SOFTSERVE UNIVERSITY 2024 WRAPPED

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In a world defined by rapid change, investing in people's growth is more critical than ever. At SoftServe, we've always made talent development a top priority — because when our people grow, our company evolves. Learning fuels innovation, and helps us stay future-ready while delivering more value and impact on a global scale. It's deeply embedded in our DNA.

SoftServe University plays a big role in making this happen. It empowers us to seamlessly integrate development into the employee journey — offering tailored programs that reflect our culture, values, and business goals. We help our people grow and create a culture of excellence across the organization.

**Paolo Emilio Testa,
Chief People Officer**

Life-long learning is a core requirement nowadays. Only those who learn quickly and adapt to change can cope with the challenges successfully. That's why our goal is to ensure an environment that allows people to learn and adapt in the workplace.

At SoftServe University, we strive to be a trusted learning partner for every associate, helping them to develop the needed skills and unleash their potential in the best way. We also invest in education across our regions — partnering with universities to align programs with industry needs, while SoftServe Academy opens doors for new talent.

2024 brought its share of challenges, and our teams turned them into growth. This report captures what we've learned and where we're headed next.

**Galyna Datsiv,
VP of Learning and Development**

SOFTSERVE UNIVERSITY SERVICES

AGILE CERTIFICATION COURSES	BUSINESS DEVELOPMENT LEARNING	CERTIFICATIONS AND PARTNERSHIP PROGRAMS
COACHING	COOPERATION WITH UNIVERSITIES	CROSS-CULTURAL COMMUNICATION PROGRAMS
DEI PROGRAMS	DOMAIN EDUCATION	FOREIGN LANGUAGES LEARNING
GLOBAL EDUCATORS' COMMUNITY	IN-HOUSE E-LEARNING	JUNIOR TALENTS & EXTERNAL LEARNING
LEADERSHIP DEVELOPMENT	LEARNING MANAGEMENT	LEARNING PARTNERSHIP
MANDATORY LEARNING	MENTORSHIP AND JOB SHADOWING	SOFT SKILLS DEVELOPMENT
SYSTEM AND ANALYTICS	TECH PROGRAMS	THE TALK PLATFORM
UDEMY BUSINESS MANAGEMENT	WELL-BEING	

SOFTSERVE UNIVERSITY 2024 WRAPPED

HOW WE DRIVE TALENT DEVELOPMENT

At SoftServe, learning isn't just a process — it's part of who we are. For nearly 20 years, we've been growing together, challenging ourselves, and rethinking how learning can make a greater impact. Through SoftServe University, we equip our associates with the skills, knowledge, and mindset to lead, deliver, and grow.

In everything we do, we're building a learning culture — one that empowers associates, leaders, strengthens teams, and drives innovation across the organization. We believe that excellence in learning is the foundation for excellence in performance, and that's why we continuously advance how we design and deliver learning.

This report captures our journey throughout 2024 — the programs and services we've designed, the results we've achieved, and the ways learning continues to transform our organization.

Explore the highlights, numbers, and stories — and see how learning at SoftServe continues to shape what's next.

90%
learners engagement

10 223
unique learning solutions

90 6↑
NPS

11 571
unique internal learners

6 011
unique external learners

LEARNERS ENGAGEMENT PER LOCATION

OTHER COUNTRIES 72% 85%

POLAND 84% 92%

UKRAINE 67% 86%

BULGARIA 79% 93%

ROMANIA 81% 81%

MEXICO 95% 92%

COLOMBIA 93% 93%

CHILE 89% 96%

■ Recommended learning
■ Mandatory training
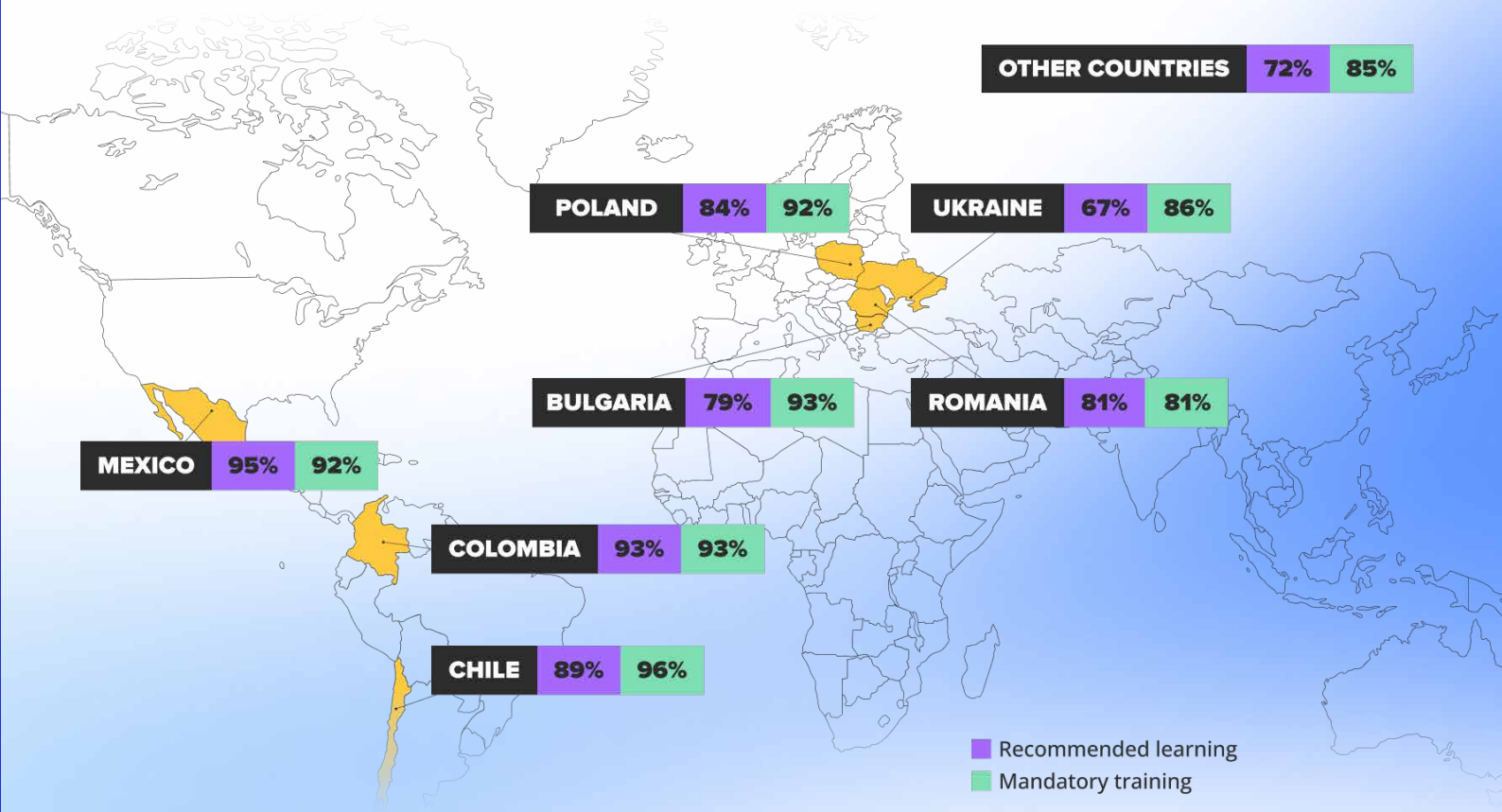
AGILE CERTIFICATION COURSES

The Agile Programs initiative, a collaboration between SoftServe University and LACE (Lean & Agile Center of Excellence), promotes agile practices and builds a strong community of practitioners. Through Agile-focused education, we create a scalable, modern management framework accessible to SoftServe associates and external participants.

Partnering with ICAgile and Scaled Agile Inc., we offer 8 accredited certification courses, delivered by 20 certified instructors, training over 1,300 participants, including 290 client employees from 13 companies.

This approach strengthens SoftServe's position as a leading Agile company, empowering professionals to excel in a rapidly changing environment.

FACTS AT A GLANCE

11
Agile courses launched

164
learners

20
certified instructors

77
NPS

KEY INITIATIVES

ACTING AGILE

This year, we hosted a series of webinars aimed at bringing together key players in Agile practices. The goal? To explore the most effective ways to embrace and apply an Agile mindset in everyday work.

We delivered three webinars, with a strong focus on the Scrum and SAFe frameworks.

> *The Agile Fundamentals course provided me with a deep understanding of the core concepts and principles of Agile, significantly improving my teamwork and project management skills. The lectures were well-structured and clear, and the real-world examples helped me better grasp the material and apply it in practice. I especially appreciated the interactive exercises and tasks, which allowed me to try out Agile methods firsthand.*
>
> *Overall, the course was informative and inspiring, and I would recommend it as an excellent starting point for anyone looking to deepen their knowledge of Agile methodologies.*

ICAGILE CERTIFICATION COURSES

ICAgile certification trainings cover Agile Fundamentals, Agile Project and Delivery Management, Delivery at Scale, Agile Team Facilitation, and Agile Coaching. These courses focus on Agile principles, scaling practices, facilitation techniques, and fostering Agile mindset. SoftServe SSU and PMO enable 70 Agile coaches to be ICAgile certified and more than 1000 of internal and external participants since 2019.

SAFE CERTIFICATION COURSES

SAFe certification trainings include Leading SAFe, SAFe Product Owner/ Product Manager, SAFe for Teams, and SAFe Advanced Scrum Master courses. These courses provide comprehensive understanding and skills for Agile transformations, value delivery, high-performing teams, and relentless improvement. Over 3 years SAFe Practise Consultants at SoftServe certified 300+ participants in SAFe.
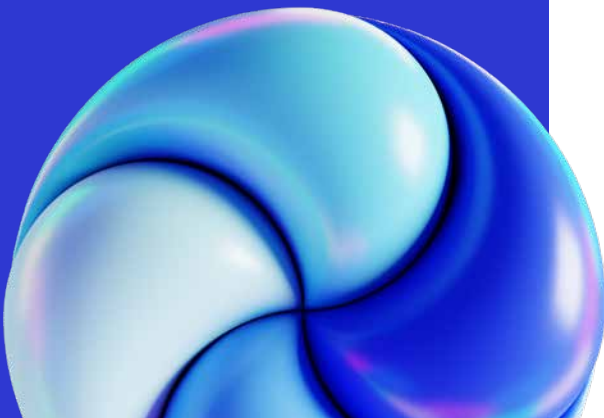
BUSINESS DEVELOPMENT LEARNING

The BizDev Learning Programs equip SoftServe associates with the skills and knowledge to drive business growth by delivering impactful client interactions and adopting best practices.

★ HIGHLIGHT OF THE YEAR

Based on participant feedback, we enhanced the learning experience, resulting in a significant NPS increase from 77 in 2023 to 95 in 2024. While participation decreased from 959 to 513, this refined and targeted approach delivered more tailored, impactful sessions, ensuring higher satisfaction and deeper engagement.

FACTS AT A GLANCE

513
learners

17
learning solutions

95
NPS
`18 ↑`

39
speakers

KEY INITIATIVES

PRE-SALES TALKS

The interactive sessions cover real-life cases, practical tips, trends, success stories, and lessons learned in pre-sales. The most popular topics include:

- Business storytelling for human experiences
- Empowering business development through design. The CBRE story
- POVs — setting up a baseline for winning together

PRE-SALES TRAININGS

The training programs equip SoftServe associates with the skills and best practices needed to enhance customer engagement and drive business growth.

COE INSIDER SESSIONS

A 30-minute online Q&A consultation with CoE experts, offering key insights into strategic initiatives and impactful outcomes across various CoEs. This year, we hosted 9 sessions, providing valuable expertise and industry perspectives.

PARTNER FUNDING PROGRAMS LEARNING SERIES

A series of sessions exploring how to leverage AWS, Google, and Microsoft partner funding opportunities. This year, we hosted 4 sessions, equipping participants with valuable funding insights.

SALES ONBOARDING MATERIALS

In 2024, we successfully migrated Sales onboarding materials to Cornerstone, enhancing the user experience with better accessibility, structured learning paths, and seamless tracking.

CERTIFICA-TIONS AND PARTNERSHIP PROGRAMS

At SoftServe University, we have the Certification Center, which is more than just a certification administrator — it's a reliable partner in professional growth. We provide end-to-end support throughout the certification journey, from assessing needs and recommending tailored training to ensuring smooth process management and certification maintenance. By handling service requests through the company's HelpDesk, developing in-depth certification handbooks, and maintaining an up-to-date SharePoint space, we ensure that associates have easy access to the information and guidance they need to succeed.

★ HIGHLIGHT OF THE YEAR

SoftServe was recognized as the Google Cloud Talent Development Partner of the Year 2024 for EMEA, underscoring its commitment to cloud expertise and innovation.

