

# PREMIUM IT RECRUITMENT SERVICE

Talent Success – Your Business Success



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Business success depends greatly on **people** in an organization. Although Vietnam's labor market is growing in number and ready for a dynamic developing economy, Managers doing business in Vietnam still face a major challenge in finding the right talents at the right time.

Talent Success uses professional expertise in the IT market, helping employers recruit effectively. With our wide developers connection and the most advanced search tools & methods, we help our clients quickly find Tech talents and select the right fit for their business needs.

Our team will do our best to **drive your business success**.



Vietnam IT Landscape 2019-2020 | Vietnam IT Nation | Developers Recruitment State 2021 | Vietnam Tech Companies in Covid-19 Era | Vietnam Developer Landscape 2017...

**Talent Success** is the premium IT-recruitment service of Applancer JSC which manages **TopDev** – Top leading online IT-recruitment platform and biggest Developers community in Vietnam.

- Being one of the most prestigious **survey companies** publishing annual **IT market report & HR report in Vietnam**
- Manages the largest Developers Community in Vietnam with 500,000+ IT followers on Social Media.

With the mission of **make IT Vietnam Better**, Applancer JSC connects Developers with best vacancies from verified IT companies in all industries, supplies IT with best sources of developer & build long-term employer branding & accelerate Vietnamese IT human resources in both quality & quantity via communities, events/activities.

# IT PERSONNELS MARKET IN VIETNAM

Potential destination for Techhub development

## VIETNAM DEVELOPERS RANKING

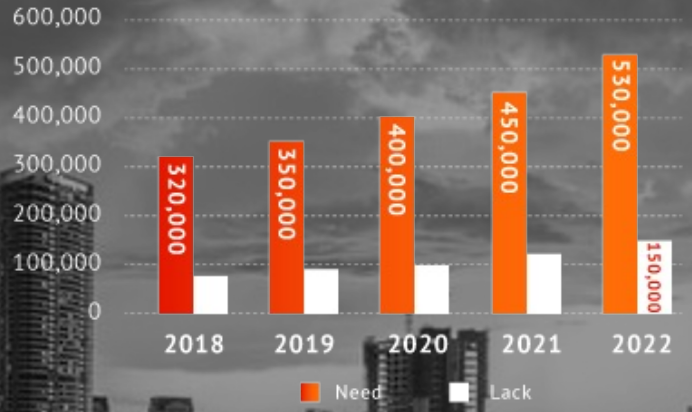
IT ENGINEERS  
IN  
SOFTWARE INDUSTRY

**430,000**<sup>(\*)</sup>

IT STUDENTS  
GRADUATE ANNUALLY  
(SOFTWARE MAJOR)

**55,000**<sup>(\*)</sup>

(\*) Based on 2019 report from MOET with estimated growth rate in annual general universities/ colleges enrollment quotas.



## IT PERSONNEL DEMAND IN VIETNAM 2018 - 2022 (SOFTWARE INDUSTRY ONLY)

In the past 5 years, the demand for IT personnel in Vietnam has continuously increased. Based on TopDev's 2020 IT market report and the growth rate of the number of developers in Vietnam, in 2021 Vietnam needs 450,000 IT workers. However, the total number of developers currently in Vietnam (as of Q1/2021) is 430,000, which means 20,000 developer positions will not be filled in the near future. This shortfall comes from the disparity between developers' qualifications and business requirements. Notably now only about 16,500 students out of a total of 55,000 students majoring in Information Technology meet business requirements. Also from here, the Ministry of Information and Communications has focused on training the Information Technology industry through the Draft on Development Orientation of the Information and Communication Industry in 2021.

## VIETNAMESE DEVELOPERS' COMPETENCE IN GLOBAL TECH ASSESSMENT PLATFORMS & VIETNAM IN THE GLOBAL INDEXES OF SOFTWARE DEVELOPMENT OUTSOURCING

Currently, Vietnam has about 45,500 enterprises in the ICT industry, including foreign-invested enterprises with an estimated total revenue of about 126 billion USD (according to the Ministry of Information and Communications). Thanks to policies to attract foreign investment and a clear national digital transformation strategy from the Vietnamese Government, thanks to competitive costs, good infrastructure with many information technology parks, high-tech parks Vietnam has become an attractive destination for technology and ICT investors.

