Vietnamese company works with local companies to solve IT issues

NTQ Solution, a company that provides system development and system engineering services by Vietnamese engineers, established its Japanese corporation NTQ Japan in Yokohama in February 2016. The company actively engages in business collaboration with local companies, such as cooperation in sales activities and joint development of software products, and aims to solve customers' IT issues.

The system development environment in Vietnam

Edatsune, Sales & Marketing Department General Manager (left) and a staff member who planned a joint seminar with a local company (Mizuki Hoang, Sales Promotion Department)

Speaker: Isao Edatsune, Sales & Marketing Department General Manager, NTQ Japan Co., Ltd.

■Partnering with local companies to improve customer satisfaction

Since our Japanese corporation's launch in Yokohama, we have been proactively engaged in exchanges and collaborations with local companies, such as making contacts with organizations affiliated with local IT companies and support organizations.

As a recent example, considering the fact that many companies were struggling to conduct face-to-face sales due to the coronavirus pandemic, we jointly held an online seminar last year with a Yokohama-based company, operating a web marketing and design business (BOTANICO Inc.) titled "Introduction of the latest web marketing and development cases to get through the pandemic." During the seminar, we explained system development and BOTANICO presented the latest web marketing trends and methods; thus, we were able to leverage each other's advantages.

The seminar itself was well-received, and also the co-hosting strengthened our subsequent relationship with the company. Accordingly, when one of our customers placed an order for the construction of an EC site, we were able to provide an additional value in cooperation with the company by giving consultation on EC site design and its utilization. The staff at the company said, "This is the first time for us to collaborate with a foreign-affiliated company, but we could communicate naturally in Japanese with the Vietnamese engineers. Moreover, it is easy for us to get along because we are both located in Yokohama." From now on, we would like to continue working with this company to meet a wide range of customer needs.

■Working with partners to solve IT issues unique to Japan

At present, most of our business is so-called "offshore development," wherein engineers in our home country (Vietnam) develop systems according to the specifications requested by our Japanese clients. We understand that this type of business responds and contributes to the shortage of engineers in Japan to some degree. But, furthermore, we would like to see the high technical skills of Vietnamese engineers used not only for subcontracting work in system development but also for solving IT issues faced by Japanese companies.

Last January, we started deploying software that is useful for communication within a company, with an awareness of the telework environment amid the coronavirus pandemic. We believe that it is more important compared with anything else to consider our customers' circumstances unique to Japan and Japanese people's needs and trends to solve Japanese companies' problems and to contribute to their business efficiency.

Our website states that we are looking for joint product development partners. We already have track records of joint development of software products with companies in neighboring areas. Going forward, we would like to work with local companies as partners and benefit from each other's strengths to provide products and services that will help to solve IT issues unique to Japan.