FACTS AT A GLANCE

3 058
certified associates total

654
certified associates in 2024
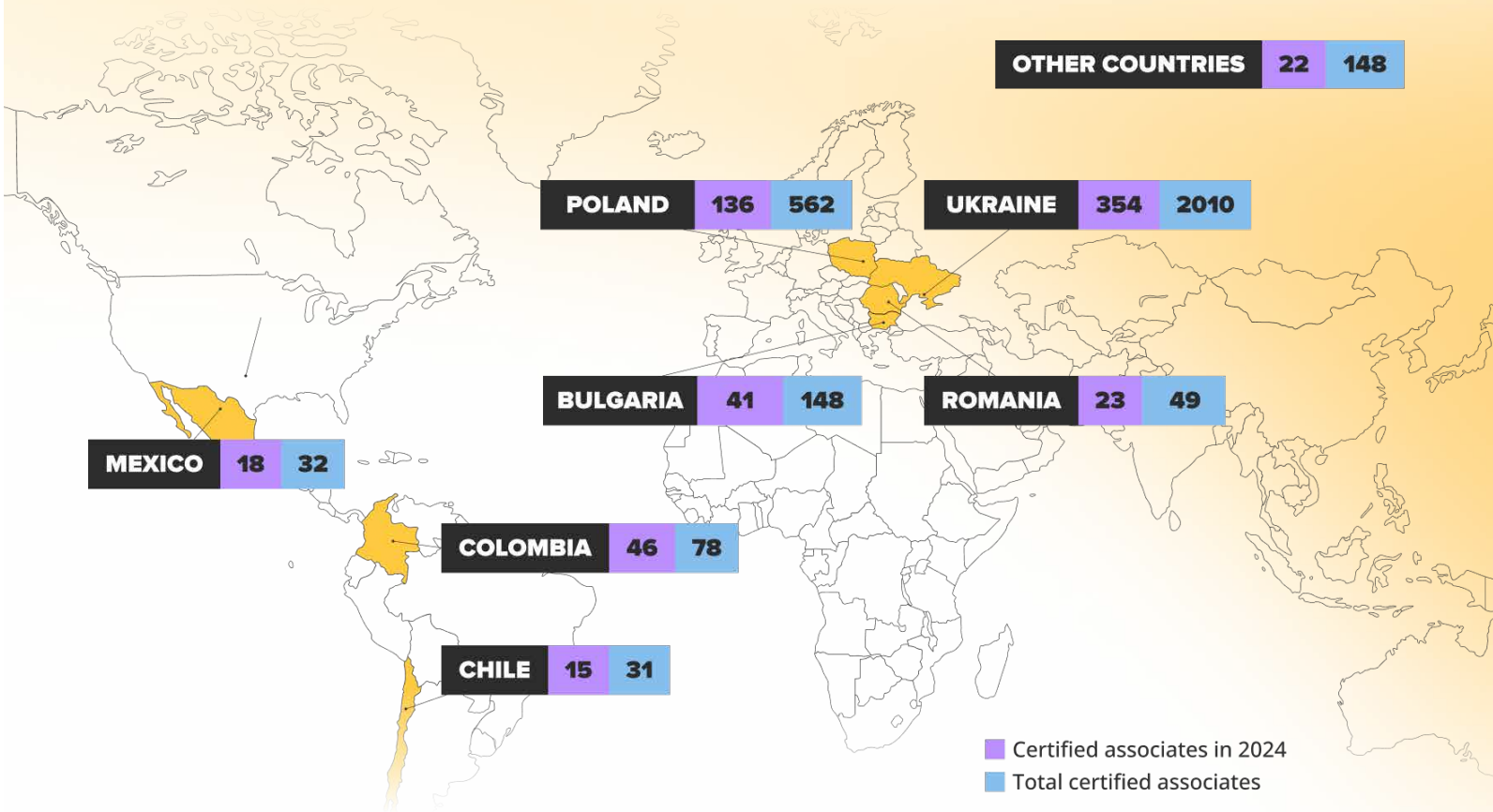
915
certifications obtained in 2024

366 9.25%↑
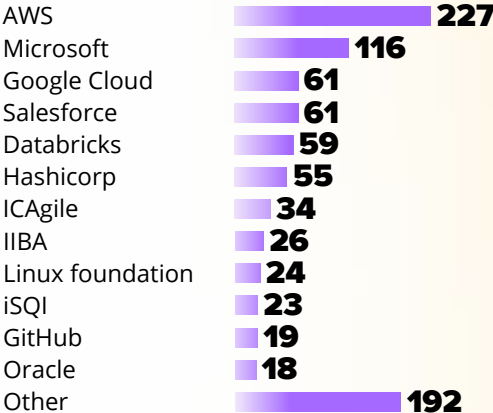online proctored exams conducted across SoftServe platforms in 2024

CERTIFIED ASSOCIATES PER LOCATION

OTHER COUNTRIES   22   148

POLAND   136   562

UKRAINE   354   2010

BULGARIA   41   148

ROMANIA   23   49

MEXICO   18   32

COLOMBIA   46   78

CHILE   15   31

■ Certified associates in 2024
■ Total certified associates

OBTAINED CERTIFICATIONS PER PROVIDER 2024

Provider	Count
AWS	227
Microsoft	116
Google Cloud	61
Salesforce	61
Databricks	59
Hashicorp	55
ICAgile	34
IIBA	26
Linux foundation	24
iSQI	23
GitHub	19
Oracle	18
Other	192

TOP CERTIFICATIONS 2024

Certification	Count
AWS Cloud Practitioner	71
AWS Solution Architect Associate	56
HashiCorp Terraform Associate	51
Databricks Data Engineer Associate	36
AWS DevOps Engineer Professional	31

TOP CERTIFIED ASSOCIATES
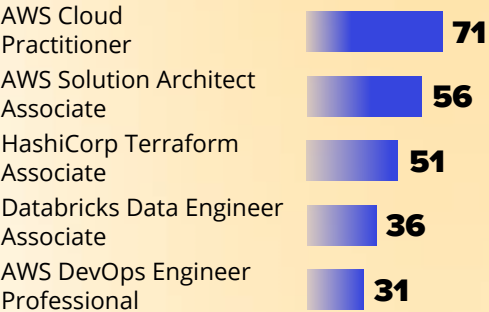
10 George Dobrisan
Senior AWS DevOps Engineer

10 Vladimir Mitkov Borisov
Senior Platform Developer

6 Maciej Horeglad
AWS DevOps Engineer

6 Mariusz Zyla
AWS DevOps Engineer

5 Anatolii Okhotnikov
Solutions Architect

KEY INITIATIVES

DATABRICKS CERTIFICATION PROGRAM

To strengthen SoftServe's Databricks partnership and meet client demand, the Big Data Group and Certification Center launched a program helping engineers earn advanced certifications, enhancing expertise and unlocking new business opportunities.

databricks

SOFTSERVE WINS GOOGLE CLOUD AWARD

SoftServe has received the 2024 Google Cloud Talent Development Partner of the Year for EMEA.

This award recognizes SoftServe's commitment to growing and promoting the company's cloud skills through training, upskilling, and reskilling staff on leading-edge cloud technology with Google Cloud certifications. The company spurred encouragement through its Google Cloud Certification Challenge, which incentivized employees to pursue certifications with a donation commitment to SoftServe's charity, Open Eyes, where funds were directed to support humanitarian aid in Ukraine.

GITHUB CERTIFICATION PROGRAM

This year, SoftServe became a GitHub Partner by certifying specialists in GitHub Actions, Advanced Security, and Administration, boosting efficiency, unlocking exclusive resources, and reinforcing its expertise in GitHub-based DevOps and security solutions.

GitHub

CLOUD PARTNERSHIP CERTIFICATION PROGRAM

Since 2019, SoftServe's Cloud Partnership Certification Program has strengthened partnerships with AWS, Google Cloud, and Microsoft by ensuring compliance, unlocking exclusive benefits, and enhancing project delivery.

As partners, we access hybrid acceleration programs with on-demand training and virtual workshops, allowing associates to tailor their certification journey.

aws

STRATEGIC PARTNERSHIP WITH NVIDIA

Since the start of our partnership in 2020, SoftServe and NVIDIA have built a powerhouse alliance, driving innovation and excellence. Our commitment and impact have been recognized through achieving Elite Service Delivery Partner status and winning EMEA Outstanding Impact Partner Award (2023), EMEA Consulting Partner of the Year Awared (2024), and Americas NPN Service Delivery Partner of the Year Award (2025) — solidifying our leadership and strategic influence in the NVIDIA ecosystem.

BUSINESS TALENTS DEVELOPMENT

In 2024, SoftServe elevated its NVIDIA expertise by certifying its sales team through strategic NVIDIA training programs. This investment secured the renewal of our Elite Service Delivery Partner status. By sharpening our technical and business acumen, we continue to drive innovation, differentiate our offerings, and deliver unmatched value to clients in the NVIDIA ecosystem.

NVIDIA TECH EXPERTISE DEVELOPMENT

SoftServe University fueled the growth of NVIDIA technology expertise by designing four specialized curricula in AI & Omniverse and curating targeted learning playlists. With 86 engaged learners, this initiative equipped our associates with the latest advancements, reinforcing SoftServe's position as a leading provider of NVIDIA-powered solutions.

NVIDIA CERTIFICATIONS

In 2024, SoftServe's collaboration with NVIDIA led to the development and successful launch of four new certifications, designed to advance expertise in cutting-edge technologies. These certifications were created through a close partnership and deep technical collaboration. SoftServe experts became the first professionals in the market to receive them, reinforcing our leadership in tech education and talent development. This milestone highlights the strong synergy between SoftServe and NVIDIA in shaping the future of workforce readiness.

Certifications:

- NVIDIA Generative AI LLM Associate Certification
- NVIDIA Generative AI Multimodal Associate Certification
- NVIDIA AI Infrastructure Professional Certification
- NVIDIA AI Operations Professional Certification

The Multimodal GenAI certification significantly enhanced my understanding of the subject. While I was already confident in answering theoretical questions, the certification process deepened my knowledge - particularly around NVIDIA technologies. One of the key takeaways was learning about the Triton Inference Server, which was thoroughly covered in the exam preparation materials. The learning experience was smooth and hands-on, and thanks to the practical focus, the final exam felt approachable and straightforward.

Taras Rumezhak, Vision Practice Leader

Collaborating with NVIDIA on the AI Infra and AI Ops certifications gave me the chance to help define best practices for emerging AI technologies and have a glimpse on the latest advancements from people who are working with those first-hands. I appreciated the depth of discussion and innovation throughout the process, which not only broadened my knowledge but also enriched the resulting certification programs. It was both an educational and rewarding experience and it was an insightful collaboration that I believe will benefit professionals worldwide.

Rodion Shkrobot, Cloud Architect

As the creator of both the NVIDIA AI Stack Onboarding and the GenAI Lab Onboarding Course, my motivation stems from a clear vision: to accelerate the development of scalable, real-world Generative AI solutions and foster deep technical expertise within SoftServe. These programs were created to empower technologists to build, deploy, and manage LLM-based systems, while also gaining hands-on experience with NVIDIA's cutting-edge AI stack.

Our collaboration with NVIDIA has played a pivotal role in this journey. By aligning our learning experiences with NVIDIA's technologies, we ensure our teams are equipped with future-ready skills and are able to seamlessly reuse and scale curated materials across domains. These materials were designed not only to close technical gaps but to actively shape a culture of innovation. Participation in this initiative represents a strategic step in continuing to co-create impactful GenAI solutions in partnership with NVIDIA and bringing these capabilities to life within production environments.

Dmytro Zikrach, AI Competence Manager

COACHING

Coaching at SoftServe is a personalized way for associates to grow and overcome challenges. Through one-on-one sessions, they gain clarity, build strategies, and reach their full potential. To support our corporate coaches, we created the Coaching Community. This group helps them share experiences, improve their skills, and explore new tools. Regular events and workshops create a space where coaches can grow and help others succeed.

★ HIGHLIGHT OF THE YEAR

Over 355 leaders enhanced their coaching skills through our Coaching Program for Managers and engaging workshops during Coaching Weeks. These initiatives laid the groundwork for more decisive leadership and team development.

FACTS AT A GLANCE

17
active coaching pairs

44
coaches

13
new coaches

100
NPS

COACHES IN LOCATIONS

POLAND 2 3

UKRAINE 22 12

USA 1 3

BULGARIA 1

■ Corporate coaches   ■ External coaches
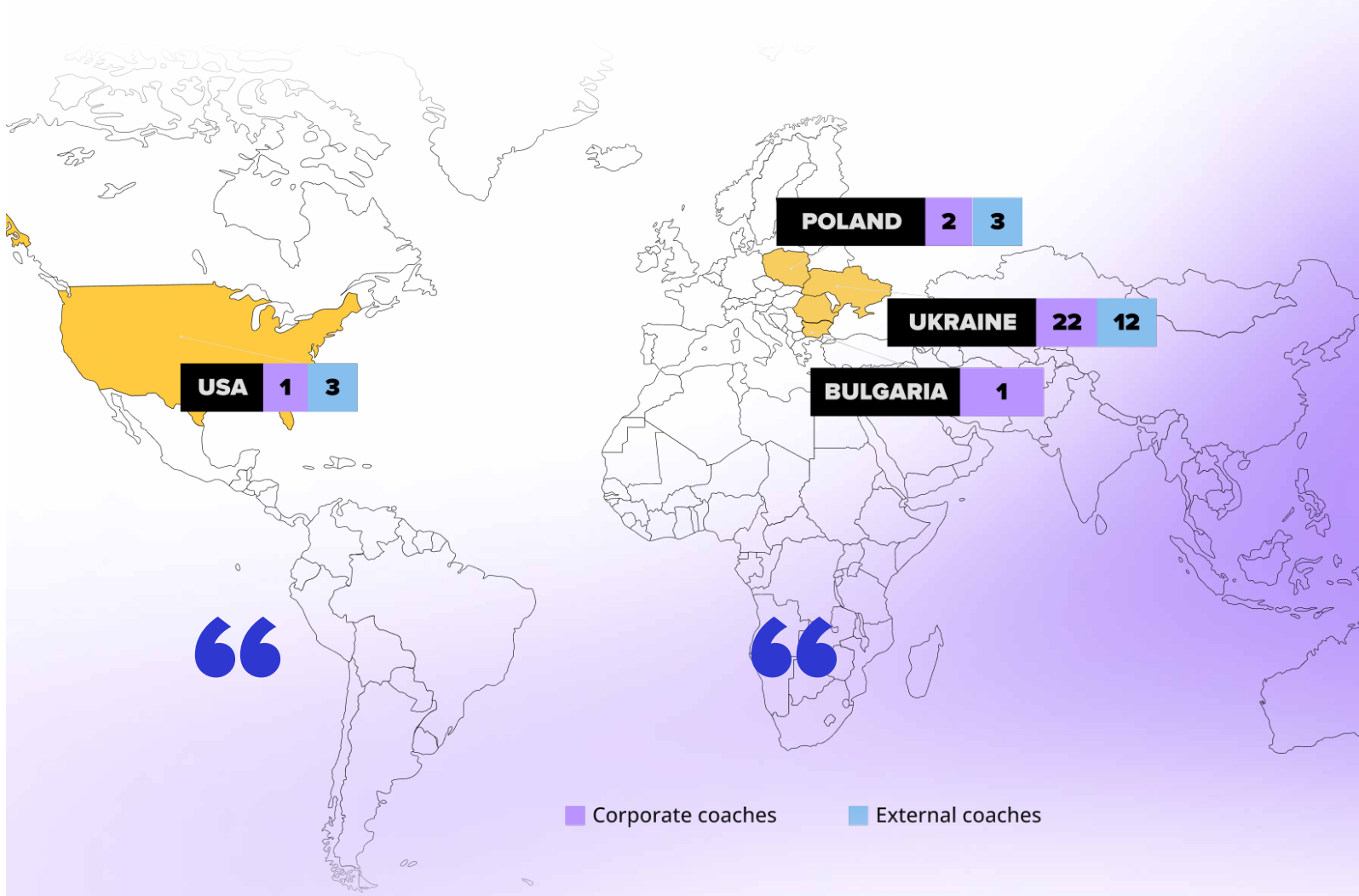
CERTIFIED EXCELLENCE: OUR CORPORATE COACHES AND THEIR GLOBAL CREDENTIALS

26 corporate coaches hold professional certifications from various coaching programs and accreditations from internationally recognized organizations, including the International Center for Positive Psychotherapy (ICPP), the International Coaching Federation (ICF), and the European Coaching Federation (ECF). This ensures a high level of expertise, ethical practice, and a commitment to continuous professional development.