### SKILLVALUE 29<sup>TH</sup>

Worldwide in Developer Skills Charts of Skillvalue's Report 2019 (The only one of SEA region in Top 30)

### HACKERRANK 23<sup>RD</sup>

Worldwide in Developer Skills Charts of HackerRank's Report 2016

### TOPCODER TOP 6

Worldwide in Developer Skills Charts of TopCoder's Report 2016

### GLOBAL SERVICES LOCATION INDEX 5<sup>TH</sup>

In 2019 Kearney Global Services Location Index, only after India, China, Malaysia & Indonesia (Global Outsourcing Ranking - 4 main factors: Financial attractiveness, People skills & availability, Business Environment, Digital resonance)

### TOP 50 DIGITAL NATIONS - THOLON 13<sup>TH</sup>

In TSGI Top 50 Digital Nations all over the world, according to Tholons Services Globalization Index 2019 (7 main factors: Talent, Skill & Quality, Business Catalyst, Cost & Infrastructure, Risk & Quality of Life, Innovation, Digital, Super Cities, Population)

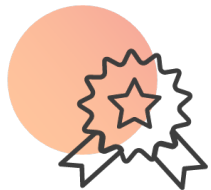
### TOP 100 OUTSOURCING DESTINATION - THOLON 18<sup>TH</sup>

In the Tholons Top 100 Outsourcing Destination 2016 with Ho Chi Minh City (18th) & Hanoi (19th)



# OUR STRENGTHS

Our expertise bring you value



## REPUTATION

Having been partnered with **2,000+ Tech companies** in IT recruitment from SMEs to International enterprises, offering solutions for IT talents



## REASONABLE HIRING COST

With a competitive service fee **30% less than** we offer a cost-efficiency option for a full-cycle recruitment.



## RELIABLE & QUALIFIED SERVICE QUALITY

Huge developer database

### 250,000 verified developers

- Fresher & Junior (Under 3 years): 120,000 profiles
- Middle & Senior (3 – 5 years): 88,600 profiles
- From 5 years: 42,000 profiles

### IT Recruitment Team

- Understanding Vietnam IT job market
- Insights into Developers community
- Well-equipped with sourcing and screening skill

# OUR SERVICE

Talent Partner – Hire Professionals, Make Great Products



<b>SERVICE FEE</b>	<b>20%</b> x annually gross income of successfully-hired candidates <i>25Mil VND as minimum service fee, 12-month annual package</i>
<b>SERVICE TERM</b>	<b>Search period:</b> during first 10 days <b>Guarantee period:</b> 60 days from 1st date of candidate's probation term <ul style="list-style-type: none"> <li>● 01 x Free replacement</li> <li>● Service guarantee: refund as credit</li> </ul>
<b>PAYMENT TERM</b>	<b>Within 14 days</b> from the 1st date of candidate's probation term



