Augen Software Group & Kiwi Connection Tech Hub
New Zealand technology engagement with Vietnam & ASEAN region
Mitchell Pham – Speaker Background

• Business Entrepreneur
  Augen Software Group, Kiwi Connection Tech Hub, Benecura, Smart Links Swiss, Lina.network, other tech ventures & projects

• Technology Innovation
  Banking, insurance, finance, healthcare & social services, building & construction, education & training, professional services, infrastructure services, transport & logistics, tech businesses

• Industry Leadership
  ANZBC/ABA, NZTech, FinTechNZ, InsurTechNZ, GITA, WealthTechNZ, NZHIT, HiNZ, NZAL, EPIC-NZ, VSVN, BAOOV

• Civil Society
  Refugee Services Aotearoa, NZRC, ARFT, FOSTR-NZ, HOST International NZ, Asia Society, World Economic Forum

• Government Advisory
  MBIE, MFAT, NZTE, DIA, Asia:NZ, Kiwi Connection Tech Hub

mitchell.pham@augensoftwaregroup.com  |  mitchell.pham.nz@gmail.com
Augen Business: Software Services & Resource Scalability

Software Services

Banking, Finance, Insurance
Healthcare, Hi-tech
Logistics & Transport
Professional Services
Software Companies

New Zealand
– Vietnam
Resourcing Model

Efficiency
Integration
Customer Experience
Innovation
Transformation

Agile
De-risking
Disruptive
Scalability
Speed-to-Market

Augen Software Group & Kiwi Connection Tech Hub – New Zealand technology engagement with Vietnam & ASEAN region
Connect

Creating a national coordinated tech ecosystem by connecting & supporting tech associations.

- AgriTechNZ a member of Farm2050 and leader of new Global Disruptive Nutrient Technology initiative
- FinTechNZ a member of ASEAN FinTech Network
- InsurTechNZ a founding member of Global InsurTech Alliance (GITA)

Emerging groups:
- CreativeTech
- FoodTech
- SportsTech
- TransportTech...
New Zealand Technology Innovation: The People Challenge

Challenges standing in the way of building and delivering tech innovation:

1. Lack of skilled resource to develop and deliver technology innovation
2. Lack of experience & capacity in managing and scaling resources to meet needs – when it comes to utilising resources external to the business
3. NZ is ‘too-small’ a market so must go global – lack of skills / DIY culture
4. In foreign markets – lack of presence and capacity to deliver on the ground

**NZ’s ultimate challenge: CAPACITY & SCALE**

**Solution: COLLABORATION & LEVERAGE**
Smarter Scaling of New Zealand Innovation Development Capacity

- Fully control & integrate offshore environment and processes with NZ operations and our customers’ business
- Offshore staff educated, empowered and driven to engage with NZ staff and customers in business and software innovation
- Fully align & integrate our offshore capacity & scalability with our business and our customers in NZ
‘New Zealand company wins at Vietnam’s prestigious IT excellence awards’
Ho Chi Minh City, Vietnam
Augen’s Location: Largest Software Park in Vietnam

Augen Software Group & Kiwi Connection Tech Hub – New Zealand technology engagement with Vietnam & ASEAN region
KIWI CONNECTION Tech Hub: Accelerating Presence and Engagement

Presence + Engagement = Relevance

A. Office
   - Quickly establish physical location in Vietnam

B. Staff
   - Quickly employ local staff on the ground in Vietnam

C. Support
   - Technical software support to customers and sales team

D. Delivery
   - Software development, implementation, integration

E. Partner
   - Engaging with business networks and local partners

F. Scale
   - Build-Operate-Transfer options

Augen Software Group & Kiwi Connection Tech Hub – New Zealand technology engagement with Vietnam & ASEAN region
KIWI CONNECTION Tech Hub: Leveraging Existing Assets & Capabilities

1. Presence – 13 years in Vietnam
2. Reputation – well known, high-quality brand, awards
3. Knowledge – business ecosystem
4. Experience – operating, dealing with staff, businesses, government
5. Network – business partners, government contacts
6. Understanding – local culture and regional dynamics
7. Offices – well located, nice to work in
8. Critical Mass – not a tiny operation
9. People – VN management & staff tuned-in to working with Kiwis
10. Culture – Kiwi business-friendly
11. Proximity – ICT/hi-tech/innovation, and we are in New Zealand
12. Collective Strengths – more critical mass for branding, support and synergy
Augen Software Group & Kiwi Connection Tech Hub – New Zealand technology engagement with Vietnam & ASEAN region
KIWI CONNECTION Tech Hub: A base for NZ Tech Sector in South East Asia