INTERNATIONAL CENTER FOR POSITIVE PSYCHOTHERAPY (ICPP)

ICPP specializes in training and certifying professionals in the field of positive psychotherapy, which focuses on utilizing the client's resources and abilities to overcome challenges. Corporate coaches certified by ICPP are equipped with methods that promote positive thinking and emotional well-being for clients.

INTERNATIONAL COACHING FEDERATION (ICF)

ICF is the leading global organization that sets coaching standards and provides independent accreditation and certification for coaches. Corporate coaches accredited by ICF adhere to high professional standards and ethical guidelines, ensuring the delivery of quality coaching services.

EUROPEAN COACHING FEDERATION (ECF)

ECF brings together coaches across Europe, fostering the development of the profession and setting quality standards. Corporate coaches accredited by ECF possess competencies that align with European standards and apply effective methodologies to achieve results in the coaching process.

> *Coaching has always been my passion, and I've dedicated much of my career to helping individuals grow, whether in career development or performance improvement. It's incredibly rewarding to see people gain clarity on their goals and take meaningful action toward success.*
>
> *At SoftServe, coaching is crucial in helping associates overcome challenges, refine strategies, and break through self-limiting beliefs. For leaders, it's an invaluable tool to manage complexity, maintain balance, and refine their leadership style and vision.*
>
> *I'm proud to be part of this journey at SoftServe, where coaching fosters both personal and professional growth.*
>
> **Christopher Cassarino, Vice President Sales**

> *Coaching initially sparked my interest as a way to understand how it differs from training, mentoring, and teaching — areas where I had prior experience. Over time, I saw its true value in both personal growth and in helping others find clarity and solutions.*
>
> *In my six years of coaching, I've supported professionals in defining career paths, improving communication, and recognizing strengths and areas for growth. Coaching has been especially powerful in times of uncertainty, offering people the clarity and resilience to navigate challenges.*
>
> *For managers and leaders, coaching is essential for making informed decisions, maintaining strong relationships, and fostering personal and professional growth. In a fast-changing environment, it provides the support needed to thrive.*
>
> **Nataliya Bulhakova, Delivery Director**

> *I'd like to express my sincere gratitude to Anzhela Lysenko for an incredibly valuable coaching experience that truly supported my transition into the role of Global University Alliances Manager.*
>
> *Anzhela's guidance helped me navigate the challenges of the new position with clarity and confidence. She introduced me to essential management communication principles, offered practical advice for working with location managers, and fostered meaningful dialogue that shaped my personal leadership style.*
>
> *Her sessions were engaging, insightful, and filled with real-world examples I could apply immediately. Most importantly, Anzhela's genuine support helped me feel empowered and ready to lead.*
>
> *She is not only a great coach, but also an inspiring mentor. I'm truly thankful for the experience and look forward to learning more with her in the future.*
>
> **Mariia Rashkevych, Global University Alliances Manager, TAC**

ACTIVE COACHING PAIRS PER DIRECTION

11
organizational coaching

4
career coaching

3
life coaching

HOW COACHING CAN HELP

- **Clarify Goals and Vision:** Coaching supports associates in defining clear, actionable goals and a compelling vision for the future.

- **Improve Self-Awareness:** Through deeper self-reflection, coaching helps people better understand their strengths, values, and areas for growth.

- **Improve Decision-Making:** coaching provides tools and perspectives that support informed, confident decision-making.

- **Boost Confidence:** through guided exploration and skill-building, coaching can help build confidence and resilience.

- **Overcome Obstacles:** coaching helps to identify and address limiting beliefs, fears, or challenges that may be holding you back.

- **Navigate Transitions:** whether it's a new role, career change, or life transition, coaching supports smooth and effective change management.

- **Improve Life Balance:** by prioritizing values and setting boundaries, coaching improves overall balance and well-being.

- **Increase Productivity and Focus:** coaching helps develop strategies for time management, focus, and efficiency in achieving goals.

- **Strengthen Relationships:** through improved communication and emotional intelligence, coaching can enhance both personal and professional relationships.

KEY INITIATIVES

COACHING PROGRAM FOR MANAGERS

Our annual Coaching Program for Managers helps leaders develop essential coaching skills to support their teams and drive positive change. The program combines coaching theory with hands-on practice, assisting participants in building self-awareness and learning effective coaching techniques. Through interactive sessions, peer discussions, and real-world practice, leaders gain the tools to coach and make a lasting impact confidently.

19
leaders graduated in 2024

COACHING WEEKS 2024

An annual initiative providing managers and leaders with tools to navigate growth, leadership challenges, and resilience in dynamic environments. This year, introduced practical workshops where expert coaches shared actionable strategies to strengthen team dynamics and build resilience.

338
leaders participated

Essential course for managers. This course is truly essential for all project managers and agile coaches/Scrum Masters. It provides well-structured information on various coaching practices that can and should be applied in day-to-day practice with our subordinates and peers. The course also provides enough opportunities for networking and practicing coaching skills in a safe environment before expanding the skills on your actual team. Great trainers who are willing to share their valuable insights and experience.

Yuliya Yanishevska, Agile Consultant

I would highlight that everything was very interesting and helpful in this learning solution: quality of explanation, interactive experience, instructor's approach… Thanks so much! Great session!

Lidiya Andreyeva, Project Manager

COOPERATION WITH UNIVERSITIES

SoftServe partners with top universities to train and mentor future tech talent. Students develop technical and soft skills through practical learning and industry collaboration. This helps build a strong talent pipeline, fosters innovation, and strengthens ties between universities and the tech industry, benefiting our business and clients.

We showcased top education and career opportunities at 30 career fairs across Europe and Latin America.

FACTS AT A GLANCE

95
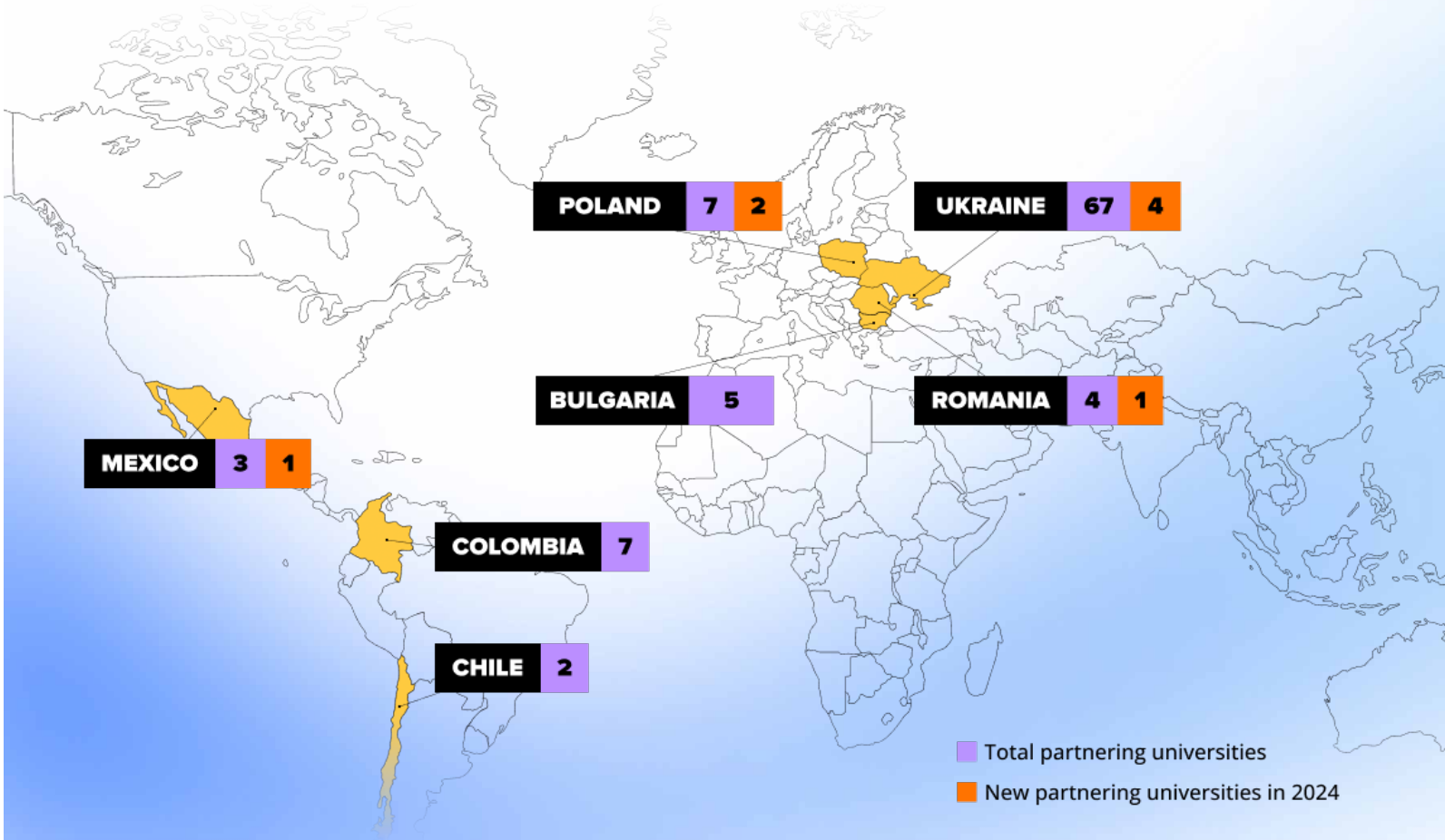partnering universities

30 302
engaged students

403
events for students

687
students gained first work experience during student practices

PARTNERING UNIVERSITIES PER LOCATIONS

POLAND **7** **2**

UKRAINE **67** **4**

BULGARIA **5**

ROMANIA **4** **1**

MEXICO **3** **1**

COLOMBIA **7**

CHILE **2**

■ Total partnering universities
■ New partnering universities in 2024
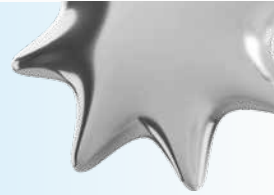
KEY INITIATIVES

30
hackathons & competitions organized or sponsored

137
university curriculums updated

82
office tours organized

DUAL STUDY PROGRAM

The Dual Study program is designed for our associates who are students, making it easier for them to balance work and study. Participating in this program provides significant benefits, allowing SoftServe associates to pursue technical education while gaining real-world experience.

Our partnerships with educational institutions play a key role in converting project-based tasks and Udemy Business platform learning into academic credits for various university disciplines.

Dual Study programs are now available **in Ukraine, Bulgaria, and Poland.**

120
associates take advantage of Dual Study **(+110% YoY)**

28
universities are involved

I was trying to find a balance between my career and ongoing education, so I could improve my skills without feeling overwhelmed. This program effectively equipped me with highly practical skills, facilitated collaboration, and encouraged.

I was really excited about the idea that my working plan could count towards my university's courses. This work of combining work and education has many benefits, such as the flexibility of study, relevant knowledge, and practical experience.

EMPOWERING IT EDUCATION

Educators Empowerment supports IT educators by enhancing skills, integrating technology, and providing up-to-date resources. Partnering with universities, we help train top IT professionals.

In 2024, we launched the first teachers' communities in Bulgaria, Poland, Romania, and Chile, along with EduPro, a global program for educators. Through 7 workshops, 1,200+ participants from 15 countries and 274 institutions developed essential soft skills for communication, critical thinking, and innovation — key for both professional growth and student success.

6900+
educators are in the global teachers' community **(+14% YoY)**

27
events for educators

TOP EVENTS IN 2024 FOR EDUCATORS

- Tech connect — Educators
- AI talks
- Tech Summer BootCamp for Teachers
- ITeachers Meetups
- Teachers Gathering
- Campus days
- AI week
- Workshop for Educators
- Teachers Internships: Cloud for Teachers
- DevOps Course for Teachers

The EDUPRO program by SoftServe is an incredible opportunity for professional development, providing educators with the tools and knowledge needed to adapt to the rapidly changing world of technology. Each of the seven online workshops is dedicated to relevant topics, from developing personal skills to improving teaching methodologies. Theoretical aspects are combined with specific practical tools and methods ready to be implemented in the educational process.

The series of EDUPRO workshops touched on several important topics, some of which stand out, such as the experience of extracurricular work for students at the Ukrainian Catholic University, presented in the lecture by Mrs. Nataliya Sumyk; the lecture by Vesela Koeva and Alejandra Alvarez Correa on methods of stimulating student self-expression in foreign language lectures, which also apply to other subjects; and Daria Hemmerling's lecture on criteria for evaluating student project work. However, each lecture included some of the speakers' important experiences, which should be reconsidered and applied.

CROSS-CULTURAL COMMUNICA-TION PROGRAMS

★ HIGHLIGHT OF THE YEAR

In today's global market, cultural intelligence is a competitive advantage. This year, we empowered associates with the skills to communicate effectively across cultures, build stronger client connections, and drive service expansion. By fostering cultural awareness, we are enhancing collaboration and unlocking new business potential.

FACTS AT A GLANCE

89
project teams covered

57
trainings & simulations conducted

491
unique participants

93
NPS

KEY INITIATIVES

CULTURAL INTELLIGENCE TRAINING 2.0

Cultural Intelligence is key to global success. This interactive training equipped participants with insights from six real-life cases, helping them recognize cultural values, understand their influence on behaviour, and adapt communication styles for effective collaboration — all while staying true to their own values.

66%
of associates completed the training

COMMUNICATION TRAININGS

Our training programs enhance client interactions and communication skills by equipping teams with practical strategies and skills in areas like cultural intelligence, communication styles, business writing, and strategic listening. The growing demand for Client-Minded Communication — with a 240% increase in requests (5 in 2023 to 17 in 2024) — highlights a clear shift toward client-focused collaboration as a business priority.