## Service timeline stimulation

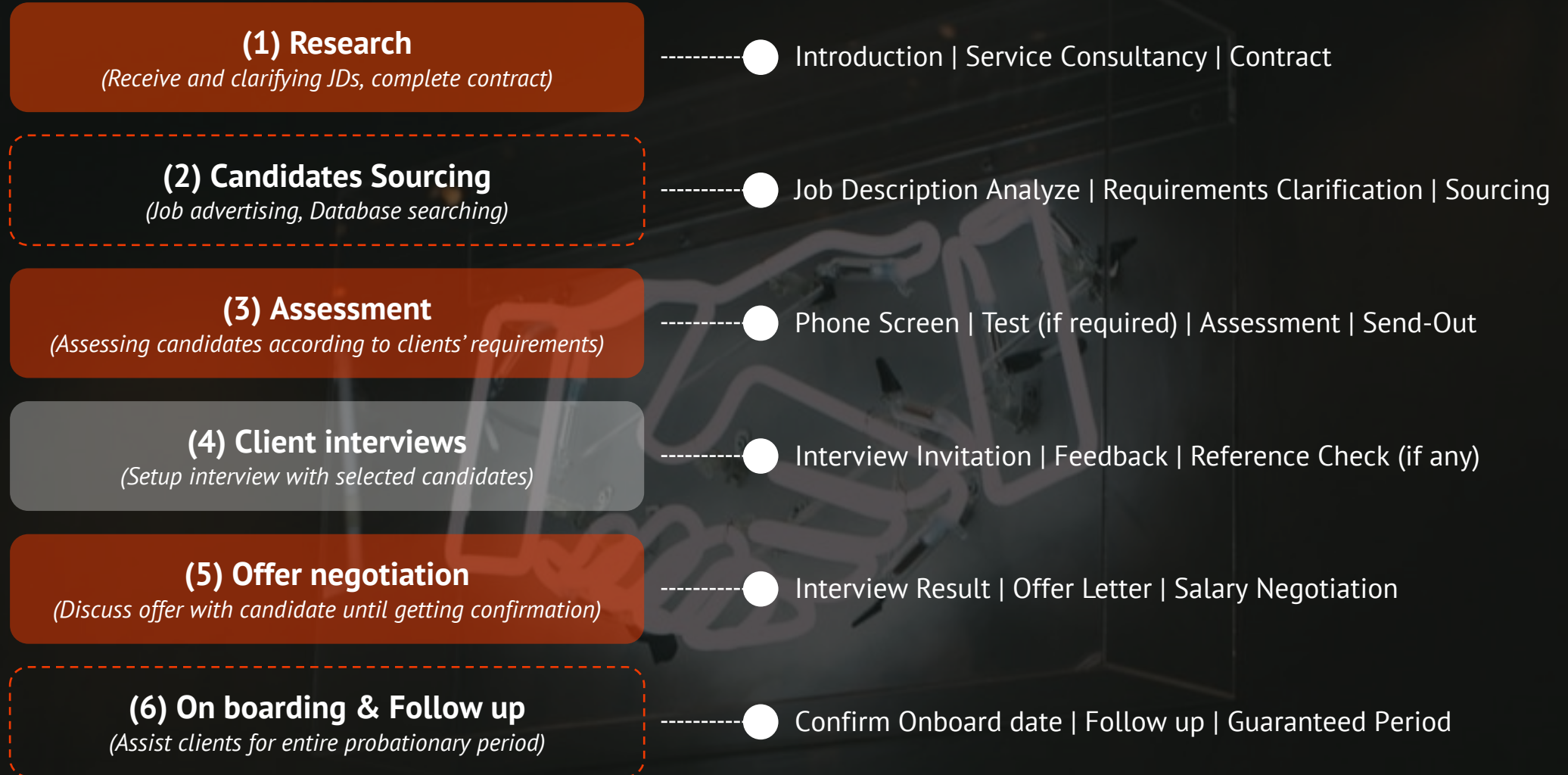
7 – 10 days **Sourcing** → 10 – 14 days **Process, Interview & Feedback** → 5 – 7 days **Offer & Negotiation**

**Candidates Onboard**  
1<sup>st</sup> day | D-1

**Service Fee Payment Process**  
D-14

**Free Replacement**  
During D-60

**Service guarantee**  
Up to D-120



 **SERVICE FEE**  
Lowest price in the market

TalentSuccess

# Only 20% annual salary

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**Minimum 25,000,000 VND/ successful case**

*About Service Fee:*

- ✓ *Recruitment fee is 20% of annual gross fixed income*
- ✓ *Annual Gross Income as Annual Gross Salary and other fixed cash allowances, bonuses such as joining-in bonus and 13th-month salary*
- ✓ *Minimum service fee is VND 25,000,000 VND per successful placement*



**Talent Success – Your Business Success**

Premium IT Recruitment Service of Applancer JSC

For inquiries or customized quotes & packages for your needs, please contact [nhu.truong@applancer.net](mailto:nhu.truong@applancer.net) or [contact@applancer.net](mailto:contact@applancer.net).

Website: <https://talentsuccess.vn>

Hotline: (84) 28.6656.7854

Level 12A, AP Tower, 518B Dien Bien Phu Street, Ward 21, Binh Thanh District, Ho Chi Minh City