Augen Software Group & Kiwi Connection Tech Hub – New Zealand technology engagement with Vietnam & ASEAN region
KIWI CONNECTION: Thanking Co-founders, Collaborators, Partners, Supporters

- New Zealand Trade & Enterprise (NZTE)
- Ministry of Foreign Affairs & Trade (MFAT)
- New Zealand Technology Industry Association (NZTech)
- Auckland Tourism, Events & Economic Development (ATEED)
- Wellington Regional Economic Development Agency (WREDA)
- New Zealand Health Information Technology (NZHIT)
- New Zealand Software Association (NZSA)
- Asia New Zealand Foundation (ANZF)
- ASEAN New Zealand Business Council (ANZBC)
- KPMG Vietnam & Frasers Vietnam
- Air New Zealand
- Simmonds Stewart (NZ & Singapore)
- University of Auckland Business School (UABS)
- AUT University
ShapeShifter Technology provides innovative CAD solutions to the apparel industry. Our products are designed to reduce fabric consumption, and to automate and optimise production planning and processes.

**SS-Automatic:** Creates production and costing markers faster and more efficiently than any other automatic software. Save 2 - 5% of fabric.

**SS-Optimiser:** Intelligently manipulates markers to decrease their length. By improving an existing marker fabric reduction is guaranteed.

**SS-Planner:** Produces a set of markers to fulfill an order at the lowest possible production cost.

**SS-API:** Integrate any ShapeShifter function into another CAD system. Add ShapeShifter’s optimisation expertise into your own applications.
Enterprise enables hospitals and health systems to get up and running quickly (6-9 months) with a pre-configured solution.

Workflows can be customised post-go-live to meet evolving clinical and administrative needs, whilst our intuitive interface supports multiple languages, and can be rolled out with minimal end-user training. Enterprise offers a low hardware footprint while providing a highly responsive scalable multi-site solution.

Using a set of pre-configured workflows, Enterprise can be deployed in just six to nine months. By integrating and sharing clinical information between any existing or new systems, Enterprise has a lightweight hardware footprint that can scale up as required to respond to new care requirements or allow for growing patient volumes.
Narrowing the Gap

A good insurer is constantly straining to narrow the gap between premiums and costs. They want to lower administration costs, pay out less in claims by improving their accuracy and handling, manage external costs and incentivize brokers to continue to sell their products year in year out.”
We are specialists in cloud based hotel booking engine, channel manager and website tech for hotels, motels, apartments, resorts, B&Bs, guest houses, hostels and vacation rentals.
KIWI CONNECTION Tech Hub: Early Adopter 6 – In Progress

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We have everything you need to build a dApp

Starting from scratch can be the biggest barrier to success – don’t waste time building everything yourself. We’re building an extensive library of tools that every developer, business and start-up needs to create world-class blockchain applications.
1. Rapid ecosystem growth – all benefit.
2. Companies using Blockchain (decentralised ledger) based on proven ‘real-world’ business case.
3. Platforms; ‘Blockchain-as-a-Service’ adding value to enterprise organisations & software products.
4. Multiple use cases and sectors
   Technology is a part of the stack in the background.
5. Fundraising strategies using TGE (token generating events); shareholder equity.
Top 10 megatrends:
1. High GDP Growth
2. Golden Demography
3. Rising Middle Class
4. Increasing Urbanisation
5. Growing Consumerism
6. Strong Foreign Direct Investment
7. Expanding Private Sector
8. Increasing Macro-Economic and Political Stability
9. Trade Liberalisation
10. Large and Fast-Growing Digital Economies
ASEAN Opportunity for NZ Tech Sector: Customers, Talents, Capital
Thanks from the team

New Zealand
T: +64 9 307 1460
F: +64 9 307 1461

Vietnam
T: +84 8 5437 1219
F: +84 8 5437 0122

www.augensoftwaregroup.com