

## PSIA sets up adhoc teams for long-term capability dev't goals

### Initiative attracts 14 company-volunteers

With the general objective of producing more industry-ready IT graduates and professionals now and in the future, the Philippine Software Industry Association (PSIA) takes a major step towards Filipino global competitiveness and gathers its members to help fulfill this seemingly herculean yet significant task.

Through 14 company-volunteers, the PSIA has formed two adhoc committees namely **Adopt-a-School / Internship Committee** which aims a solid and unified partnership

with colleges and universities to organize an internship program for IT students similar to that of the medical profession, and a **Finishing School Committee** which focuses to attract non-IT professionals and career shifters or those who are currently programmers to move up in their skill and expertise levels. These groups will be supported by a Public Relations Group that will shout out to the country the merits of the IT profession and promote the IT path to both students and parents.

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Some 20 top executives of PSIA member companies volunteer and discuss initiatives of the two adhoc committees during an FGD held at Makati Shangri-La Hotel last July 30, with PSIA President Beng Coronel (holding microphone) presiding over the session.

### International Marketing

## PSIA at Microsoft WPC, World BPO Summit

The PSIA joined this year's Microsoft World Partners Conference (WPC) held from July 11-15 represented by its member companies, BlastAsia Inc., DBWizards, Pointwest Technologies, and N-PAX Cebu with sister company, Ng Khai.

Microsoft Philippines sponsored the Philippine country exhibitor booth whose unique positioning as a symbol of the Philippines' IT and software development services

attracted over a hundred visitors with notably 14 country participants stopping by to know more about the PSIA and its offerings.

WPC is an annual gathering for the Microsoft partner community to learn about Microsoft's roadmap for the upcoming year, network and build connections, share best practices, experience the latest product innovations and learn new skills and techniques ([digitalwpc.com](http://digitalwpc.com)). Former US President Bill Clinton was this year's guest of honor, and shared the stage with the software giant's top executives Steve Ballmer, Kevin Turner, and Allison Watson. continued on page 2

### Hail to the Chief!

## Directors pay courtesy call to new CICT head

The PSIA Board directors paid a courtesy call to newly-appointed Commission on Information and Communications Technology (CICT) Secretary Ivan Uy last August 25, and discussed key challenges faced by the I.T. outsourcing and software development sector, namely: advocating I.T. as a career because of lucrative growth opportunities; building up the local ITO sector through increased access to capital; reaching out beyond Metro Manila and helping stimulate reverse migration; pursuing PSIA's adhoc committees under capability development which includes the Adopt-a-School and Finishing School projects; obtaining more data on the sector's contribution to the national economy; and continuing close collaboration with CICT as a catalyst for a robust software development industry.

Uy was the Chief Information Officer of the Supreme Court prior to his appointment to the CICT.



(L-R) CICT Cyberservices Commissioner Mon Ibrahim, PSIA Information & Research Director Arup Maity, PSIA Government Relations Director Bettina Quimson, CICT Sec. Ivan Uy, PSIA President Beng Coronel, PSIA Membership & Ethics Director Greg Lainez, PSIA Executive Director Jo-Anne Loquellano, and CICT Director Trish Abejo.

### IN BRIEF:

Seven PSIA members joined the Software tradeshow organized by the Thai Software Industry Promotion Agency and Thai Trade Center in Manila held at Dusit Thani last August 4 for business matching and collaboration opportunities. These companies were Alliance Software, iRipple, iWave, Lionapex, Pointwest Technologies, Primesoft, and SVI Software Services.

With its theme to go "Beyond the Interactive Marketing", the event also featured an exhibition of the latest in the Thailand software industry. H.E. Ambassador Kulkumut Singhaba Na Ayudhaya graced the event, sharing the Royal Thai Government's policy towards IT and creative industries and its vision to develop IT and market strategies. **PSIA**



PSIA President Beng Coronel talked on "Starting Up an Outsourcing Model for Healthcare BPO" during the Healthcare Information Management Outsourcing Services Conference at Crowne Plaza Ortigas last August 10. The talk was to inspire SMEs to take on the next level "as the demand for healthcare information outsourcing increases. This also aimed to assist them in the startup process while dealing with a diverse landscape of service opportunities in the healthcare space.

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## International Outsourcing Summit

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## Seminar Series

# People Management seminar features NY-based expert, top industry leaders

PSIA opens seminar series to public



(L-R) Moderator Tarsa Taruc, panelists Melette Go Yanko and Chona Ahorro, main speaker Elmer Velasquez, and another panelist Peter Paul Cauton share a laugh during a lively open forum portion of the seminar. Meanwhile, PSIA Director Greg Lainez throws a question at the panel, while some 110 attendees listen in.

The third installment of the PSIA Project Management Seminar Series featured a returning Filipino expert from New York and top-caliber panelists, that it was regarded by many as one of the best seminar so far!

Elmer Velasquez of NY-based social enterprise, Global Acumen, and advisory firm, Heidrick & Struggles, brought back to Manila his expertise and knowledge from the Columbia Business School through the three-hour session tagged as **People Management: Managing Human Energy in a Project Environment**, which gathered about 110 project managers and industry executives last July 29.

The good mix of notable panelists and an entertaining moderator gave a special twist to this regular session and contributed largely to its success.

The panelists included Pointwest Technologies' Chona Ahorro, HR Management Consultant Melette Go Yanko, and STORM Consulting and Flexible Benefits advocate Peter Paul Cauton. Gurango Software's Tarsa Taruc was the moderator.

## Execs gather for "Strategic Intuition"

While in the Philippines, Global Acumen also hosted a special CEO Breakfast Session at Ascott Makati last July 16 where some 14 top executives of PSIA member companies gathered.