## DATABASE

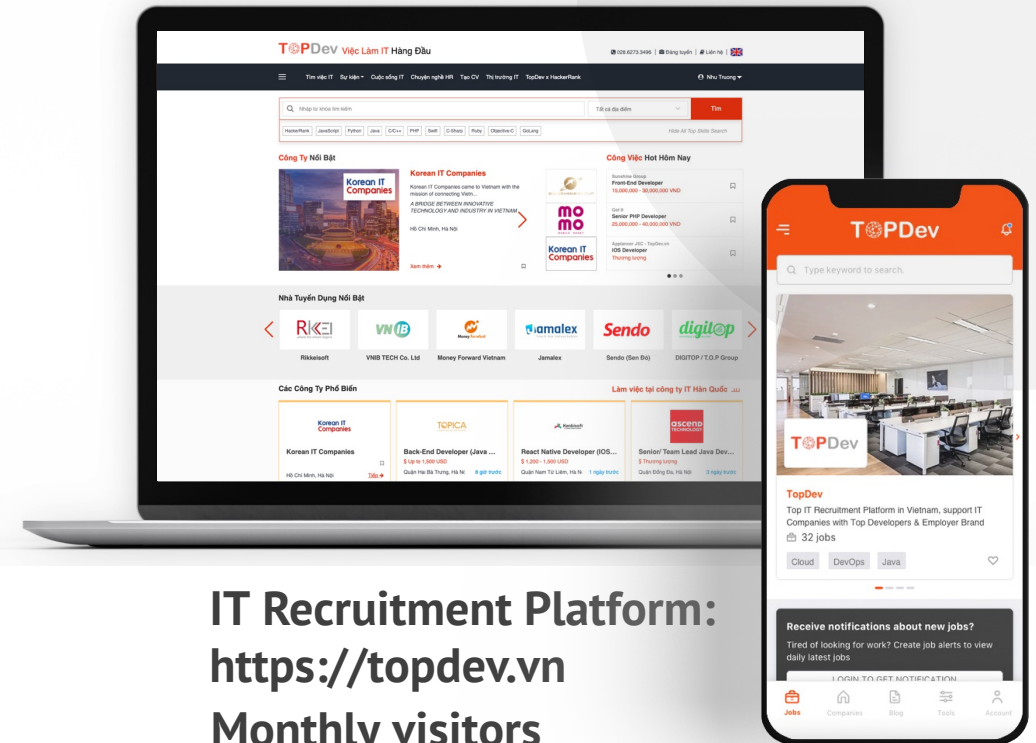
250,000

Verified Developers Profile  
Among 335,000+ IT Profiles in Vietnam  
(as of October 2021)

### In which:

- **Fresher & Junior (Under 3 years):** 120,000 profiles
- **Middle & Senior (3 – 5 years):** 88,600 profiles
- **From 5 years:** 42,000 profiles
- **Wide range of tech stacks:** PHP, Java, Python, .Net/ASP.Net, Golang, Ruby, C++, Javascript, Cloud, DevOps, Product/ Project Manager, Business Analyst, AI/ML, Data Analytics/ Engineer, Science...

## PLATFORM



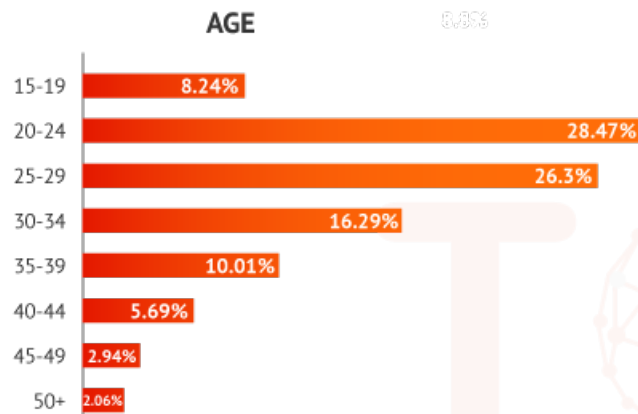
IT Recruitment Platform:  
<https://topdev.vn>  
Monthly visitors

800,000  
(as of August 2021)

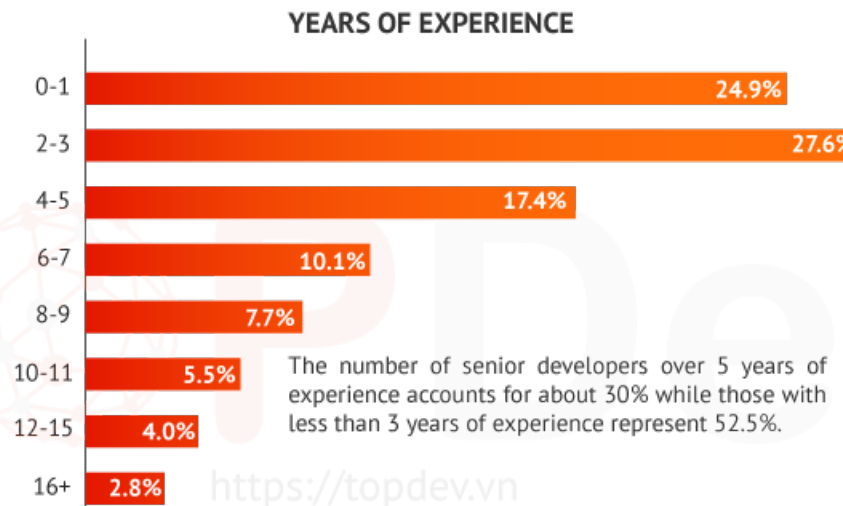
TopDev  
Mobile Application  
(new launch June 2021)