HOLIDAY VIDEOS INITIATIVE

The series of 11 videos that showcase traditions and celebrations across SoftServe's global locations, creating an engaging cultural experience:

- Independence Days in Chile, USA, Mexico, Colombia, Poland, Bulgaria, Ukraine, and National Day in Romania
- Easter and Christmas editions
- Honoring Traditions — Halloween, Wszystkich Świętych, and Día De Los Muertos.

COMMUNICATION SPRINT

7 sessions designed to enhance communication skills, build stronger customer relationships, and drive meaningful collaboration:

- Reframing our view of client needs
- Empathy map: aligning strategies with client needs
- The role of communication in delivering value.

PUBLIC SPEAKING COACHING

This initiative helps associates build confidence and improve their speaking skills. Whether overcoming stage fright or refining presentation techniques, each session is tailored to individual goals.

CROSS-CULTURAL COMMUNICATION CONSULTANCY

Our company is a recognized global innovator and trusted advisor, serving clients in 35 countries and bringing together talent from 42 nations. As we keep expanding our global presence and influence, thriving in this multicultural environment requires more than just technical expertise.

Communication Consultants Team help to ensure that business relationships remain strong and sustainable in multinational environment.
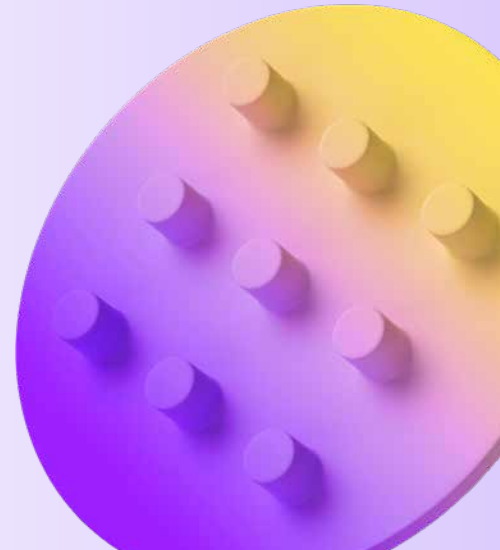
OUR GOALS

- Strengthen client relationships by improving cultural understanding, leading to better interactions and increased satisfaction.
- Enhance employee retention and engagement by fostering an inclusive workplace.
- Support market expansion with a culturally skilled workforce for smoother regional entry and long-term success.

OUR STRATEGY

We integrate Communication Consultants into project teams. This approach:

- Addresses miscommunication in real time, improving team and client interactions
- Provides insights for continuous learning and company-wide improvement
- Tailors solutions to our unique corporate culture.

CROSS-CULTURAL COMMUNICATION PROGRAMS

MAP OF CULTURAL INTELLIGENCE SOLUTION

We offer solutions at four levels, each designed to develop specific knowledge and skills. We begin with awareness (Knows), then guide associates toward understanding and application (Knows how). Next, we help them build proficiency through practice (Shows how), ensuring the skill becomes a lasting habit and mindset (Does).

Expert

Does

Shows how

Knows how

Knows

Beginner
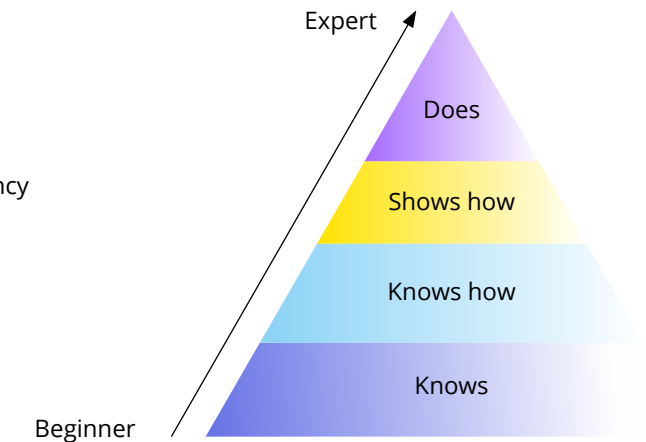
OUTCOMES

20%

teams that are educated on the cultural specifics of doing business reach the performing stage 20% faster. Understanding client expectations allows them to set up processes more efficiently.

90%

of cases where consultants were involved in resolving communication issues between the team and the client, the contract was either preserved or extended.

NPS↑

Teams that work with a communication consultant consistently report high Net Promoter Scores (NPS), through which the clients express their satisfaction with how the service is delivered to them.

DIVERSITY, EQUITY & INCLUSION EDUCATIONAL PROGRAMS

A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone.

Sundar Pichai, CEO of Google

★ HIGHLIGHT OF THE YEAR

In 2024, Diversity, Equity, and Inclusion became one of the key focuses of SoftServe's educational efforts in cooperation between SoftServe University and Corporate Social Responsibility teams.

88% of employees completed DEI training, and 55% engaged in the «Inclusive Manager» e-learning course, reinforcing a culture of belonging and innovation. Research indicates that diverse, inclusive teams enhance creativity, decision-making, and employee retention — key drivers of business success. These efforts position us for stronger market competitiveness, improved brand reputation, and long-term sustainability.

FACTS AT A GLANCE

88%
completed "Diversity, Equity and Inclusion (DEI)" training

55%
of managers completed e-learning course "Being an inclusive manager"

6
veterans' events

1 300+
veterans' events participants

KEY INITIATIVES

DIVERSITY, EQUITY, AND INCLUSION (DEI) TRAINING

In 2024, we developed and implemented an in-house «DEI Fundamentals» Training to provide employees with a structured understanding of diversity, equity, and inclusion. The training equipped them with practical strategies to integrate these principles into daily work, reinforcing an inclusive corporate culture. As a result, 88% of employees successfully completed the training, demonstrating strong engagement across the organization. To ensure continuous progress, this training will be conducted annually.

BEING AN INCLUSIVE MANAGER E-LEARNING COURSE

Managers play a pivotal role in shaping workplace culture. To enhance their ability to lead diverse teams effectively, we introduced a dedicated e-learning on inclusive leadership, PROVIDING managers with tools to identify and mitigate bias, foster equitable team dynamics, and strengthen inclusive decision-making.

DIVERSITY, EQUITY, AND INCLUSION IN LEADERSHIP DEVELOPMENT

To drive long-term change, we have integrated DEI training into our Leadership Programs, ensuring that leaders are equipped with the skills to create inclusive environments. These live sessions cover key aspects of inclusive leadership, allyship, and amplifying underrepresented voices.

GLOBAL ACCESSIBILITY AWARENESS DAY

To mark Global Accessibility Awareness Day (GAAD) on May 16, we hosted Accessibility Days, delivering **6 sessions** on disability etiquette, inclusive design, and WCAG standards. These equipped associates with practical skills to create accessible environments. Building on this, we launched Accessibility Service Hours, a series of **7 interactive sessions** for PMs, BAs, designers, developers, QAs, and content creators, covering accessibility challenges, best practices, and inclusive design through discussions and Q&As.

VETERANS AT SOFTSERVE

To support veterans rejoining civilian life, SoftServe offers a dedicated program with exclusive benefits and opportunities.

- We provided sessions focused on key topics related to the military experience, including emotional and psychological well-being, communication with veterans and trauma survivors, and mobilization concerns. In 2024 we held 5 sessions.
- Military Experience Sharing - a series of events where military personnel and veterans shared their knowledge and insights with associates. In 2024 we launched 2 sessions engaged 6 veterans and military as a contributors.

DOMAIN EDUCATION

This initiative helps associates deepen industry expertise and grow their careers. It offers self-paced learning with in-house knowledge, top Udemy Business courses, and insights from CoE and Delivery Leaders. The initiative is designed to match industry needs and make learning practical and engaging.

★ HIGHLIGHT OF THE YEAR

In 2024, the Domain Education Initiative saw significant growth, expanding from 1,461 to over 2,000 learners. This year, the initiative introduces new learning solutions across four domains: Healthcare, Financial Services, Manufacturing, and Software & High Tech. This targeted approach enhances alignment with business units, enabling the development of customized learning solutions and strengthening industry expertise across SoftServe.

FACTS AT A GLANCE

2 000+   37%↑
learners

25
new learning solutions across 4 domains

80
NPS

AS FOR NOW LEARNING SOLUTIONS ARE AVAILABLE IN THE FOLLOWING DOMAINS

Healthcare

Financial Services

Energy, Oil and Gas

Manufacturing

Retail and Consumer Packaged Goods

Software & High Tech

Emerging
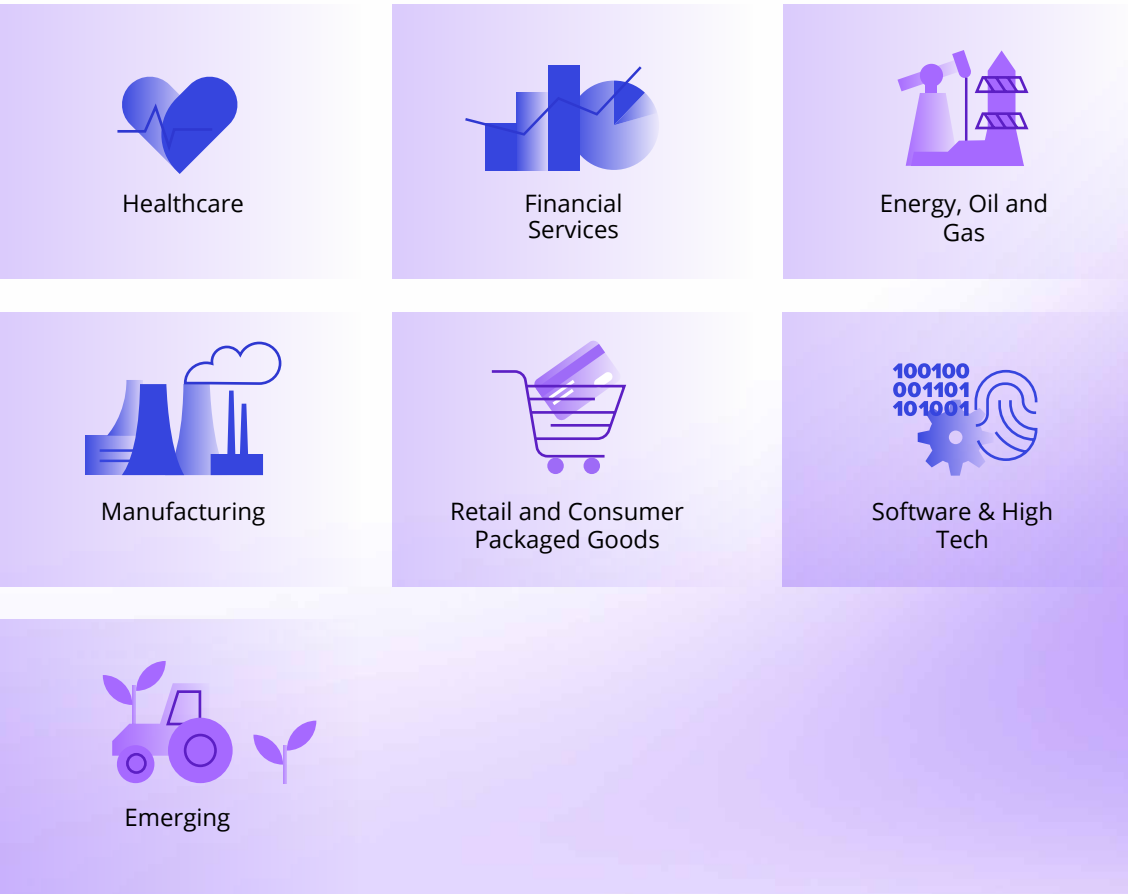
■ Our focus in 2024

WHO IS DOMAIN EDUCATION FOR?

New associates on projects to learn key industry insights to get started quickly.

Switchers between domains to gain the knowledge you need to adapt smoothly.

Customer-facing associates to Understand domain basics, trends, and applicable technologies.

"

The program is definitely good as it contains all the high-level knowledge needed to understand the domain. Great format, a lot of knowledge without «water» which is also well-structured and easy to read. In general, one of the most useful trainings I've passed. Thank you!

Anastasia Makarova, Project Manager

"

Rolling out Domain Education initiative allowed Healthcare vertical to re-initiate efforts on delivering focused healthcare education for all associates involved in Healthcare projects delivery for our clients in US. This was important to increase level of communication and collaboration between our and client teams and boost clients' confidence in our partnership. In tight collaboration of Healthcare SME, SoftServe University's TechSchool and ELT group we've delivered completely renewed US Healthcare Overview training. This version of the training brought learning to a new level creating versatile and interactive experience for the learners. It is completed by every associate within the vertical and we are getting very positive feedbacks on the training quality and engagement.

Motivated with this success, we are working on a backlog of additional lower level trainings detailing various aspects of the US Healthcare industry.

Dima Martynov, VP / Delivery Leader

KEY INITIATIVES

FINANCIAL SERVICES

This year, we launched the FSI Domain Education Corporate Program for associates working with financial services clients. Created with FSI experts and the EMEA team, it covers business models, key products, services, industry terms, and EU regulations. The 12-modules program helps associates build expertise and succeed in the financial sector.

MANUFACTURING

In 2024, the Manufacturing domain expanded with two key initiatives:

- **The AI for Industrial Operations Curriculum** provided structured e-learning for Sales Solutions Architects and Industrial Teams, delivering focused 45-minute sessions on AI applications in manufacturing.
- **The Manufacturing Technologies Deep Dive Sessions** offered a 315-minute expert content series covering Industry 4.0 and digital transformation, equipping teams with in-depth knowledge of emerging manufacturing technologies.

HEALTHCARE

The USA Healthcare Overview program is now a key part of SoftServe's healthcare education and a required step in Healthcare Vertical onboarding. With new courses like Digital Health Fundamentals and Introduction to Telehealth, SoftServe continues to grow its expertise and leadership in the healthcare industry.

CYBERSECURITY

To meet industry needs, SoftServe launched the Cybersecurity Fundamentals and Trends Curriculum with 6 modules. It covers cybersecurity principles, attack surfaces, security products, and emerging trends. Designed for those in cybersecurity or transitioning into the field.

FOREIGN LANGUAGES LEARNING

Language learning plays a crucial role in our company, helping associates improve communication, collaborate effectively, and connect with colleagues worldwide. This year, thousands of participants joined language programs, with English leading the way.

