similar response times.

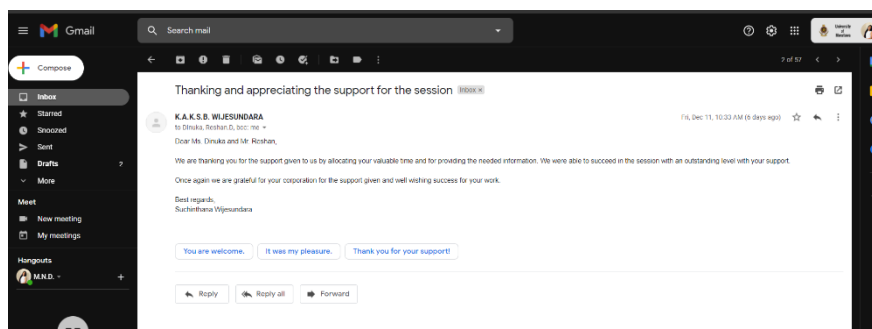
They assure they are continually reviewing the situation and adapting as necessary to ensure they are doing what is best for their employees and the business.

Scheduled Meetings and Mails

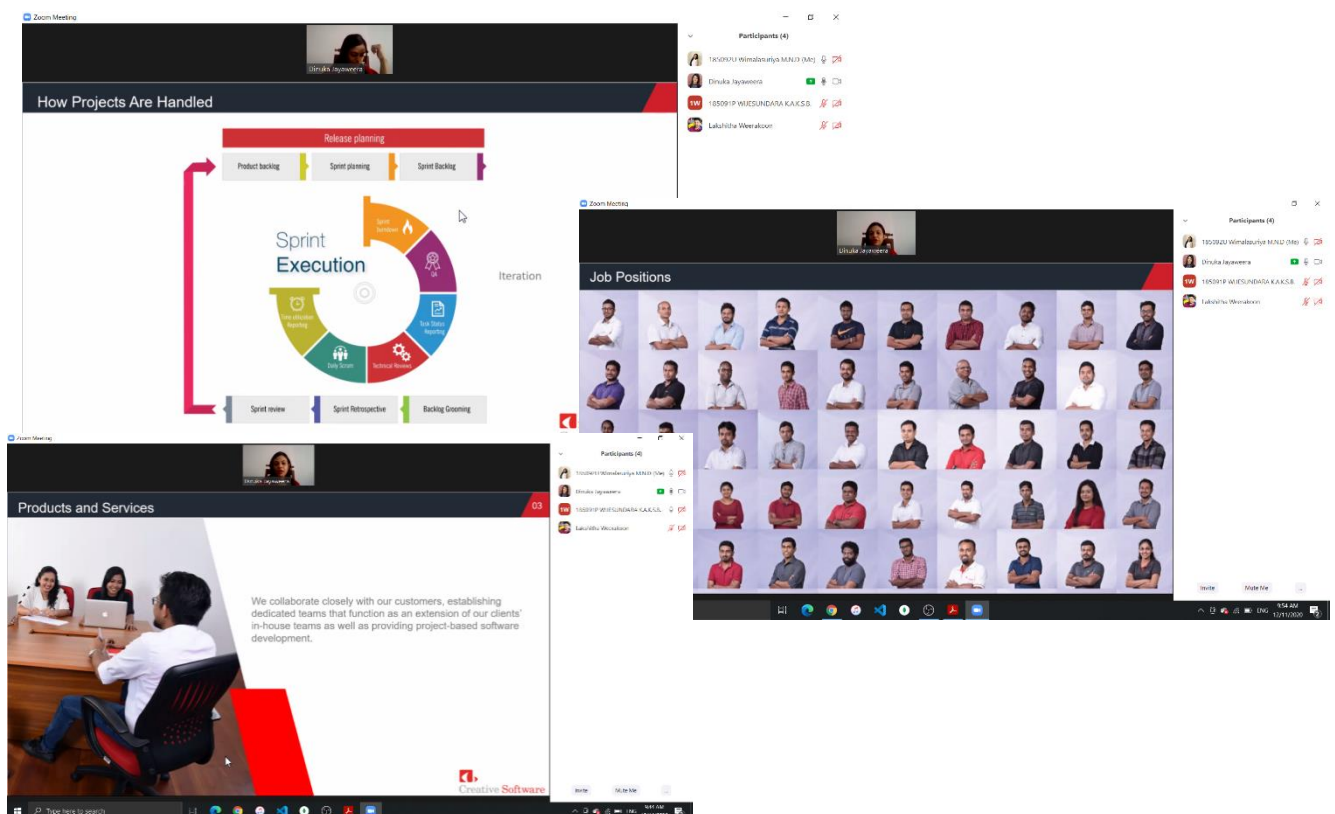
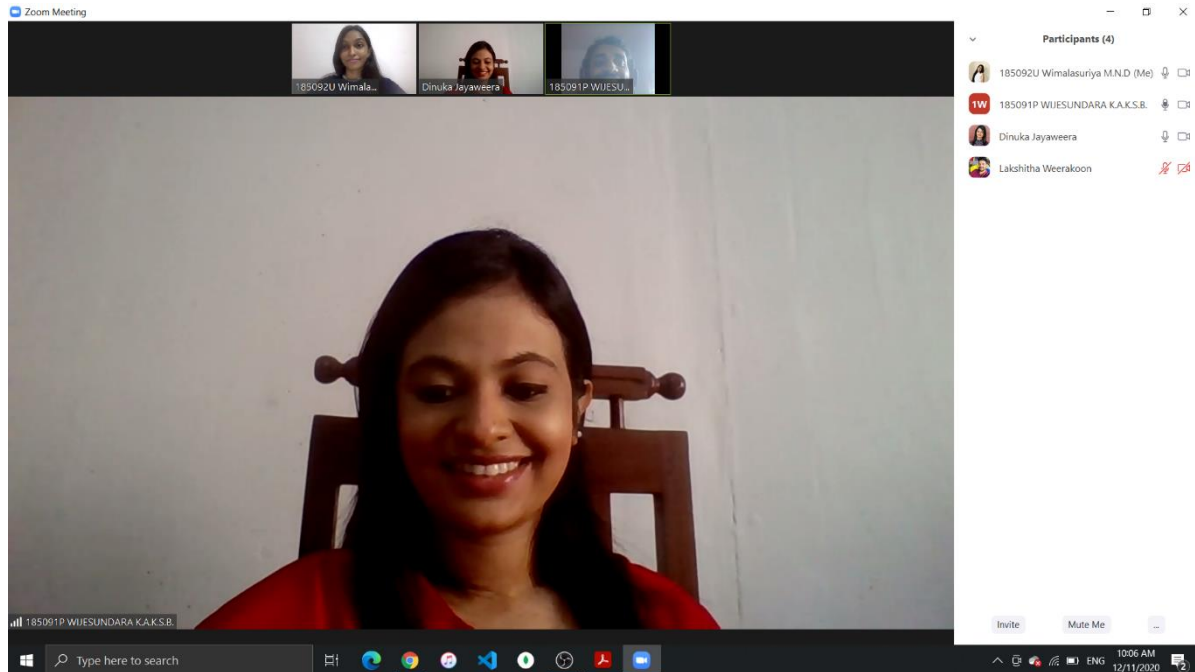
We contact Ms. Dinuka from one of our senior batch mate Reshan, who working at creative software currently and we arranged a meeting on 11th December 2020 at 9.30AM.



Thank You Mail after the Meeting



Here we have attached screenshots that we got, in the end of the meeting. Ms. Dinuka who is project and university relation manager at creative software, she gave us her maximum support to our team for gather information and she presented a very useful presentation on our discussion points which we previously sent to her.



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