# DEVELOPER DEMOGRAPHIC /VIETNAM MARKET

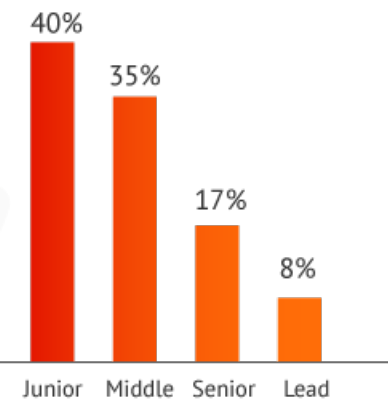
Nowadays, most of the developers belong to the Millennials generation - employers need to pay attention to age, interests and insights to adjust their recruitment plan to suit the current multi-generational recruitment trends nowadays. This is a generation that desires a better balance, a healthy lifestyle, more information about the company, its products and wants to be highly involved in the product development process. They also expect the product to have the ability to serve them and their community. Millennials with a fast-paced way of living require an active and flexible lifestyle. The recruiters also need to prepare for the Centennials (GenZ), following Millennials. GenZ's mindset and how to interact with them are becoming much more different. They are projected as a new wave which would change service and entertainment industry context, recruitment and ICT are not exemptions, certainly.



The age dominating this survey is from 20 to 34 years old. Numerous developers started coding early and about 8.24% of them started coding before 20. At present, the number of developers in Vietnam at a young age accounts for the majority with 54.76% aged 20 - 29 years old.



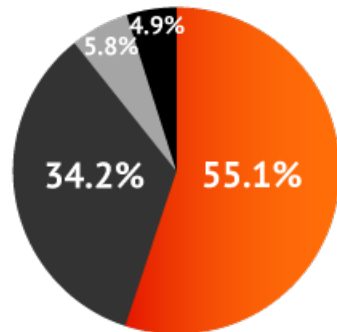
### LEVEL OF QUALIFICATION



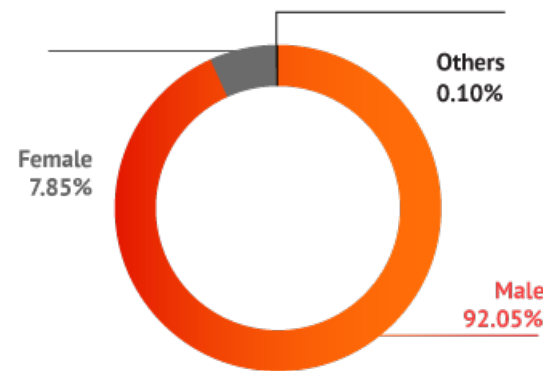
There is a large number of developers with only a few years of experience but having Senior / Lead expertise. In contrast, some having many years of experience but only being reviewed as Junior or Middle-higher positions.

### LOCATION

- Ho Chi Minh City
- Da Nang
- Ha Noi
- Others



### GENDER



Male still dominates the gender of developers or people working in the technology sector with more than 92.05%. Females constitute a minor number of 7.85%, however, the proportion of women has also increased significantly, especially those having 2 years of experience or more. Also, compared to last year, the number of females working in the IT sector saw considerable growth.

# DEVELOPER DEMOGRAPHIC / POPULAR TECHNOLOGIES

React, MySQL, Spring, Laravel, Sass, Django and Django are the most popular technologies in their respective tech stacks.