★ HIGHLIGHT OF THE YEAR

With Upper-Intermediate as an average language level across the company, learning languages goes far beyond building general grammar and speaking skills. Our associates choose from the portfolio that includes varied solutions which help improve the skills that enable them to lead more effective client-minded communication and have more fruitful collaboration in cross-cultural teams.

Project teams benefit from the custom solutions designed specifically to address their immediate and longer-term goals related to the team's language proficiency and communication improvement.

FACTS AT A GLANCE

8 373
learners

96 4 ↑
NPS

1 291
learning solutions

4 069
language evaluations
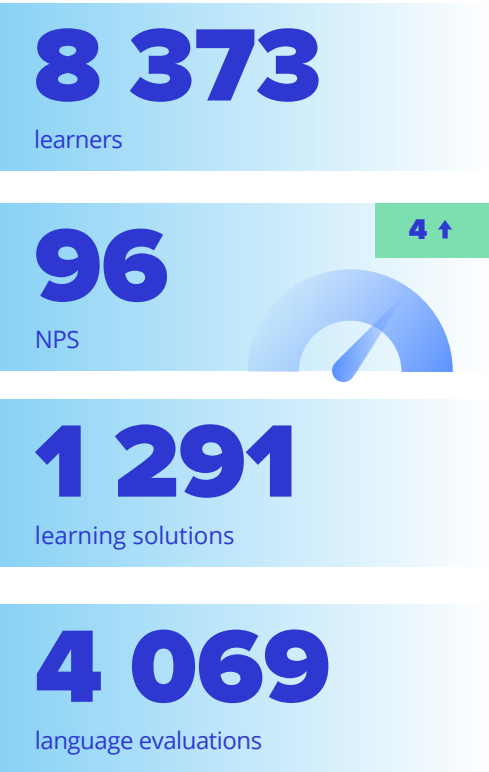
LANGUAGES THAT WE LEARNED IN 2024

KEY INITIATIVES

PRONUNCIATION CAMPAIGN

This initiative helped the participants learn about English pronunciation intricacies through such learning opportunities as opportunities as the «Sound Right: Pronunciation Guide», the interactive «Chatty Learners» community (Udemy Business course-based), and 4 expert-lead webinars on «Common Pronunciation Mistakes». Also we have «Pronunciation Profile» one-on-one sessions with language expert aimed at analyzing learner's particular pronunciation aspects and suggesting a detailed plan for improvement.

> *Pronunciation sessions really met my expectations. It has individual approach, and I received great tips from the teacher. I also got the resources which could help me continue improve my pronunciation. It was AN exciting experience, so I recommend it to everyone.*

LANGUAGE COACHING

This learning approach offers an alternative way to study a foreign language. It helps learners set clear goals and take actionable steps using methods that suit their preferences, needs, and lifestyles.

> *The Language coaching course is highly effective and thoroughly tailored to each student's needs, which makes it incredibly valuable. You start with a personalized plan, and after each session, there's a quick review of the most valuable parts, helping you track your progress. One of my best outcomes has been a significant boost in confidence when using English outside of lessons.*

GLOBAL EDUCATORS' COMMUNITY

The Global Educators' Community brings together mentors, trainers, iTeachers, speakers, hosts and subject matter experts to share knowledge, celebrate achievements, and develop leadership skills. Through workshops and the #ENGAGEDUCATE Conference, we help associates grow, highlight innovation, and recognize outstanding educators. This community reflects SoftServe's commitment to fostering a strong learning culture and promoting collaboration and growth for everyone.

★ HIGHLIGHT OF THE YEAR

In 2024, the Global Educators' Community grew to 2,644 educators, and representing 24% of the company's total headcount. As a dynamic space for growth, collaboration, and leadership development, 32% of educators were promoted or transitioned into new roles within the company.

FACTS AT A GLANCE

44
new trainers

1 055
new mentors

70
new hosts

285
new speakers

GLOBAL EDUCATORS' COMMUNITY

	Speakers	Trainers	Mentors	iTeachers	Hosts	SMEs
OTHER	48	49	111	4	10	23
POLAND	80	69	337	22	21	59
UKRAINE	151	246	1520	77	74	210
ROMANIA	14	6	23	3	1	5
BULGARIA	36	27	113	7	6	23
MEXICO	28	33				
COLOMBIA	46	3	57	3	1	2
CHILE	13	1	8	1	1	
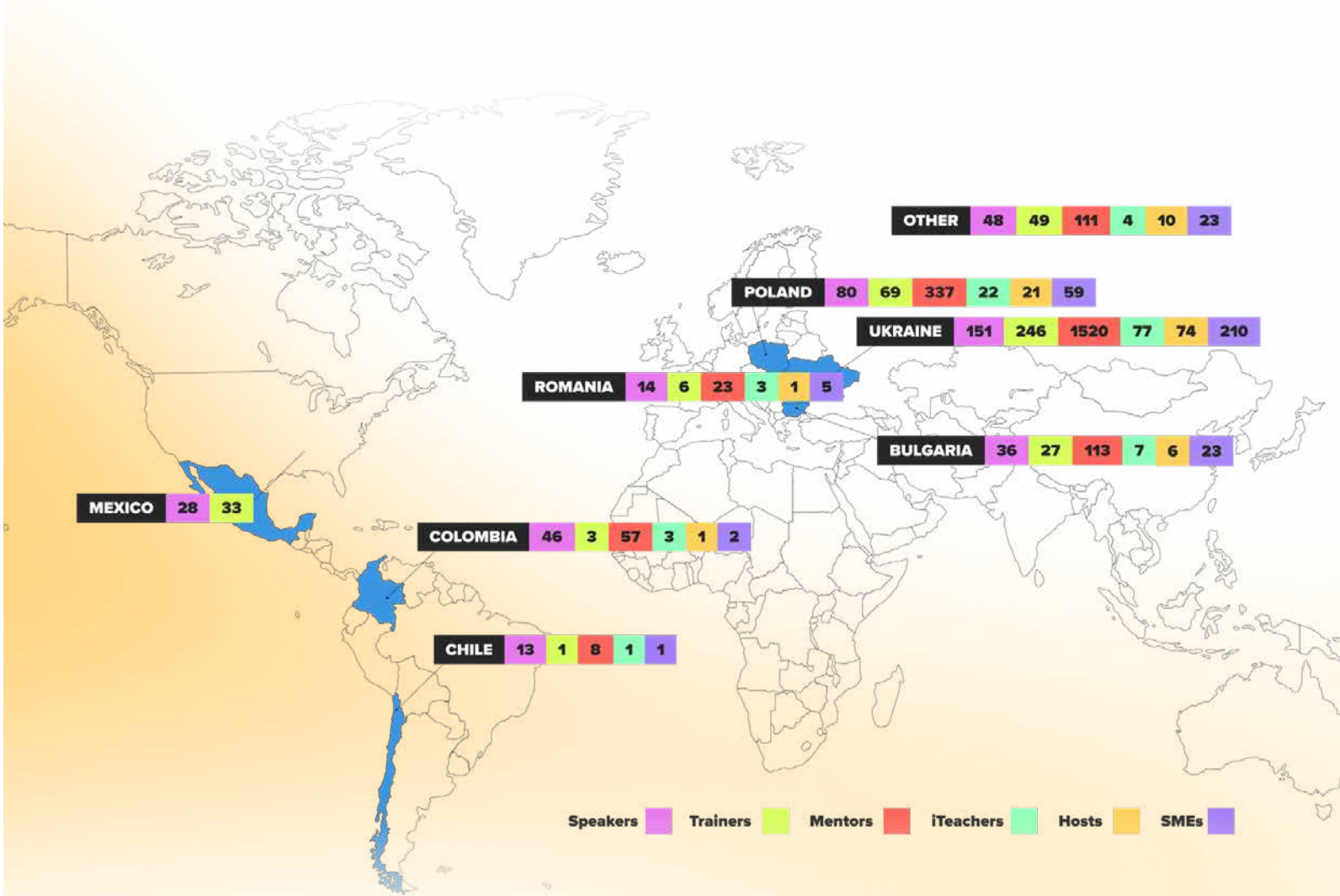
2 644
total educators

24%
of all associates are educators

490
educators (18.52% of all educators) participate in more than one role

WHO ARE OUR EDUCATORS

Trainers
Seasoned professionals who excel in delivering impactful learning experiences

iTeachers
Associates, who are external educators of IT, PhD students, Associate Professors

Mentors
Experienced professionals who provide personalized guidance and support to colleagues on their career paths

HOW OUR EDUCATORS GROW

In 2024, many of our educators experienced career growth through promotions or role changes — highlighting the impact of their contributions and the value of being an active knowledge sharer at SoftServe. These numbers reflect a strong connection between **educational engagement and career progression** — showing that when you give back by educating, you grow too.

37%	of all speakers
26%	of all trainers
25%	of all mentors
34%	of all iTeachers
46%	of all hosts
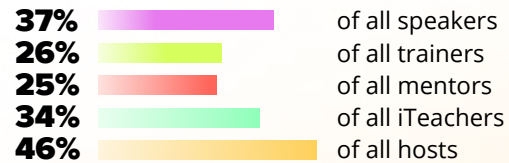
Speakers
Individuals with valuable and inspiring experience in the specific domain, who want to share with the community

Hosts
Mature professionals in the domain, who understand what to do and are not new in their current position

SMEs (Subject Matter Experts)
Recognized for their deep knowledge and ability to translate complex information into clear and concise explanations

KEY INITIATIVES

CONCEPT GROUPS AND ROLE DEVELOPMENT

To strengthen the Global Educators' Community, six concept groups focus on improving and supporting specific educator roles. Key achievements of concept groups:

- Improved onboarding processes
- Streamlined tools and resources for new educators
- Enhanced analytics: advanced dashboards to track contributions and program impact

- Promotional campaigns: increased visibility of educator achievements to inspire participation
- Collaborative learning events: cross-role workshops for sharing best practices and addressing challenges
- Recognition programs: celebrating educator contributions and career growth support.

TRAIN THE TRAINER PROGRAM

The 5-module program equips trainers with skills in session design, delivery, and engagement through theoretical and practical activities. By combining theoretical knowledge with practical applications, engaging in master classes, and participating in group exercises, individuals can enhance their skills and ensure the efficient and effective delivery of high-quality training sessions for optimal results.

Sneak Peek at the Program Content:

- get to know how to design a training
- sharpen trainer's presentation skills
- build up confidence being in trainer's role
- learn more about adult learning
- understand group learning dynamics

This year, 32 associates — new trainers — graduated from the program.

Last year we welcomed 13 new trainers in Poland who successfully finished the Train the Trainer program. We believe in the critical role of local trainers, who truly understand the unique needs, culture, and challenges of our community. By having trainers from within our location, we can tailor learning to be more relevant, relatable, and impactful, ensuring that every individual feels seen and supported. This program has reinforced how crucial it is to invest in local talent, who can drive sustainable development and ensure long-term success. I'm excited to see how our regional trainers will inspire and elevate others, using these fresh insights to drive lasting change and transformation.

Kseniia Kviatkovska, Country L&D Manager in Poland

#ENGAGEDUCATE CONFERENCE 2024

The #ENGAGEDUCATE Conference, hosted by SoftServe University, brings together SoftServe's educators, experts, and leaders to shape the company's learning culture. This year, top minds gathered to explore the future of learning, growth, and innovation.

LEARNING CULTURE AT SOFTSERVE
[OPENING DISCUSSION]

The opening discussion between SoftServe's CEO Harry Propper and VP of Learning and Development Galyna Datsiv set the stage, emphasizing how SoftServe's unique learning culture drives both business success and personal growth. They stressed the vital role of educators in keeping the company competitive and innovative.

AI OR NOT AI? SMART TOOLS FOR SMARTER LEARNING
[WORKSHOP]

Yaroslav Klochnyk, Java Web Architect, led an interactive session on AI's real-world impact in education. He demonstrated how AI tools can enhance content creation, personalize learning, and optimize efficiency. Attendees applied these tools to create a two-slide presentation on constructivist epistemology, blending AI insights with traditional research. Yaroslav reviewed the submissions and awarded three winners who excelled in balancing AI automation with critical thinking.

THE FUTURE OF LIFELONG LEARNING: WHAT'S NEXT?
[PANEL DISCUSSION]

Key takeaways from the discussion:

- **Holistic Learning** — Technical skills alone aren't enough. Oleksandr Mykhalchuk, AVP of Cloud & DevOps Services emphasized the growing need for communication and collaboration, especially in remote teams.
- **Learning as Identity** — Professional development is no longer just a requirement — it's part of who we are. Paula Rejmer, Poland People Lead highlighted how employees now see learning as essential to their careers.
- **Adaptability First** — The pace of change demands more than just knowledge. Denys Prylutskyi, PMO Director noted that professionals today must prepare for future challenges that are still unknown.
- **Balancing Technology & Focus** — AI and automation accelerate learning, but they also bring distractions. Jaime Oviedo, Vice President, Country Manager Chile stressed the importance of maintaining focus among the abundance of digital tools.
- **Leaders as Learning Advocates** — A strong learning culture starts at the top. Claire Jones, VP of Client Success underscored the role of leaders in fostering a mindset where continuous development is a shared responsibility.

TOP EDUCATORS 2024

Traditionally, the #ENGAGEDUCATE conference becomes a platform to announce and recognize the best learning contributors. Above all, a special recognition and the Learning Innovator Award goes to the strategic thinker and doer who has implemented a learning innovation.

Best Tech Mentor
Oleksandr Krasnokutskyi
Software Engineer

Best Business Mentor
Oleksandr Nurzhanov
Senior Project Manager

Best Tech Trainer
Volodymyr Pankiv
Intermediate Educator

Best Business Trainer & Learning Innovator
Jakub Kepinski
Communication Consultant

Best Speaker
Vlad Kolpakov
Senior Accessibility Test Engineer

Future Talents Educator
Viktoriya Ryazhska
Academy Project Lead

Certification Contribution Champion
George Dobrisan
Senior AWS DevOps Engineer

Language Professional
Yuliia Bui
Senior Polish Teacher

E-Learning Contributor
Iryna Tkach
AVP, Talent Experience

GLOBAL EDUCATORS' COMMUNITY

IN-HOUSE E-LEARNING

The E-learning team develops professional online courses and produces high-quality media content that meets the training needs of SoftServe associates and our clients. They are dedicated to enhancing learning experiences through innovative and engaging e-learning solutions.

