

# culture book 2015

ufinity



# CULTURE

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COMPANY

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# Foreword

My first contribution to the culture book!

Ufinity has been re-energised ever since our move to our New Home in Ubi Road. From the selection, to the move and settling in, it had been an amazing process. For better fengshui or otherwise, I could feel the vibrancy of the company, the energy of our people, the color and youth of a tech company. 2015 had been a great year for us and I believe 2016 may be the game-changing year for us. I am convinced we are on the verge of adding a new dimension to the way we conduct our business and our colleagues to re-think: how we could be a "young and vibrant tech company" despite being more than a decade old. This is paradoxical but with the energy of our people we can move forward in a big way!

Stay tuned!

Tan Kuan Yew  
Executive Chairman





# Foreword

This is our second culture book, the first being Culture Book 2013. As per our usual practice, we asked everyone in the company to contribute on what they think Ufinity culture is, and we published verbatim — everything minus grammar edits. Our aim is that it shows the true nature of our company for ourselves, and for people outside our company including our customers, partners or potential candidates applying for a career in Ufinity.

Thanks to the help of Wen Qin and Rich — two relatively newer additions to our family, and contributions from Ufinity members, we are able to create this second culture book as yet another record of Ufinity's journey. During this period, our journey includes a move to our new office in June 2014, our Dinner and Dance event in 2015 to celebrate our 15th birthday, and many more events organised for members of Ufinity. Alongside the various reflections contributed by Ufinity staff, you will find ample snapshots of these events in this book. I am sure it will bring back fond memories to those involved, and give more colours to the Ufinity experience/culture for those who were not.

Enjoy!

Tung Teck Lee  
CEO



**ourValues**





## Initiative

Always proactive, we take initiative in performing our work with pride, passion and drive.

## Effective

Innovation and creativity are the keys to our design and implementation of a solution. Our constant improvement and adaptation leads to greater results to our customers.



# One Team

We provide opportunities for our employees to excel and be recognised.  
Collaborating and interacting extensively, we achieve exponential impact.





# Customer Focus

We put our customers first; understand their expectations; anticipate, assess and respond in a timely manner to changing customer needs, achieving win-win situations.



# Professionalism

We believe in being fair, trustworthy and accountable for our work. We treat our shareholders, employees, partners and clients with respect and integrity.









# ourEvents







## BONDING SESSIONS







ARCHERY







# TEAM BUILDING GAMES

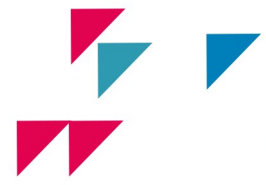




# BOWLING







# DINNER & DANCE





# ourReflections





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To me, Ufinity is a big family. It provides a friendly and warmth environment that all colleagues can work closely with each other, caring and loving to share just like family members. The opportunities are always wide open. Besides that, there are many interesting events organized for everyone to learn and have fun at the same time which encourage team building. That helps to produce better collaborative work among each other.

- Kenny Chong



There are many things I feel makes Ufinity unique and admirable, notably the transparency with all their dealings and their respect for their workforce. They also put in a lot of effort to be proactive in their plans and workflows which is rare in an industry that is notorious for overrunning project deadlines.

- Anonymous

Ufinity is a very nice place with nice people. Being 5 months with the company, these are what I like so far,  
Flexible working hour, casual dress code, being respect and valued, and there are a lot of company activities.

Colleagues are all approachable for help and the frequent communication between teams is very helpful in keeping us in sync and set our direction well when running the project. I feel comfortable to develop my career in this company.

- Anonymous

Ufinity offers a safe environment for freedom of expressing one's idea without worrying about being judged unfairly. Most colleagues exercise acceptable work decorum making working in Ufinity pleasant.

- Chun Cheng

Ufinity culture is unique.

- All employees can dress casually in main office.
- Fun working environment in main office. Because of billiard table, table tennis, Xbox, etc.
- Friendly colleagues.
- You can go home on time or late depends on your project.
- Ufinity promotes healthy lifestyle for employees.
- Ufinity provides some sport activities.
- Hears feedback from employees and gives solutions for it

- Anonymous







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Ufinity Culture:

Respect for each other, team work, continuous improvement  
is what define us.

- CCW





Ufinity's culture is all about trust, empowerment, understanding and openness.

- Mark Lee

Ufinity is an open-minded and objective-oriented company. Everyone is treated equally and rewarded based on merit. We address each other by names and not titles. Colleagues are friendly and helpful. We share our thoughts generously to help each other improve and learn. Although work schedule may be tight, we often find time to participate in company-related activities to foster our relationship between one another. Every month, we can look forward to birthday celebration for staff and a different fruit for fruit day.

- HH Tan

Ufinity culture:

A diverse pool of young, creative, talented and fun-loving people that make up a dynamic workforce of Ufinity. A small gesture of passion (e.g. the daily pulse to find out the employees mood) from management towards the staff makes it a conducive working environment. The implementation of ringing the bell makes our working atmosphere fun and interesting. No one responds when the bell rings (too engross in their work: hardworking workforce) – is a challenge to me!