## JS Javascript

1. React	34.11%
2. Node.js	30.19%
3. Vue	19.08%
4. Angular	18.26%
5. Express	10.82%

## SQL

1. MySQL	53.11%
2. SQL Server	20.66%
3. PostgreSQL	18.77%
4. MongoDB	13.87%
5. Redis	10.47%

## Java

1. Spring	55.96%
2. Struts	18.47%
3. Hibernate	18.03%
4. JSF	12.37%
5. Vaadin	5.77%

## CSS

1. Sass	75.33%
2. Less	64.37%
3. Stylus	50.20%
4. PostCSS	39.85%
5. SCSS	18.62%

## .NET/ C#

1. .NET Framework	56.93%
2. .NET Core	39.60%
2. ASP.NET Core	25.15%
4. ASP.NET MVC	22.04%
5. Xamarin	8.35%

## Python

1. Django	35.22%
2. Falcon	20.96%
3. Pyramid	6.50%
4. Flask	4.40%
5. Bottle	2.10%

## PHP

1. Laravel	61.21%
2. Symfony	34.17%
3. CodeIgniter	28.38%
4. Yii	12.89%
5. CakePHP	5.89%

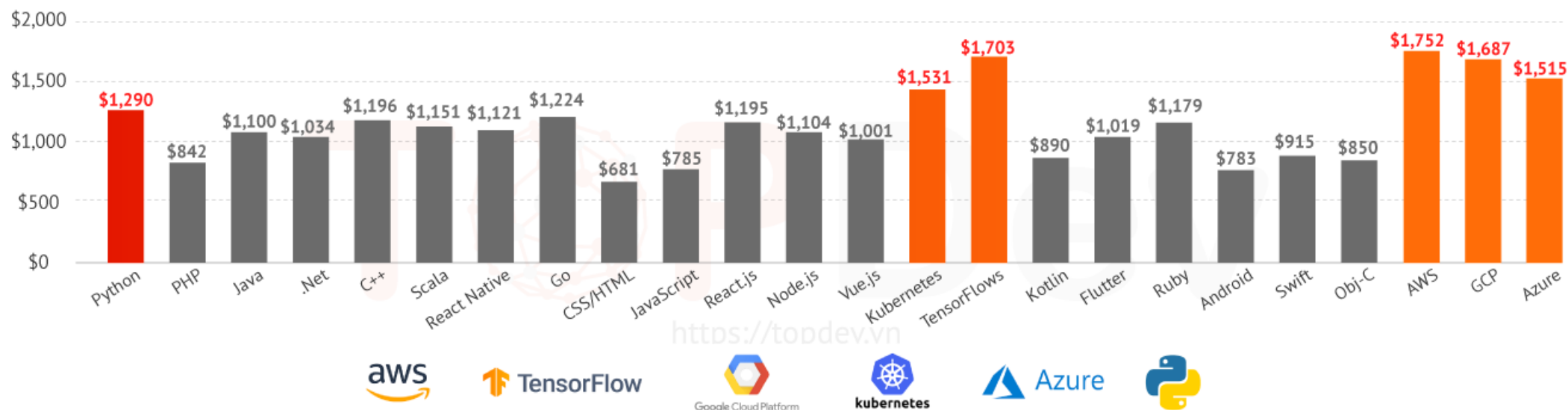
## Mobile Development

1. Java	45.06%
2. Swift	35.19%
3. Objective-C	34.21%
4. React Native	31.12%
5. Flutter	12.56%

JavaScript is the most popular language together with other IT skills. In which, React, Node.js & Vue are the top 3 choice of Javascript frameworks, while React & Node.js quite share the same popularity among developers. Top choice to work with Java is Spring (more than 55%) then Struts & Hibernate respectively. There hasn't been much change in .NET/C# list in which .NET Framework, .NET Core & ASP.NET Core top the list. Laravel remains the most popular framework in the PHP tech stack with more than 61%, followed by Symfony (34.17%) & CodeIgniter (28.38%). MySQL keeps leading the SQL tech stack with more than 53%. However, the level popularity among SQL systems doesn't vary that much while Top 5 (MySQL, SQL Server, PostgreSQL, MongoDB & Redis) contribute respectively the same importance of database functions in every development. Top 5 CSS preprocessors places belong to Sass, Less, Stylus, PostCSS & SCSS. Python - one of the hottest 'player' recently in technologies world - show significant gap in popularity among choices, in which Django framework choice accounts for 35.22% while the 5th rank (Bottle) just share 2.1%. Among Mobile Developers, Java, Swift & Objective-C take the places on top 3 list of programming languages choice. Meanwhile, new "players" - React Native and Flutter have experienced dramatic increase in popularity in recent years.