FACTS AT A GLANCE

38%

growth in number of developed e-learnings YoY

29%

of e-learnings in 2024 were developed using AI, demonstrating our commitment to innovation and efficiency in digital learning

26%

of e-learning projects in 2024 were developed or updated in full compliance with accessibility standards

OUR SERVICES

The E-learning team offers a wide range of services to create exceptional e-learning and media products. Our services include:

- Voice Recording: High-quality audio recordings for courses and presentations.
- Video Production: Professional video shooting and editing for training materials.
- Animation Production: Creating engaging animations to simplify complex concepts.
- Interactivity Integration: Incorporating interactive elements to enhance user engagement.
- Quiz Arrangement: Developing quizzes and assessments to reinforce learning.
- Custom education solutions and more.

SoftServe University E-Learning Recording Studio

JUNIOR TALENTS & EXTERNAL LEARNING

SoftServe Academy is an innovative, dynamic educational environment dedicated to empowering IT talent through practical training, internships, project-based learning, and specialized educational solutions. The Academy collaborates closely with universities, industry partners, and local communities to deliver cutting-edge training tailored to market needs, ensuring students and professionals are job-ready upon course completion.

Academy is multi-technology and cross-country working in Ukraine, Bulgaria, Poland, Romania, Colombia, Mexico, Chile and provides online learning solutions accessible globally.

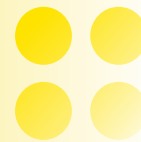## FACTS AT A GLANCE

8 821
graduates
(6011 unique learners)

2 425
students took additional courses

411
total groups

KEY AREAS & PRODUCTS

FEE-BASED COURSES
- Practical training in industry-leading technologies.
- Structured mentorship and hands-on projects.

INTERNSHIPS & PROJECT LABS
- Real-world experience in social and open source projects.
- Pathways leading directly to employment opportunities.

UNIVERSITY COLLABORATION & DUAL EDUCATION
- Partnerships with academic institutions for curriculum enhancement.
- Opportunities for students to gain practical experience parallel to academic studies.

UPSKILLING & RETRAINING
- Programs designed for professionals to expand or refresh their tech skills.
- Custom programs tailored to client and internal needs.

CSR & COMMUNITY ENGAGEMENT
- EmpowerU initiative focuses on inclusion (e.g. courses for Ukrainian refugees, people with disabilities).
- Cybersecurity and AI awareness sessions at educational institutions.

SOFTSERVE ACADEMY LEARNING SOLUTIONS MAP

SoftServe Academy provides comprehensive learning solutions tailored to different career stages and professional requirements. For a full catalogue, visit the SoftServe Academy Learning Solutions.

COMPLETE PROGRAMS

Comprehensive training programs prepare learners from zero knowledge to job-ready professionals.

Directions: Java, .NET, Python Backend Developer, Frontend Developer, Test Automation Engineer, QA/QC Engineer, Full Stack DevOps Engineer, Full Stack .NET/React, JavaScript/React Developer etc.

9
programs

ADVANCED COURSES

Hands-on courses focus on practical skills and industry best practices.

Directions: Advanced Java, Python, C#/.NET, React, React Native, Node.JS, DevOps, Test Automation, Data Science and Machine Learning with Python etc.

9
courses

FUNDAMENTAL COURSES

Introductory courses cover essential concepts and foundational skills for IT beginners.

Directions: DevOps I: Linux & Networks Fundamentals, DevOps II: CI/CD, Containers and Cloud Fundamentals, Frontend Fundamentals, C#/.NET, Python, Java, JavaScript/TypeScript, Database Fundamentals, Testing Fundamentals, Kotlin for Android Fundamentals, Test Automation Fundamentals etc.

11
courses

UPSKILLS COURSES

Targeted courses enhance skills in specialized and emerging technology areas.

Directions: AI Development Fundamentals, Artificial Intelligence for Everyone, Robotics Fundamentals: Building a Robocar, MS Power Platform No Code Development, Cybersecurity Fundamentals, Data Analytics with Power BI Fundamentals etc.

6
courses

PROJECT-BASED LEARNING

Collaborative team-based courses focused on real-world project development experience.

Directions: Java Backend, .NET Backend, Frontend, Test Automation (Java), Python Backend, DevOps, DevOps & Security, Manual Testing: Practice on a Project, Full Stack: JavaScript/React, .NET/React, Java/React, Python/React Project-based learning etc.

12
programs

INTERNSHIPS & PROJECT LABS

Real-world experience programs across various technical fields through guided internships and project labs.

Directions: Java, Python, .NET, Frontend React/Angular, Test Automation, DevOps, Cyber Security, Node.JS, Ruby, C++, Sitecore, Salesforce, Rust, Kotlin, Data Science & Big Data, Quality Control, System Integration, Robotics etc.

18
programs

PROJECT & PROGRAM MANAGEMENT

Advanced courses cover methodologies for effective team, project, and program management.

Directions: ICAGILE Project and Delivery Management Course, Leading SAFe [Scaled Agile Framework], ICAGILE Team Facilitation, ICAGILE Delivery at Scale, ICAGILE Fundamentals (ICP).

5
courses

BUSINESS ANALYSIS & PRODUCT MANAGEMENT

Advanced courses designed for mastering product ownership and business analysis.

Directions: Mastering Product Ownership Analysis: Key Techniques (IIBA®-CPOA), Business Analysis Fundamentals.

2

courses

LANGUAGE & CROSS-CULTURE COMMUNICATION CENTER

Courses improve language proficiency and cross-cultural professional skills.

Direction: English Level Up.

1

course

NEW LEARNING SOLUTIONS IN 2024 new

GENAI ACADEMY

Duration: 4 weeks

Focus: Generative AI, Large Language Models, and cloud integration.

Target Audience: Experienced engineers (3+ years)

DATA ANALYTICS WITH POWERBI FUNDAMENTALS

Duration: 4-6 weeks

Focus: Data visualization and analytics using Microsoft PowerBI.

Target Audience: Professionals seeking data analytics proficiency.

CYBERSECURITY FUNDAMENTALS

Duration: 6 weeks

Focus: Core cybersecurity principles, threat management, and defense strategies.

Target Audience: IT professionals and aspiring cybersecurity specialists.

AI FUNDAMENTALS

Duration: 6 weeks

Focus: Basic concepts in AI.

Target Audience: Beginner learners seeking AI skills.

KOTLIN FUNDAMENTALS

Duration: 6-8 weeks

Focus: Kotlin programming language, with a focus on mobile and backend applications.

Target Audience: Software developers looking to specialize in Kotlin.

ADVANCED DATA SCIENCE AND MACHINE LEARNING WITH PYTHON

Duration: 8 weeks

Focus: Advanced concepts in AI, machine learning frameworks, and practical implementations.

Target Audience: Intermediate learners seeking comprehensive AI skills.

Our focus in 2025 is advanced technology: Artificial Intelligence & Machine Learning, Cybersecurity, Big Data & Data Science, DevOps & Cloud Technologies, Quantum Computing & Advanced Technologies, Robotics, NVIDIA technologies.

LEADERSHIP DEVELOPMENT

Our Leadership Programs are a strategic investment in developing the next generation of leaders across SoftServe. These programs are designed to promote leadership growth and enhance competencies through best practices, ensuring our leaders are equipped to drive success at all levels. By providing accessible, high-quality learning opportunities, we empower leaders to develop the skills necessary to navigate complex challenges, foster innovation, and lead with impact.

FACTS AT A GLANCE

1 318
learners

53
solutions

**93**
NPS

LECO: LEADERSHIP CONSTRUCTOR

At SoftServe, leadership is not a title — it's a mindset of continuous growth, adaptability, and impact. True leaders evolve daily, refining their skills to inspire, navigate change, and drive meaningful results.

LECO is a strategic learning ecosystem designed in 2024 to empower SoftServe leaders with a personalized, data-driven approach to development. Integrating 12 SoftServe University services, LECO enables leaders to curate their growth journey based on their function, experience level, and learning preferences.

The LECO Decision Tree streamlines this process, offering a structured yet flexible navigation tool to explore relevant learning blocks, formats, and focus areas. By leveraging LECO, leaders gain the agility to **shape their leadership trajectory**, ensuring they remain resilient, forward-thinking, and equipped to lead in an ever-evolving business landscape.

Over 500 learners have used the library and provided positive feedback. Feedback Highlights:

- **Overall User-Friendliness and Convenience:** The majority of users found the decision tree tool to be user-friendly, convenient, and easy to navigate, highlighting its intuitive design and quick decision-making facilitation.
- **Efficiency and Direct Access:** Users praised the decision tree's ability to provide direct access to relevant
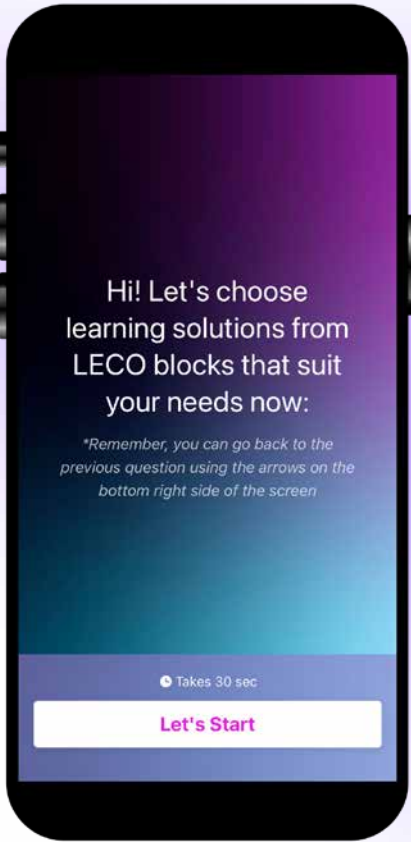
resources with minimal clicks. This efficiency is crucial for maintaining user engagement and ensuring quick access to needed information.
- **Overall Positive Experience:** The decision tree tool is highly valued for its convenience, user-friendliness, and efficiency in directing users to relevant resources.

Hi! Let's choose learning solutions from LECO blocks that suit your needs now:

Remember, you can go back to the previous question using the arrows on the bottom right side of the screen

⏱ Takes 30 sec

Let's Start

KEY INITIATIVES

PROJECT MANAGERS LEADERSHIP PROGRAMS

We had 3 leadership programs for:

• future coordinators
• future project managers
• future senior project managers

Programs are designed to address key development needs at each leadership level, providing the necessary tools to support career growth. The promotion of 15 PMs out of 21 graduates validates the program's effectiveness in supporting career growth.

ROADMAP TO LEADERSHIP PROGRAM

The program empowers current and future leaders of Corporate Functions. It consists of three blocks — Understanding Self, People and Business. The aim of the program is to enhance cross-functional collaboration. In 2024 18 graduates completed the program, covering key topics with insights from 25 trainers and speakers.

Learners applied their knowledge in 5 final projects, that address the company's real needs.

Topics:

• Management and Leadership
• Better Communication. Active Listening
• Presenting and Pitching
• Critical Thinking. Problem Solving
• Feedback and Conflict Resolution
• Stakeholder Management
• SoftServe as a business system.

MANAGERS' ONBOARDING CAMP

SoftServe-specific leadership onboarding program designed for new Managers and Leaders. In 2024, two Managers' Onboarding Camps took place, bringing together 109 participants and featuring 24 Company Leaders as speakers. The program deepens their understanding of the Company by delivering the value of SoftServe

• corporate culture & business landscape
• enhancing the exchange of experiences
• empowering managers with leaders' role and responsibility.

> " *As part of the Hoverstate team who joined SoftServe in June 2023, I enjoyed the onboarding camp. It gave me a wider view of the different elements of SoftServe and allowed me to meet more of my colleagues. I would encourage others to attend.*

PLAYLIST FOR PEOPLE MANAGERS

In 2024 in collaboration with HRBP we designed and launched e-learnings to equip People Managers with essential knowledge and tools. The playlist consists of 8 e-learnings that help our leaders:

• master the art of giving and receiving feedback
• navigate complex employee conversations
• elevate employee satisfaction through Peakon mastery
• managing performance, compensation, or team dynamics.

E-LEARNINGS FOR HIRING MANAGERS

The program is designed to help Hiring Managers gain more knowledge and skills in high-quality staffing and follow company best practices. The program is created in collaboration between the GTO and SoftServe University. In 2024 we launched:

• Hiring Manager Fundamentals Playlist 2.0
• Hiring Manager Proficient Playlist
• Playlist for People Managers.

LEARNING SOLUTIONS FOR DELIVERY LEADERS

Delivery Leader Gatherings are a series of recurring events where SoftServe leaders can discuss emerging industry trends and experience social learning. In 2024, 156 participants joined 7 gatherings featuring insights from 8 expert speakers.

Delivery Leader Self-study Lab is a go-to space for developing Delivery Director's skills. The Lab combines high-quality resources from platforms such as Udemy Business, Cornerstone, Coursera, YouTube, and TEDx, offering a one-stop place for a versatile learning experience.

LEADERSHIP DEVELOPMENT

LEARNING MANAGEMENT

★ HIGHLIGHT OF THE YEAR

In 2024, the investment in automation of Mentorship administration has generated a robust return on investment, exceeding 28%.

The Planned Approach global framework allows to cover 85% of learning needs within the same quarter they are discovered.

FACTS AT A GLANCE

439

learning needs identified (33.4% increase YoY)

86%

of all learning needs were covered (6% increase YoY)

KEY INITIATIVES

STREAMLINING MENTORSHIP & JOB SHADOWING REQUESTS

On November 1, 2024, SoftServe University automated all Mentorship and Job Shadowing requests, shifting them from Workday to HelpDesk. This transition has improved transparency, accessibility, and efficiency for both mentors and participants.

Aligned with the «Run Lean» initiative, this automation has optimized learning management processes, releasing capacity equivalent to 4 FTEs within Global Shared Services and delivering a 28%+ return on investment. This achievement underscores SoftServe's commitment to operational excellence, cost efficiency, and strategic resource management.
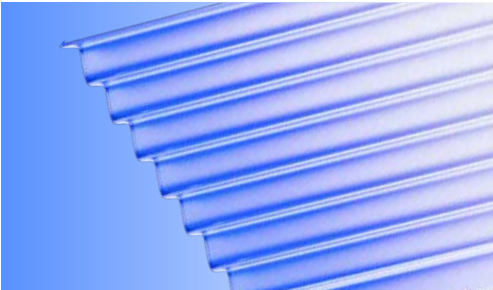
LEAN IN L&D: AI-DRIVEN SEARCH OPTIMIZATION

Launched in 2024 in collaboration with the LEAN Institute, the LEAN in L&D project focuses on AI-assisted search and enhanced data management to improve access to Learning & Development resources.