The session was a mini-workshop on "Strategic Intuition: Where do great business ideas come from".

Velasquez shared practical concepts on managing the human resource by enumerating the cases of such giant software companies as Apple, Microsoft, Google, and IBM, as well as the story of Sim City, and how well they attracted and harnessed the best quality people managers. He and the panelists likewise shared various helpful book titles with the attendees.

The seminar was also opened to the public for the first time, having started as an exclusive offering to its members in September 2009.

The Enablement Seminar Series is a project of the PSIA Capability Development Committee, which aims to "enable" the members of the association through valuable seminars and trainings, hence the series' name. All seminars this year will be on Project Management; the fourth installment will be about Risk Management on September 30. For early reservation, email [joie@psia.org.ph](mailto:joie@psia.org.ph).

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facilitated by Global Acumen's founding fellow, Elmer Velasquez.

Global Acumen is a New York-based social enterprise committed to delivering leading edge learning programs through a 100% case method approach using Harvard Business School case studies.

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## PSIA sets up... continued from page 1

The committees include top executives from both big players and SMEs as volunteers, namely, Accenture, BlastAsia, Computer Professionals Inc., BDWizards, Exist, HP, IBM, Morphlabs, Phoenix One, Pointwest Technologies, Radix Systems, RCG IT, Safeway Philtech, Spiceworks Consultancy, SQLWizard, and Tsukiden Software.

So far, four Focused-Group Discussions (FGD) have been organized and participated in by representatives of the volunteer companies, first at Makati Shangri-La last July 30, second at the IBM Innovation Center UP-Aceh Technohub last August 11, and at the PSIA office last August 26 and September 3.

The two-hour discussions identified competencies that the PSIA can address, as well as the common stumbling blocks faced by the IT sector in immediately ramping up resources so that, as one participant put it, the industry can "go 100mph and reach the destination together."

The PSIA aims to face the scarcity of industry-ready professionals head-on. This initiative, however, is still in its young stage and will need more support from the industry for a stronger and centralized effort. To volunteer, please contact [ed@psia.org.ph](mailto:ed@psia.org.ph).

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## PSIA at Microsoft ... continued from page 1

Meanwhile, the annual World BPO/ITO Forum gathered some 250 professionals, including 75 CIOs from about 50 Fortune 500 companies at the Hyatt Regency in New Jersey, USA last July 28-29. The PSIA was represented by member company, Exist.

With its 2010 theme on "BPO/ITO Leadership: Creating Exceptional Value Through Strategic Sourcing", the World BPO/ITO Forum highlighted pivotal dialogues on management and adoption, trends, and success stories on strategic sourcing.

In one of the forum's dialogues on new trends for sourcing, the following were identified as priorities in a client's selection criteria (in no particular order): geographical stability, industry-wide experience, relevant industry experience, available local support, infrastructure, time-zone proximity, cultural compatibility, and skilled labor. PSIA

## IMPORTANT ANNOUNCEMENTS:

**PSIA seeks more volunteers for the Adhoc Capability Development committees:** (related story on page 1)

- Adopt-a-School / Internship Committee
- Finishing School Committee
- Public Relations Group

To volunteer, please email the Executive Director at [ed@psia.org.ph](mailto:ed@psia.org.ph).

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**Participate in the PSIA-Tholons Software Skills Inventory Database Study.**

Not only will you pitch in for the good of the Philippine software development industry, but you also:

1. Will receive an aggregated summary report of the results of the study;
2. Gain insight on industry trends that will help in benchmarking skills and planning future business strategy;
3. Be provided industry information and data to attract prospective global clients and investors;
4. Help bolster global awareness of the competitive-ness and capabilities of Filipino software developers;
5. Assist the PSIA in better lobbying for our sector in the government.

More info will be provided via email/website.

The PSIA is a non-stock, non-profit organization and aims to promote the growth and global competitiveness of the Philippine software industry. Contact us now!

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## "What will IT be for IT?" Tholons shares at GMM

Despite the rains, a good number of representatives from PSIA member companies made it to the Second Quarter General Membership Meeting (GMM) held last July 16 at Ascott Makati.

Some 50 top executives gathered for this regular event that has become a constant venue for interaction, updates, and collaboration amongst PSIA members. The delightful dinner was provided by the event's sponsors, AON and SUNLIFE.

Tholons, through Managing Director Jonathan de Luzuriaga, shared a valuable presentation on the current state of the ITO market: "What will IT be for IT: Taking a piece from the Indian ITO Market". (For a copy of the presentation, please visit [psia.org.ph](http://psia.org.ph).)

## PSIA unveils website's 'fresh new look'

The [www.psia.org.ph](http://www.psia.org.ph) address has a fresh new look!

During the July 16 GMM, PSIA launched its fresher and fuller website which aims to create a balanced and outward-looking site that serves valuable information to potential investors and as a powerful lead-generating marketing tool for the entire software industry. It also intends to provide a member-aiding and information-oriented facility that is aesthetically attractive to any visitor.

The highlights of the website include: the banner images about what the Philippine software industry is all about, "Proudly Pinoy, Proudly PSIA" success stories, blogs of PSIA directors and Tech Council, archive of The SOFT News, and profiles of member companies, among others.

**Are you already part of the PSIA website?** For submissions of company profiles and story contributions, please email [news@psia.org.ph](mailto:news@psia.org.ph). Also find PSIA on [flickr.com/psia](http://flickr.com/psia), [facebook.com/PSIAorg](http://facebook.com/PSIAorg), [twitter.com/yourPSIA](http://twitter.com/yourPSIA) and [linkedin](http://linkedin.com/in/psia). PSIA