- ST



Even though I've just joined Ufinity for less than 1 year, I've attended several outdoor activities held by HR like Rock Climbing, Archery, Bowling and etc.

Also I finally play football and badminton again ever since my high school time. So at Ufinity it's not all about work. We got the chance to have some activities also!

- Anonymous

Nice people to work with in a nice environment.

- Anonymous

I've only been here about a year but as far as I can see, Ufinity's an open company. You're not stuck on rails for the most part and are free to evaluate multiple solutions to an issue. That's basically it. Here's an objective, and here's the recommended course of action. Feel free to try something else if there's time and changes can be easily reversed or of no real consequence. Don't try your luck otherwise though. Lots of things cease proper function more easily than one would think. Oh right, and get everything down in writing. Doesn't matter if it's something apparently minor like just handing over a scrawled piece of paper. Get it in writing. This will save you more trouble than you think.

- Anonymous





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**LONG SERVICE AWARD  
2014**

presented to

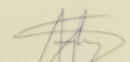
**Cui Xinlei**

*In appreciation of*

*5 Years*

*of loyal and dedicated service.*



  
Tung Heek Lee  
Chief Executive Officer

“

Fair career growing opportunities, understanding management, flexible working environment, friendly colleagues and hard work recognition. Because of all these, I can see myself staying in this big family for the next many years, and grow with everyone together.

- Coco SHEN



Ufinity's culture is that of excellence.  
We strive to achieve the very best; like no one every was  
Achieving this cause requires more then just knowledge; no team is complete with out the team members  
Family is key in achieving our goals.

I'll like to highlight the Sister Sledge and their song, "We are Family", their wise words embodied in our culture;

We are family  
I got all my sisters with me  
We are family  
Get up everybody and sing  
Everyone can see we're together  
As we walk on by  
(FLY!) and we fly just like birds of a feather  
I won't tell no lie  
(ALL!) all of the people around us they say  
Can they be that close  
Just let me state for the record  
We're giving love in a family dose  
Living life is fun and we've just begun  
To get our share of the world's delights  
(HIGH!) high hopes we have for our future  
And our goal is in sight  
(WE!) no we don't get depressed  
Here's what we call our golden rule  
Have faith in you and the things you do  
You won't go wrong  
This is our family Jewel

-- Dy

I think Ufinity Culture is ...

- about trying our best at every juncture
- about mutual respect
- about proper balance between work and life
- helping each other in times of need
- about a community of individuals who trusts each other implicitly
- about fairness
- supporting each other to be better people

- SL



Friendly, helpful and tech-savvy people who like to eat.

- Leo Alba

Unlimited	Unlimited potential for the company and staff to uncover
Family	Family-oriented culture
Integrity	We deliver work with pride and integrity
Nice	Nice and friendly colleagues
Intelligent	From top management to working level, we are bunch of young and intelligent talents. =p
Talents	
Young	

U ~ United

N ~ Nationality

I ~ Individual

T ~ Thinking

E ~ Empowered

D ~ Direct

Working in Ufinity seems to be quite enjoyable. Different nationalities and languages formed united as one. In Ufinity, working and playing can seem so much fun. In future, hopefully I can learn as much as I can.

- MB



These are the plus points for the Ufinity culture:

1. The flexibility in the working environment and schedule.

there are not much restrictions imposed on the timing of work schedules, as long as the required duration for work is met, and deadlines for completion of tasks is met.

2. Company events

These includes outdoor activities, whether it is sports or social outing, D&D, monthly birthday celebration event, events linked to occasions (Chinese new year /Christmas /...)

This promotes cohesion and better understanding of our colleagues, in other words, promotes social well-being in a way.

3. Team Lunch

Every 2 - 3 months there are team lunch events.

This may be the minus points (in my point of view):

1. Mostly located at off-site environment, missing out on activities / happenings back at office.

- for me, almost most of my time, I am located offsite, therefore missing out on activities happening back at ufinity.

2. Rising need to work overtime or work on weekends when required at offsite.

- Well, that strips away my resting period.

3. Bonus split into 3 portions.

- Premkumar

A place where growth is seen in the company, the people and surely, myself!

- Anonymous

Working in different directions for the same objective .

- Jason Yeo

Supportive colleagues.

- Anonymous

“ Not sure how you define a culture but to me, it will be a bunch of hardworking colleagues who are interested in completing projects and not too bothered with the internal politics that can hinder the project's progress.

It definitely helps that with each leisure event, you can feel the teams coming together, and the company closer as a 1. It also helps that our futsal session fees are covered by the company.

- Andrew



Having been a part of Ufinity for almost an year now, I must really say that I have enjoyed my stay here more because of its culture. The Management as well as my fellow staff appreciate each other and give ear to their concerns/needs. We are provided with great ambience to work with, and the supervisors are friendly. I take pride to be a part this UFINITY family. Hoping to enjoy my stay for many more years to come.