The first phase successfully implemented AI-Search for Udemy courses, integrating the solution into SOFI and providing key insights for future expansion. The second phase extends AI-Search across the entire Training Catalog, with efforts focused on cleaning and optimizing data, including deactivating 7,500 outdated learning objects and updating 3,000 catalog items. Full AI-Search implementation is set for 2025, ensuring a more efficient, user-friendly learning experience.

LEARNING PARTNERSHIP

A Learning Partner is a senior-level representative of SoftServe University, a trusted L&D advisor, and an authorized L&D practitioner. Their main purpose is to ensure the Talent Development strategy and instill a Learning Culture in the unit to support leaders and teams in reaching relevant business goals.

★ HIGHLIGHT OF THE YEAR

According to annual feedback, 50% of managers (+7% increase from 2023) actively engage with Learning Partners to enable the effective learning solutions for their teams, demonstrating a growing recognition of L&D as a strategic driver of business success. This strengthened collaboration ensures that learning is closely aligned with business priorities, driving performance, innovation, and a culture of continuous development.

FACTS AT A GLANCE

7

learning partners are dedicated to business units

85

NPS

94

organizational business units

520

managers have a dedicated learning partner

5 879

associates have a dedicated learning partner

LEARNING FUNCTION DEDICATION TO BUSINESS

After the analysis of the L&D function capabilities and global market trends in cooperation with Delivery Leaders in **January 2023** we have implemented Learning Partnership function dedicated to Business Units.

Business-focused L&D structure offers manifold benefits: credibility within the business as a trusted advisor regarding performance challenges, efficiency and effectiveness in terms of Learning costs and efforts, and preparation for growth or innovation in the long term.
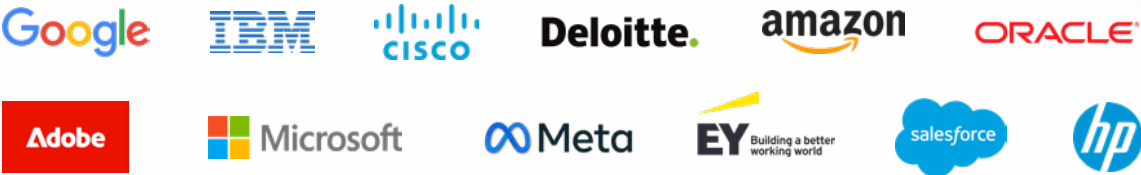
UNIQUE BENEFITS OF COOPERATION WITH LEARNING PARTNER

- Ultimate focus on your exact business goals according to continuous learning needs analysis
- Specially tailored learning as an integral part of your people experience for tangible results and impactful accomplishments
- Purposeful self-driven growth as an outcome of well-developed team learning culture

> " *For organizations, learning produces the skills critical for adapting to change and executing a competitive strategy, which in turn maximizes earning outcomes. The benefit of learning for employees is growing their skills to perform well amid change and advance their value, career and earning potential.*
>
> **Chantal Steen, Senior Director, Global Advisory, Gartner HR practice (2024)**

The above-mentioned companies use Learning Partnership as an L&D function dedicated to a core business.

LEARNING PARTNERS GOAL

To continuously enhance company capabilities to achieve business objectives through proactive learning business-focused needs analysis and systematic, result-oriented learning management in each business unit.

BUSINESS LEADERS' FEEDBACK ON THE COOPERATION WITH LEARNING PARTNERS

Stakeholders consistently highlight Learning Partners as proactive, knowledgeable, and highly supportive, playing a crucial role in mentorship, career development, and team learning strategies.

I appreciate Iryna's proactive approach to her work. She consistently identifies the best educational solutions for our specialists and demonstrates deep expertise in her field. Thanks to her efforts, many team members have successfully completed outstanding educational courses and obtained certifications. As a result, we are able to deliver more qualified solutions to our customers and take pride in sharing these educational achievements with them.

Yuliya Denchyk, Delivery Director

Since the Learning Partner role was introduced in the unit, it has positively impacted the transparency and timeliness of communication about our educational opportunities, capabilities, and programs.

Employees can now navigate available programs and courses much more quickly. Plus, there is a dedicated contact person they can reach out to for information and advice.

Our Learning Partner fully covers her area of responsibility and actively supports employees through town hall meetings and direct communication.

Vladyslav Shubenkov, Delivery Director

I wanted to highlight Anna's support during our post-M&A integration of Hoverstate. Her proactive approach in connecting key stakeholders and facilitating smooth communication was very helpful. Anna helped me with a plan, concept to keep the Hoverstate associates connected to SoftServe ecosystem, which was also reflected in our improved ENPS scores.

She showed great empathy and strategic thinking, helping to foster a culture of trust and collaboration, even during a period of uncertainty. Her efforts were valuable in driving positive outcomes.

I massively appreciate Anna's support, as well as her personality. She is very capable, easy to work with, open-minded, and thinks outside the box. I look forward to working with her in the future.

Joanna Sadecka, Associate M&A Director, BU Group J, Hoverstate

In terms of supporting learning activities for our associates, Sebastian excelled. His understanding of the associates' learning needs and his tailored approach were impressive. He engaged effectively with the associates, providing them with valuable resources and guidance, which significantly enhanced their learning experience. In addition, Sebastian's contribution to the development plan preparation was outstanding. His meticulous attention to detail and ability to analyze and incorporate complex information made the process both efficient and effective. The clarity and comprehensiveness of the plan were notably appreciated by the Project Manager, highlighting Sebastian's proficiency in this task.

Paweł Szmidt, Senior Project Manager

I would like to note Irina as a very proactive and positive learning partner; she always helps to find a solution to questions, help find the necessary training, or organize sessions. I believe that our interaction was very effective and useful, I would also like to note that a very useful moment was the regular analysis of TOP learning champions and learning updates on our All Hands. The initiatives that Ira supported were all successful.

Dmytro Diakov, Delivery Unit Coordinator

LEARNING NEEDS IDENTIFICATION

297 of 439

learning needs were processed by SoftServe University within Planned Approach, global learning management platform. 68% of learning needs were identified by Learning Partners in Delivery.

45%

of learning needs identified were of team/department level (194 cases)

42%

of learning needs identified were of individual level (137 cases)

BUSINESS CASES: LEARNING PARTNER IMPACT

Learning Partners played a crucial role in upskilling, leadership development, and process improvement through strategic initiatives tailored to business needs.

- **Upskilling Cisco PMs** — together with PMO and Cisco Leaders we managed a technical competency framework for PMs, conducted assessments, provided personalized learning recommendations, and assigned mentors to bridge knowledge gaps.
- **Customized Leadership Program** — Designed and delivered a 7-session training program for Tech & QC Leads, strengthening leadership capabilities and fostering a continuous learning culture.
- **Scrum Master Training** — Trained PMs to effectively execute Scrum Master roles, improving Scrum ceremonies, team processes, and client communication.
- **Negotiation Academy** — Partnered with EY Academy of Business to provide high-quality negotiation training, enhancing strategic planning and client relationship management.
- **Learning Research Initiative** — Conducted surveys, interviews, and a learning marathon to identify engagement barriers, leading to customized learning solutions that increased participation and innovation.

These initiatives aligned learning with business goals, enhanced team capabilities, and strengthened leadership pipelines across SoftServe.

KEY INITIATIVES

MENTORSHIP

The Learning Partners team is consistently responsible for sourcing mentors and establishing mentoring connections within the business units they support. Learning Partners successfully found mentors for 177 associates from delivery (615 pairs started working under the mentorship overall).

281

mentorship pairs in 2024

51%

of requests for mentorship were processed by Learning Partners

LEARNING JOURNEY UPDATES

The initiative is designed to keep individuals informed about the latest educational news, encourage engaging discussions on emerging trends, share personal learning experiences, and help participants discover the most suitable solutions for their educational needs.

15

sessions

THE TALK

A public speaking practice platform where associates share knowledge in Technology, Business, Personal Growth, and Practicum.

81

sessions

2 600

learners

LEARNERS & EDUCATORS OF THE QUARTER

A quarterly recognition program where we celebrate the exceptional learning achievements and contributions of colleagues who have made significant progress in their professional development. Every quarter, we highlight those associates who have demonstrated outstanding commitment to growth and have made notable contributions to the success of their teams and the organization.

MONTHLY LEARNING HIGHLIGHTS

This is a monthly communication sent by Learning Partners to the teams they work with, featuring a selection of curated resources, courses, and tools to enhance employee skills and support alignment with their current goals. This initiative is designed to ensure continuous professional growth and help employees stay ahead in their development journey.

MANDATORY LEARNING

Mandatory Learning is a strategic, company-wide initiative designed to ensure compliance, enhance organizational learning, and reinforce awareness of critical strategic priorities. This initiative not only fulfills external regulatory requirements but also strengthens internal capabilities through high-quality, accessible training across company-wide, local, and project levels.

Driven by cross-functional collaboration and long-term partnerships with subject matter experts, Mandatory Learning functions as a seamlessly integrated ecosystem. Training solutions are well-aligned, data-driven, and supported by targeted communication strategies, ensuring both compliance and meaningful organizational impact.

FACTS AT A GLANCE

21
compliance trainings launched

5
new compliance trainings developed

3
workplace trainings developed and launched

IN 2024, WE RESTRUCTURED MANDATORY TRAINING INTO TWO MAIN CATEGORIES

COMPLIANCE TRAINING

Focuses on minimizing risks, maintaining our market reputation, and meeting legal and international standards (ISO).

93%
average completion rate

WORKPLACE TRAINING   new

A new category designed to strengthen corporate culture and collaboration through programs like Cultural Intelligence Training and the Values in Action Quest. These initiatives promote a values-driven and inclusive workplace.

56%
average completion rate

KEY INITIATIVES

SENSITIVITY LABELING CAMPAIGN

As part of the First Line of Defense initiative, this 2-month campaign focused on strengthening data protection practices across the organization. Through engaging and accessible educational videos, employees learned how to apply sensitivity labels effectively, understand their importance, and differentiate between label types. By presenting real-life examples, the campaign made data protection practical and relevant, resulting in a 55% increase in new users and significantly enhancing organizational data security.

43% of users who now label files reported, «I started applying Sensitivity Labels after the learning campaign» in the IT survey.

ACCESSIBILITY IN LEARNING

In 2024, to celebrate **Global Accessibility Awareness Day**, we enhanced compliance training by implementing internal standards aligned with **international accessibility guidelines (WCAG)**. This initiative ensures our training is inclusive and equitable for all learners. Key improvements included:

- **Five new Information Security videos** featuring closed captions, audio descriptions, high-contrast visuals, and accessible navigation.
- **Improved functionality** in the Information Security Awareness Quiz, enabling learners to access resources while reviewing their answers.

These enhancements demonstrate our commitment to creating **inclusive learning experiences** that meet diverse accessibility needs.

MENTORSHIP AND JOB SHADOWING

The Mentorship and Job Shadowing programs at SoftServe University play a crucial role in shaping the professional journeys of our employees. It connects associates with experienced mentors for guidance, skill development, and career growth, while Job Shadowing offers hands-on learning experiences, enabling participants to gain practical insights into various roles within the organization.

★ HIGHLIGHT OF THE YEAR

In 2024, **23%** of all Associates contributes as mentors, a significant increase from **9.9%** in 2023, while the percentage of hosts rose from **0.4%** to **1.2%**. This growth reflects a substantial expansion in participation and engagement with mentorship and hosting roles across the company.

FACTS AT A GLANCE

1 055
92% ↑
new mentors

633
mentorship pairs

93
NPS

70
156% ↑
new hosts

40
job shadowing pairs

100
NPS
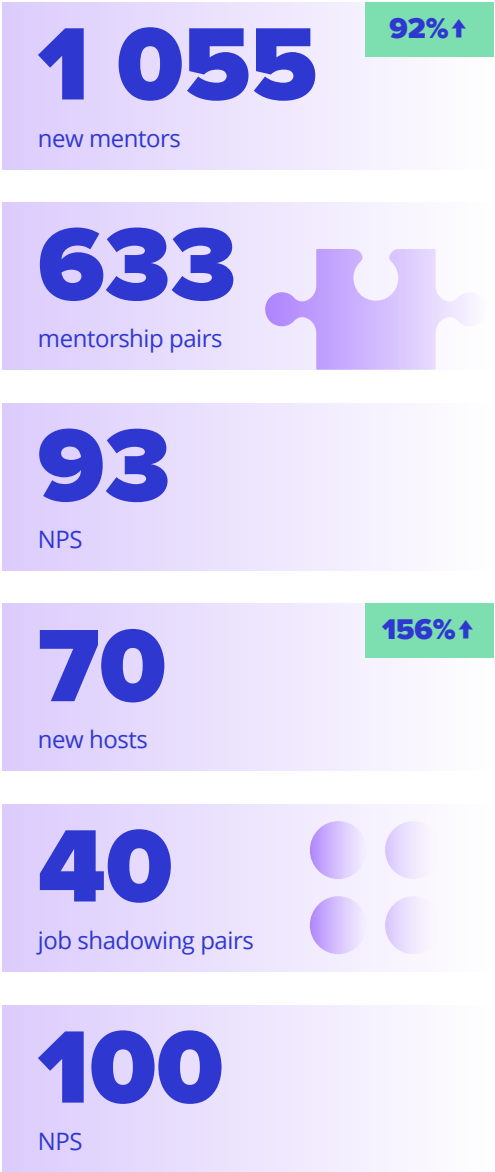
MENTORSHIP WEEK 2024

Mentorship Week is an annual initiative at SoftServe, dedicated to fostering leadership, career growth, and strong mentorship culture. This year, from November 18 to 22, we hosted 13 inspiring speakers and engaged associates in discussions, workshops, and webinars focused on building impactful mentor-mentee relationships and professional development.

