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HOME PAGE

Enterprises

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- VCCI News
- Economic News
- Investment
- Economic Sector
- Finance & Banking
- Markets & Prices
- Forum
- Cooperation
- Export-Import
- Enterprises
- Local Economy
- Tourism
- Investment Consultancy
- Fairs & Exhibitions
- Statistics
- Business Opportunity
- Vietnam Exporter
- Directory new

Lotus Networks Commits to Make IT Non-threatening, Fun and Inspiring

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Nowadays, there is no doubt about the role of IT in production and trade activities. It becomes even more important as the country joins the world economy. According to Ms Huang, GM of Lotusnet, many enterprises now still are not certain about how IT contributes to their success though nobody denies its role.



Ms Huang co-founded LotusNet in 2005 after working for a leading Singaporean IT corporation 10 years ago.

"Reality shows that companies who get satisfactory results exploit information technology effectively. Medium-sized or large companies in Vietnam in general, and in HCM City in particular, achieve great success thanks to their strong investment in IT. For them, a full-package IT solution is indispensable for stable development. In the future, with such fierce competition, it is necessary for business owners to have the right outlook about the benefits IT brings; it should be an efficient support tool for business operation and development. The problem is how to choose the most suitable integrated solution instead of a big integrated network. This is the most important thing," Huang shared.

LotusNet focuses on providing network solutions for enterprises and telecom carriers accompanied by a wide range of services, such as consultant, management, and deployment services, and support and maintenance. With the increase in exports from Vietnam, the demand for IT is also increasing. "Any enterprise which wants to export its products abroad needs information about the market to do so, so an information system of material supply sources, processing and buying units, packaging, etc, is essential. Such a request can be supported by IT. If not, enterprises will miss many opportunities," Huang shared.

For over 2 years, Lotusnet has spread its operation across the country and catered to the demands of local and multinational corporations like United Pharma, Van Thinh Phat, Lever Vietnam, Vietcombank and Mitsubishi. It is also an official distributor of Verso, a premier partner of Cisco, gold partner of IBM.

Commenting on her success, Huang said: "Forecasting the market ahead of our competitors. The reason customers like us is the way that we work with them. We are never more than a telephone call away and we always return our customers' calls." Building success, Huang also develops the staff, she especially considers improving the strong technical and customer-service teams by providing training in advanced technologies from strategic partners and other leading vendors. "Our primary asset is our staff," Huang said.

In 2007, Lotusnet posted an increase of 100 per cent in its income compared with the previous year, and was honoured to be selected as a prestigious enterprise. Lotusnet is now completing final procedures to sell 49 per cent of its shares to Asia Media System, headquartered in Singapore, to spread its operations throughout Asia. "I am expecting that Lotusnet will extend to the whole of Asia in the coming time," Huang revealed.

In short, the application of Information Technology in business operation is a natural tendency of the world. It is obvious that any IT outsider will find it difficult to survive and develop. Ms Huang added: "Activities of management, product launch or trade transactions through the Internet have been done by a great majority of international enterprises. Vietnamese enterprises will face difficulties if we continue to use

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outdated methods for market approach and development as well as management and production activities.”

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DORUCO
 Add: Thuan Phu, Dong Phu District, Binh Phuoc Province
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4th Floor, 9 Dao Duy Anh Str, Hanoi.

Tel: (84-4) 5743985 Fax: (84-4) 5743063 Email: vbfn@hn.vnn.vn; vcci@fmail.vnn.vn