- Arun

I just joined the team, and it's my second week today. So far, I find people very friendly, and on my first day I go for lunch with HR and other colleagues and got to introduce myself to them. I'm still learning about the company everyday and I find it challenging and interesting to be involved in both web and mobile projects. I'm happy to be here, doing the job I love which is designing interfaces for users/clients and collaborate with people who are "geeks" but cool and learn from them.

- Rich

Great place with open culture

Great people where everyone contributes to the success of the company.

- RHO

Ufinity is a family with many quiet talents. After you have known us, you can't ignore us.

- Puay Kian

Ufinity is a big family.

- Anonymous





Ufinity can be a fun place to work in, pace is okay but when the going gets tough, everyone will snap back in place and turn up the heat to get things moving quicker again.

Overall, I am glad to have a team that works well together and stays together for good and bad times. Cheers !

- Peng Wai

I enjoy working in Ufinity as this company provides me with the chance and opportunity to grow each year.

Doing different kind of projects challenges my ability and I find it very fulfilling.

Colleagues here are all very nice and friendly. Although we are from different departments, we can still gel well and help each other when needed.

- Benard Kee

Building an environment of trust and excellence where we co-operate and support each other to achieve excellence in our work. Trust is built through mutual respect, and excellence through perseverance.

- DG

The more I work with the team, the better I understand the meaning of teamwork. With the group of team players, we achieved much more than the sum of what individuals can achieve. Cheers my dear teammates.

- Anonymous

Ufinity is a conducive working environment with helpful, friendly and cooperative colleagues and supervisors.

It also provides a good work-life balance: working hour and stress level is reasonable.

- Anonymous



“

Ufinity is a like a small family with young, creative and cooperative workforce.

It is a place where everyone is treated fairly, with mutual respect and given opportunities to maximize their potential.

A pleasant and conducive workplace which I look forward to go to every workday morning.

- CS





I felt that Ufinity have a great atmosphere for learning, especially for someone new to the job, as colleagues are willing to help and give advice. I also like how employees are not encouraged to take OT, since it makes me feel that the company cares for its employees and would not force employees to work harder than what they are already committed to.

- NPAR

What challenges me is how to take care and support Ufinity's customers. What makes me happy is friendship and sharing from my kind and excellent colleagues. What improves me is new IT knowledge and valuable advice from Ufinity fellows.

I am grateful to receive all these experiences.

- Anonymous

Ufinity culture is friendly and helpful while at the same time striving to bring out the best in everyone.

- Jia De

We aspire to do the right things, to do things right, and to do so in a manner that is enjoyable and achieves maximum win-win for various stakeholders.

- Tung Teck Lee

We are a class when learning a product.  
We are a team when delivering a project.  
We are a family when finishing a pizza.  
We grow, support and care!

- Jimmy Wu

Ufinity is a company where we have a diverse pool of people that complement each other and through that we are able to achieve higher goals.

- HH

It's hard to put into words what I think about the Ufinity Culture, because it's really a way of doing things, the right way of doing things. It's believing in people. It's helping each other out. It's working in a happy mood. It's the relationships we form and the ways we work out things.

- Zhu Ning

Ufinity is a fun and friendly place with helpful colleagues to work with. In my short stay here its become my second home where I have become comfortable in only 15 months. Looking forward to continue this relationship to bring greater heights to myself and the company

- Anonymous

"Wow, we have all different kinds experts here!!!". I can throw any kind of questions about IT gadgets, technologies, travels, outdoor activities, etc, there always bring in people that will make heap up the discussion.... Grateful to be here as part of Ufinity family

- Anonymous

I have only been in Ufinity for 2 weeks and so far things have been going well. My supervisor has been very nice and helpful and I absolutely love the fact that there is zero politics here.

- Anonymous





Ufinity empowers staff to be the main driver in their work, but under the auspices of the management as co-driver. Strong camaraderie is often the cornerstone of the project teams, which fuels our conviction to succeed, and things just fall into place and get done.

- Anonymous

Proving a friendly environment in a professional way. That's Ufinity.

- X

Gaining knowledge and experience through mutual learning.

- Anonymous





Friendly environment, work as a team, nice colleagues and they are open for discussion, we run agile on projects, reflect on what happened in the sprint and identify actions for improvement going forward.

- Anonymous

Ufinity is a hidden gem of a platform for those who wants to grow professionally and personally.

The environment, the colleagues, and the opportunities are there for those who seek.

- Weng

I think Ufinity has an open culture and accepts people from different backgrounds. It gives space to employees and respects their opinions.

- Anonymous

Ufinity creates a flexible and relax working environment, and at the same time adheres to a set of standards during project development.

- zupao

“

Ufinity is a company which promotes cooperation and collaboration between employees, as well as with customers. We are encouraged to share our knowledge and assist each other so that we may be greater than the sum of our parts. The pleasant working environment and great camaraderie helps us to provide more value to our customers.

- Low Yihang





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