# DEVELOPER SALARY @TECHNOLOGY

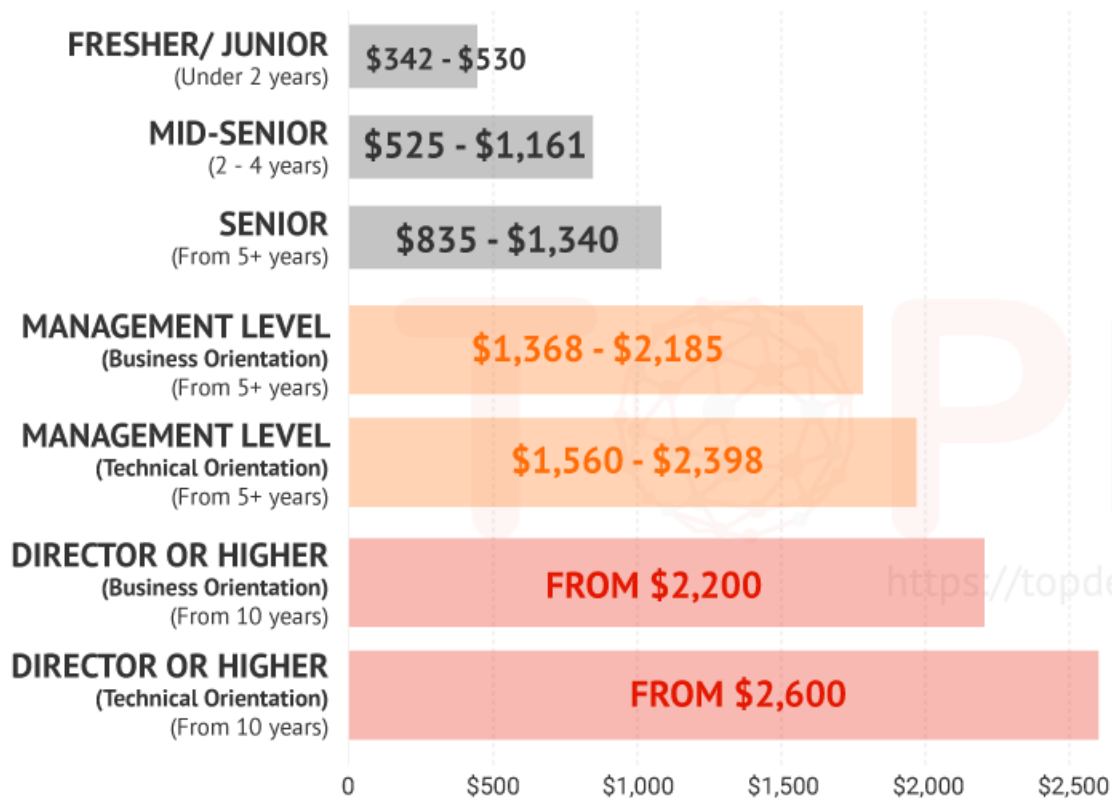
DEVELOPER SALARY BY TECHNOLOGIES  
(relatively up to 3 years of experience)



Top highest-paid tech stacks in the list can be divided into 2 big groups: High tech related to AI/ML trends (Kubernetes, TensorFlows, Python) and Cloud Computing (AWS, GCP, Azure). This is the consequence of worldwide digital transformation as well as significant impact from Covid-19. Following this list, fundamentals technologies related to web, system & mobile development still take the considerably high ranks. While there was a considerable decrease in Mobile old-fashioned skills compared to the beginning of 2010 with "mobile first" wave, new platforms for Mobile Development still claim their value with higher salary base than other common tech stacks.

# DEVELOPER SALARY @LEVEL & INDUSTRY

## DEVELOPER SALARY BY YEARS OF EXPERIENCE



During the first 5 years, developer salaries ranged from \$342 (Fresher) to less than \$1,161 for Mid-Senior. For developers from 5 years of experience, the difference in salary is mainly based on position and responsibility for business operations. Director or higher level will have a salary of at least \$2,200. The salary for a technical management level will be higher than that of a business-oriented manager/ director.

