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MICROIMAGE



Harsha Purasinghe
Chief Executive Officer

Founded by a group of high school students as a hobbyists' club, Microimage lays claim to being the most successful high school start-up story in Sri Lanka. From its humble beginnings as a language software developer, following a challenging journey, the business has transformed itself into a group of companies with interests in human capital management, broadcast media, and mobile and digital convergence.

Q: What are the core values of your organisation that work towards generating corporate respect?

A: Our philosophy encompasses a set of core values that govern the way we operate. These are as follows: customers first, passionately innovate, empowered people, integrity-centric, partner-driven and social impact.

Customers always come first; and to this end, we adhere to maintaining high quality standards in our products and service delivery.

Rather than micromanaging, we believe in empowering our workforce, enabling it to build confidence. The company is driven by innovation, which is the live wire of Microimage. Being integrity-centric goes hand in hand with ethical business practices and being a fair market

player. We are striving to build strong partnerships, based on trust, and focus on the social impact of our activities, to be a responsible corporate entity.

Q: Do you believe that organisations such as yours have a duty to engage in social causes?

A: Definitely. One of the most impactful examples I can provide is of Microimage being the company that was instrumental in establishing Sri Lanka's primary disaster early warning system – the Disaster and Early Warning Network (DEWN).

It uses the GSM network to alert people of natural disasters, and was engineered in the aftermath of the tsunami in 2004. DEWN was developed by collaborating with the University of Moratuwa and Dialog Axiata. We donated this system to the Government of Sri Lanka in 2008, with the establishment of the Disaster Management Centre.

Q: On the world stage, which corporations do you respect – and for what reasons?

A: Whole Foods Market is one of the leading retail chains in the US, and stands out as a socially responsible company. Everything that's sold in its stores is



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organic, and its focus is not purely on maximising profitability, but also ensuring that all stakeholders are treated equally.

Google is also worthy of respect, for the impact it has made on our lives. The world around us is organised by it. Thanks to Google, we can easily navigate and find a location, and search through databases of knowledge.

Another leader whom I look up to is Elon Musk, who runs SpaceX, Tesla Motors and SolarCity. He is accomplishing feats that take humanity to another level. And he has built businesses around the chief source of pure energy – the sun – and is working to counter global warming.

Other organisations that I respect include Apple and Microsoft. Apple has achieved tremendous innovations; and I don't think that conducting most of our day-to-day office tasks today would be possible if not for Microsoft.

Q: What are the main attributes of your organisation's corporate image?

A: Innovation is a key attribute, and our inventions are always in the limelight. Microimage powers all the radio stations in the country, with its pioneering radio automation solution – mStudio. Our human capital management solution

Microimage HCM probably manages the human resources of close to half a million workers in local companies.

Our emphasis on being integrity-centric has also played a significant role in building the company's corporate image. The industry knows that we have always been honest.

Q: What does it mean for Microimage, to be ranked among the Most Respected entities in Sri Lanka?

A: We don't work to win awards; we operate the way we deem is right for a responsible business entity.

But when we receive this kind of recognition – where, through surveys, people perceive us as a respected entity – without us having to submit credentials or any other application, it is an unbelievable honour. It means that we have genuinely done something right, together as a team. That respect is impartial and unbiased.

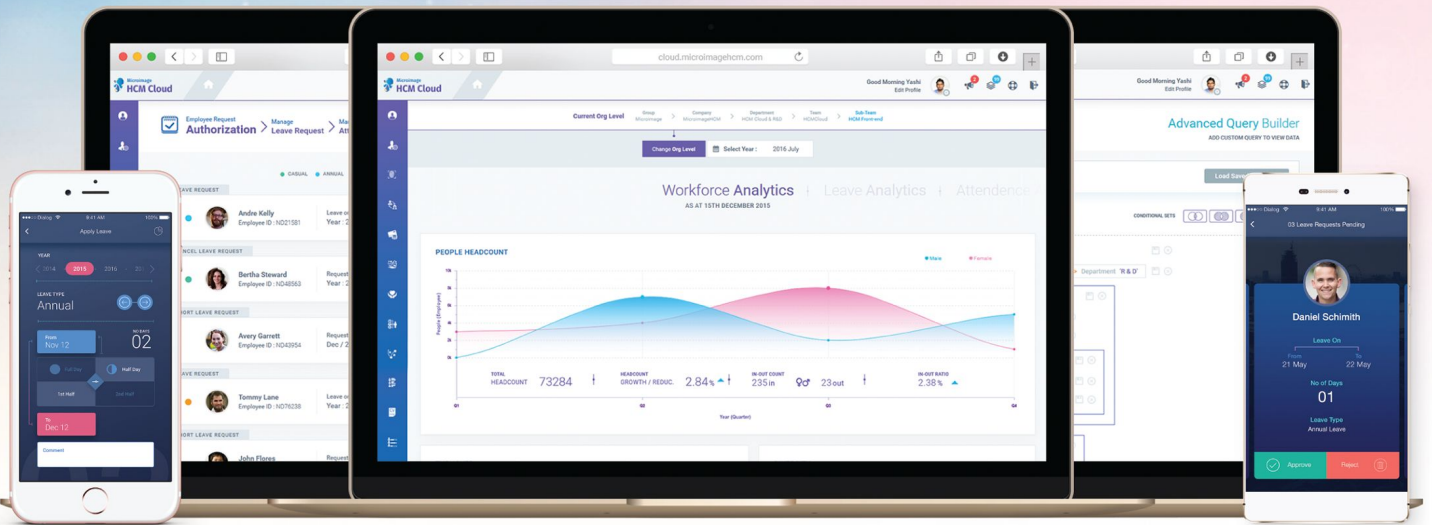
Forging ahead as a truly Sri Lankan firm with a vision of making its mark as a global player, Microimage hopes to establish regional offices in Sydney and London, to broaden its operations to capture European markets. It says it will continue to innovate and build products that are accepted globally.



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