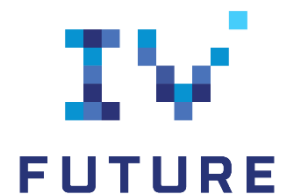


Sector : IT&C
Foundation Year : 2015
Number of Employees : 43
Web : <https://www.ivfuture.com>



“Digitalization in Software Production ”

IV FUTURE

„A Romanian IT company emerged from the desire to generate innovative, useful and productive software that tackle day to day main challenges businesses and communities have“.

IVFuture company vision is to become a worldwide software ecosystem provider focused on improving ways in which business work, people live and communities grow stronger together.

The main activity of the company is software development with broad e-commerce and cloud computing experience.

Challenges:

Qualified Work Force, Work Force Management

About

The company is founded by Ionut Vasiliu in the year of 2015. After studying Computer Science at a prestigious Italian University, the decision of applying all accumulated knowledge and experience into the developing Romanian IT market was his obvious choice. Always keen on developing software and learning new skills, Ionut educated himself to think 5 moves ahead and cut the curve of development. His incredible drive, innovative ideas and 17 years of experience in the field, have been the engine behind the machinery that everyone proudly calls: IV FUTURE. In 2017 Alex Dumitrascu joined, bringing his managerial skills on board. After studying in Germany, Denmark and France, Alex worked for Daimler, and just as Ionut, decided to come back home and take advantage of the huge opportunities offered by the emerging IT Romanian market. His dream was to invest in a small capital company with high growth potential and to take it to the

highest level possible. With this powerful team, IV FUTURE grew its client portfolio bringing an amazing overall development. IV FUTURE has passionate dreamers, achievers and hard-workers focused on improving ways in which business work, people live and communities grow stronger together.

Background

As a result of the shutdown period created by the beginning of the COVID 19 pandemic, IV Future has had to carry out all its work without the physical presence of its specialists, in the company's offices or at various customer locations and without face-to-face contact with its customers. For three months it was necessary to implement new solutions and tools, other than the ones used until then, to digitize the office's activity.

Due to the COVID-19 global impact, the main challenge was to overcome the increasing demands made by the e-commerce clients. This market segment (e-commerce) was positively impacted by the sanitary crisis and this led to a higher work force demand that the company had to overcome. As both, the demand for services and the number of clients increased, and in order to cover the entire workload it was necessary to recruit a significant number of new employees, to train them thoroughly so that they could be quickly and efficiently integrated into the company.

Digital Tools

- ZOOM:** Video communication;
- Google Horkspace:** Cloud-based team collaboration;
- Udemy:** Online learning;
- Coursera:** Online learning;
- Mentimeter:** Online presentation;
- Google Form:** Survey;
- Statista:** Statistics;
- Survey Monkey:** Survey;
- Buffer:** Social media management;
- Facebook, Twitter, LinkedIn, Instagram:** Social Media;
- HRM:** internal HR management system.



Method

In order to ensure optimal conditions for the company's remote activities, substantial investments were made in the purchase of high-performance laptops, telephones and subscriptions for online conferencing platforms. This made it possible to move both customer and promotional activities online.

Digital tools as Zoom were used to facilitate an enhanced work environment even when forced to work and home. To that end the company also used instruments such as Google Workspace for a centralized workflow and to recreate a virtual environment where all work could be accessible for all employees at all time.

Human resources activities were also adapted to the new conditions, with candidate interviews taking place online during the first three months. To carry out learning and training activities, especially with new employees, the company uses software such as Coursera, Udemy and LinkedIn Learning.

The company increased its Public Relation and Marketing activity by scaling into a daily presence on its online media channels. It used digital platforms as Facebook, Twitter, LinkedIn and Instagram for a daily presence. It also used Buffer a digitalized instrument for social media Management to save time and optimize a daily presence even on off days.

The firm used Google Form as a digital tool for all the surveys needed. All products go through market research phase and digital tools help reach a wider audience. Survey Monkey and free lancer platforms as Fiverr were also used to this scope by the company. To that same end, statistical data was used as well. For verified data our company uses Statista.

The company is working on its own HRM (internal HR Management system) for an optimized work force management.

To meet the company's human resource needs, in 2022 IV Future launched the Academy for Future paid Internship Program.

„To satisfy the growing demand of human resources needed to reach our goals, Academy For Future was funded. The Academy training opportunity will offer students valuable skills that are in high demand on the job market.” CEO Ionuț Vasiliu

For Future Academy paid internship program, offers students a focused mentoring curricula, which provides them with the necessary professional and soft skills for developing a successful professional career, in a short timeframe. Besides the investment made in educating young generations, IVFuture aims to provide them with the opportunity of working in their hometown, thus supporting the local economy and the welfare of the entire community. A 3 and a half month training program was developed for 40 students, 3 times a year, leading to the training of 120 students and the possible employment of all, within the company. For Future Academy program is innovative and unique in our community because we combine the benefits of an internship with the benefits of an expensive course program. We grow a fully functional ecosystem starting from education down to work field integration! In conclusion, our students get paid to learn in a real life work environment how to gain professional skills and personal soft skills needed for their future career success within our company.

Conclusion

IVFuture is the company with the highest turnover (Romanian capital) of 2021 in its field of activity in Galați County. The company was awarded the 1st place by the Board of Trustees of the SME Galați during the event "Romanian Entrepreneur's Day".

The company scaled to 43 employees starting from 18 in the year 2020. At the same time, effectively found solutions in coaching, mentoring and employing young work force.

The company, which has increased its turnover by 7 and a half times, in the last two years, has effectively used its internal and external resources. Due to the high acceleration of the commercialization rate, the company, which has to actively use managerial digitalization applications, has greatly improved the speed factor, which is a critical need in this process.

At the end of all these processes, it has reached a company profile that increased the number of its employees, expanded its customer base and market share, and made a name for itself in the local arena with its increase in turnover.