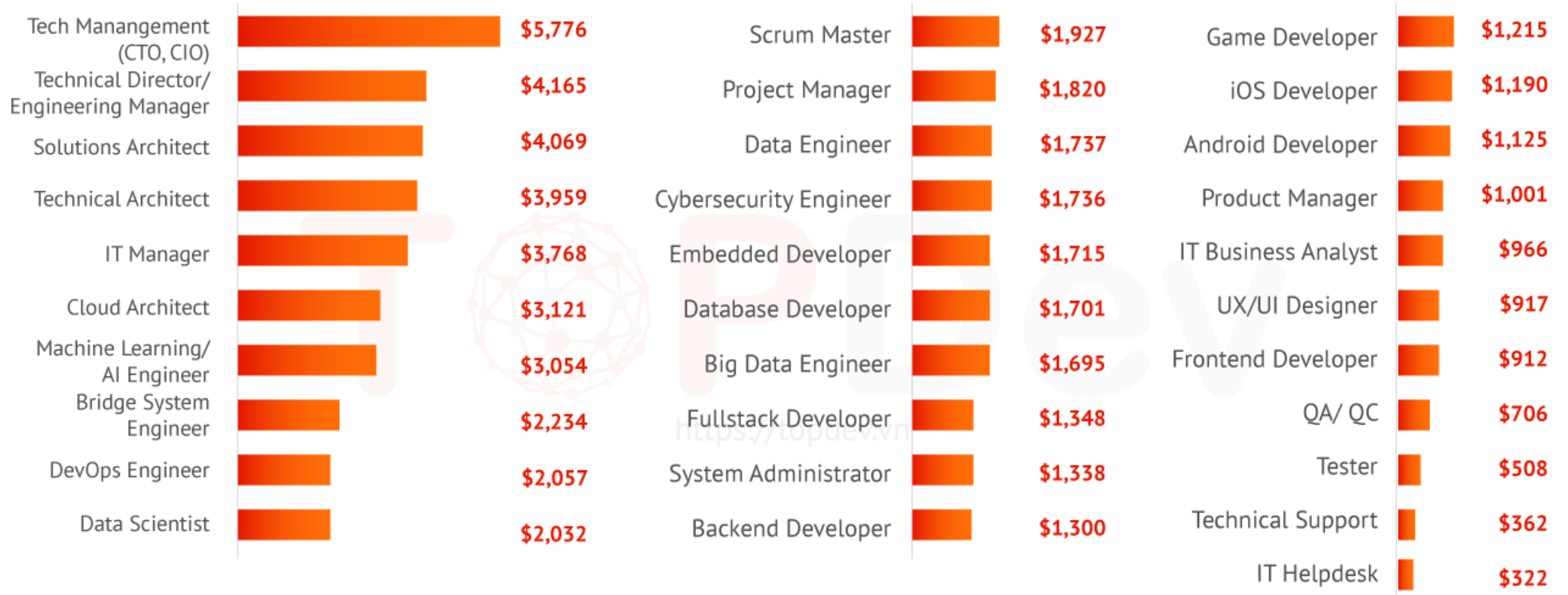
## DEVELOPER SALARY BY INDUSTRIES

- #1 Security
- #2 High Tech
- #3 Fintech
- #4 Software Outsourcing
- #5 IT Service
- #6 Banking
- #7 Telecommunication
- #8 E-Commerce
- #9 Business Service/ SAAS
- #10 Digital/ Media
- #11 Healthcare
- #12 Edtech
- #13 BPO

The top 3 industries with high income currently are Security, High Technology and Fintech. Imported into Vietnam since 2015, High-tech field (AI, IoT, Cloud computing,...) is considered as the key to bring competitive advantage, a mandatory trend in 2021. For Fintech, this is considered a really necessary industry for banks and all corporate governance systems. Despite being in the top industries with high salaries, businesses still face challenges when finding personnel for most IT positions.

# DEVELOPER SALARY @ POSITION

## DEVELOPER SALARY BY POSITIONS



As predicted by the previous reports, highest-paying positions require special skills like Data Analyst, DevOps, Machine Learning or AI. Due to Covid-19 impact which leads to urge for business digital transformation, the importance of Cloud Service & DevOps has played a critical role in maintaining & developing the business. Therefore, there has experienced dramatical growth in demand for Cloud/ DevOps engineers which follow with those positions increasingly salary base.

CTO, CIO or Tech Management positions which are still considered the highest career goals with more responsibilities & adaptability to "new normal" era, which now is not limited anymore, ranging from people & performance management, planning & strategies, risk managements, cybersecurity & scalability along with stability. To reach this, managers have to master strong basic skills, handle management tasks, optimize companies' technology/ technology-based products & on-time adjustment.