Key Takeaways:

- **The Power of Mentorship in Leadership Development:** How mentorship enhances leadership skills, team performance, and career growth.
- **Dos and Don'ts in Mentorship:** Best practices for setting goals, aligning expectations, and maintaining productive mentorship relationships.
- **The Art of Mentorship:** Strategies for empowering mentees through active listening, goal setting, and resilience.
- **Job Shadowing for Career Growth:** Leveraging hands-on learning experiences to explore career paths and skill development.
- **Feedback That Fuels Growth:** Practical techniques for giving and receiving constructive feedback in mentorship.
- **Getting the Best Out of Mentorship:** How mentees can proactively engage, set clear goals, and maximize mentorship benefits.

By fostering meaningful connections and practical learning, Mentorship Week 2024 empowered employees to grow, lead, and support one another.

EMPOWERU: MENTORSHIP

EmpowerU is SoftServe's inclusive education program aimed at providing equal IT career opportunities for veterans, displaced persons, military personnel, and their families. Launched in 2023, in partnership with VeteranHub, Ukrainian Veteran Fund, and LobbyX, the program has received 1068 applications, with 119 graduates.

This year as part of EmpowerU, the mentorship program has played a crucial role in helping graduates transition into IT careers. With over 160 graduates across 6 countries, we connected them with mentors, experienced SoftServe associates, who volunteered to guide participants in their journey.

- • 18 youth pursued IT careers
- • 6 mentees completed mentorship

- • 10 mentoring pairs for women and individuals with disabilities

- • 10 pairs progressed
- • 3 mentees completed mentorship successfully

- • 2 mentorship pairs with people with disabilities
- • 2 mentees completed mentorship successfully

MENTORSHIP AT SOFTSERVE

A CULTURE OF GROWTH AND SUPPORT

At SoftServe, mentorship is more than just knowledge sharing — it is a structured, results-driven approach to professional development that fosters confidence, career growth, and high performance.

In 2024, the Learning & Development (L&D) department made a significant impact, aligning closely with SoftServe's global goals of developing new talents, upskilling existing associates, and strengthening leadership capabilities. These achievements not only demonstrate the business value of L&D initiatives but also highlight our crucial role in talent development and organizational growth.

Mentorship plays a key role in this success, with a growing number of associates stepping up as Mentors and Hosts, committed to educating, supporting, and empowering their peers. This increase reflects a strong culture of knowledge sharing and professional development within the company.

In 2024, the majority of Mentors came from Tech Lead-level specialists in Application Engineering, showcasing a deep commitment to technical excellence and leadership within our teams.

2 202
total mentors

23%
of all associates are mentors

26%
of all mentors are from Bulgaria

3
new mentorship connections are created every working day

57%
of all mentors are leaders

> *Organizations that prioritize mentorship often see improved talent retention, as employees feel more supported and engaged in their career progression. This supportive environment not only nurtures future leaders but also cultivates a culture of continuous learning and development.*
>
> **Harvard Business Review**

JOB SHADOWING AT SOFTSERVE

LEARNING THROUGH EXPERIENCE

Job Shadowing at SoftServe is a hands-on learning experience designed to support **career development, leadership growth, and cross-functional collaboration.** This globally recognized development tool is widely used by leading companies around the world — including those featured in international resources like SHRM and Harvard Business Review — to foster talent mobility, skill-building, and knowledge sharing.

At SoftServe, Job Shadowing allows associates to step into a different role, observe experienced professionals, and gain valuable insights into new responsibilities, tools, and best practices.

In 2024, most Job Shadowing Hosts were Senior-level Project and Program Managers, demonstrating a strong commitment to help associates enhance their career growth.

115
total hosts

75%
of all hosts are leaders

> *I didn't know about the shadowing program before this first experience. My TCL recommended the program while I was thinking about areas I can improve before my next project assignment. This type of cooperation is beneficial because you practice theoretical knowledge with the dedicated expert and all the expert's attention is on you. It's not just an online course where you can't get the feedback, it's real feedback on your drawbacks.*

> *Another chance to shape and structure information on your role's responsibilities and team strategy, as well as an incredible opportunity to boost your presentation and speaking skills. This was a first-time experience being in a program in any role. Now I plan to become a Shadowee myself and try out the programs' benefits.*

SOFT SKILLS DEVELOPMENT

At SoftServe, soft skills development goes beyond core competencies — we prioritize emotional intelligence, change management, and leadership skills to drive personal and professional growth.

In 2024, SoftServe University strengthened its focus on soft skills, now recognized as essential «power skills» for all employees, including managers and leaders across delivery and corporate functions.

FACTS AT A GLANCE

58 — 5,5% ↑
learning solutions

1 735 — 22,3% ↑
learners

91 — 10 ↑
NPS

KEY INITIATIVES

CHANGE MANAGEMENT AMBASSADORS PROGRAM

This program equipped leaders and client-facing associates with practical change management skills in real project scenarios. Through two groups, participants learned to navigate change effectively, enhancing collaboration with delivery teams and Centers of Excellence to drive measurable project success.

FUTURE OF WORK CONFERENCE

In 2024, Talent Development Department and SoftServe University launched the first-ever Future of Work Conference, a two-day event equipping leaders and HR professionals with essential insights and tools for the evolving workplace.

With speakers from McKinsey, Microsoft, Aviva, and SoftServe, the conference explored key trends under the theme «People Power: Navigating the Future of Work at SoftServe». Topics included culture-driven success, resilience in leadership, the role of managers, and emerging workplace innovations.

Through expert talks and PechaKucha sessions, attendees gained practical strategies for managing remote teams, fostering trust, and leading change — reinforcing our commitment to people-first leadership.

SOFT SKILLS TRAININGS

In 2024, a variety of practical trainings and courses were delivered to enhance soft skills such as emotional intelligence, resilience, and effective team collaboration. These sessions included customized programs for Finance Partners, which have been particularly impactful and have continued over the past two years.

SOFT CAMP

Soft Camp is a regular, interactive learning series designed to enhance soft skills in a practical way. Each 45-minute session introduces key skills in a welcoming, engaging environment, fostering personal and career growth. In 2024, 117 learners enhanced their soft skills knowledge by attending Soft Camp.

What's inside:

- Key insights and techniques for the soft skill of the month
- Greater self-awareness of strengths and areas for growth
- A growth mindset and commitment to continuous learning
- Access to additional resources for ongoing skill development
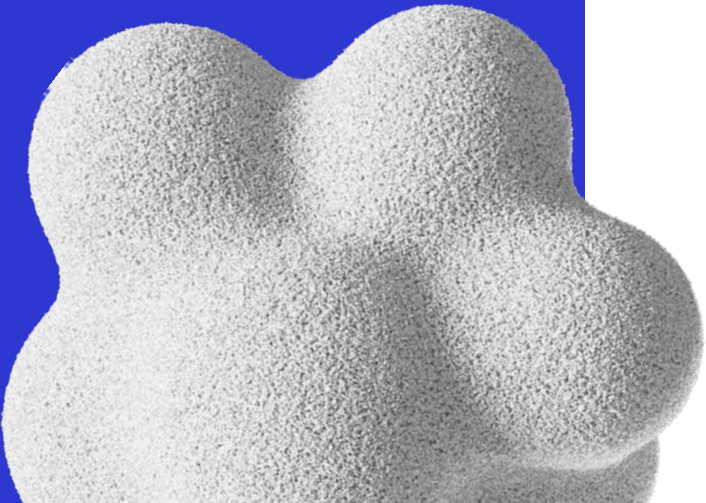
SYSTEMS AND ANALYTICS

★ **HIGHLIGHT OF THE YEAR**

ANALYTICS

Adoption has surged to 60%, up from 49% in 2023, with 14,537 annual visits and top users engaging twice daily. This growth underscores the dashboard's role in driving excellence and fostering a high-performance learning culture.

CORNERSTONE

Every hour, 16 learning objects are requested, while 10 new ones are created daily, reflecting our shared commitment to world-class development and lifelong learning.

FACTS AT A GLANCE

89% — 3%↓
SoftServians actively use Cornerstone

11 571
active users

3 700 — 20%↓
active courses

1 132 — 14%↑
Power BI learning dashboards active users

CORNERSTONE

Cornerstone is a cloud-based platform that provides learning solutions that help SoftServe associates meet their unique learning needs and comply with organizational goals. You can request and register for training sessions, take online courses, watch videos, study documents, pass tests, and get certified.

cornerstone

EMPOWERING LEARNING ADMINISTRATORS WITH ENHANCED TOOLS

- **Streamlined Search Functionality:** Eliminates auto-populating search results, enabling administrators to execute faster searches without unnecessary delays.
- **Group Preview Feature:** Provides a preview of group memberships based on edited criteria, ensuring accuracy and reducing errors before saving.
- **Modernized User Interface:** Introduces an updated, intuitive design for the most frequently used learning administration pages, enhancing usability and efficiency.
- **Content Manager:** Simplifies the creation and management of learning objects (LOs) through a unified platform with consistent workflows, offering a seamless and efficient experience.

ENHANCING THE END-USER LEARNING EXPERIENCE

- **«One Player» Inline Experience:** Delivers a consistent and reliable user experience (UX) for launching training directly from the transcript, offering a standardized interface for completing materials, courses, videos, and tests.
- **Curriculum Player 2.0:** Improves upon the legacy Curriculum Player, providing users with a clear and straightforward path to complete their curriculum efficiently.
- **Simplified Training Assignment:** Features an intuitive interface with robust search functionality, making it easier than ever for Learning Partners to assign training.
- **Accessibility Enhancements:** Introduces significant updates to ensure an inclusive and seamless learning experience for users with disabilities.

POWER BI LEARNING ANALYTICS DASHBOARDS

Team's Learning Performance Dashboard ranks among the top 10 most-visited company-wide, highlighting its strategic role in learning management. By providing managers with actionable insights, it has helped achieve a 93% average compliance training completion rate, reinforcing SoftServe's commitment to continuous learning.

Power BI

USER ASSISTANCE

The user assistance, presented as information cards with tips and descriptions — is now on a separate dashboard page. This enhancement makes it easier for you to discover the dashboard's capabilities, ensuring an even smoother user experience.
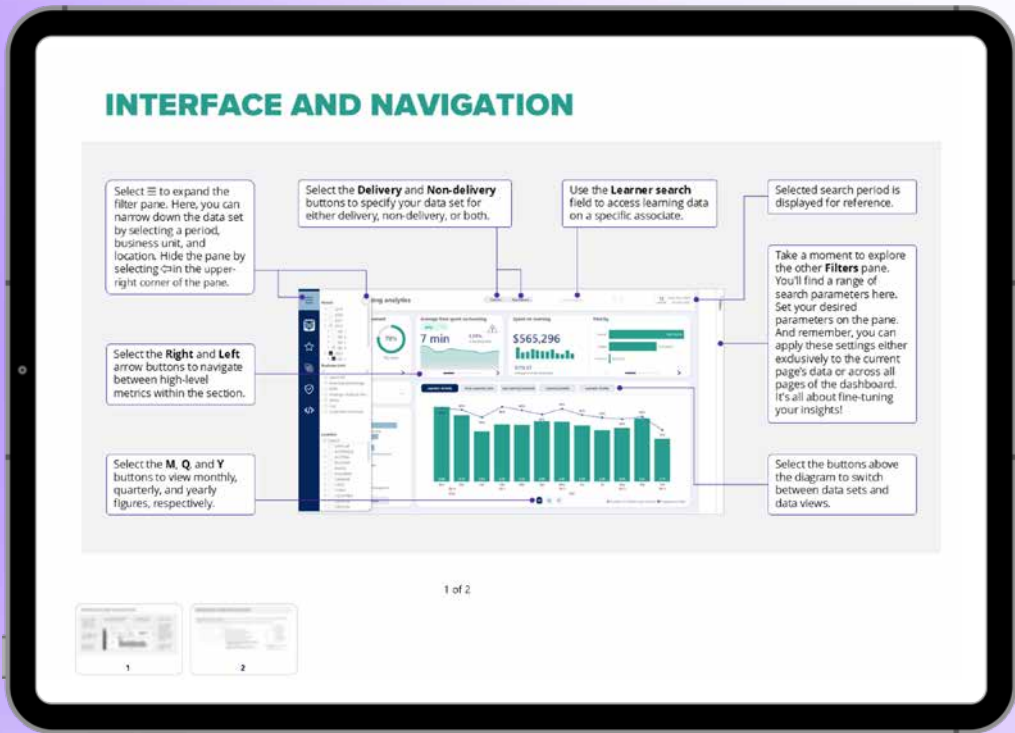
AVAILABLE DASHBOARDS

TEAM'S CERTIFICATION ACTIVITY

new

The new Certification page on the Team's Learning Performance Dashboard provides a centralized view of team certifications, helping managers track statuses, plan future needs, and analyze key metrics.

MANDATORY LEARNING DASHBOARD 2.0

new

The updated page enhances tracking, provide clear assignment details, and streamline the user experience. This dashboard helps managers effortlessly monitor their team's learning journey, providing not just data, but meaningful insights that highlight areas for improvement.

MY TEAM'S CONTRIBUTORS INVOLVEMENT

Provides insights into your team's involvement in educational activities, such as specific roles your team members fulfill within the company's learning ecosystem.

MY TEAM'S LEARNING ANALYTICS

Reveals valuable insights into your team's learning, such as learning time, activity statistics, training completions, expenses, and engagement trends.

RETRAINING PROGRAMS

Provides your team's retraining engagement and results upon completion. Discover data on unique learners, new joiners, and specific retraining programs during the designated period.

LANGUAGE DEVELOPMENT

Offers an overview of your team's language proficiency and allows you to discover the impact of language courses, assess course format effectiveness, and track individual progress.

TECH PROGRAMS

SoftServe University supports the growth of technical professionals by fostering a dynamic, innovative learning environment focused on continuous skill development. Our structured programs help refine hard skills, accelerate career progression, and empower associates to thrive in their roles.

In 2024, we achieved an impressive NPS of 84, reflecting an 8% increase from the previous year. Our most engaged learners — Senior, Tech Leads, and Intermediate-level professionals — actively advanced their expertise across key areas such as Generative AI, NVIDIA technologies, Application Engineering, Cloud & DevOps, Quality Management, Tech Leadership & Architecture, Business Analysis, and Product Management.

FACTS AT A GLANCE

3 495
learners

557
learning solutions

84   8↑
NPS

295
educators

ENGINEERING & TECHNOLOGY DIRECTION

We enhanced the learning experience for software engineers, tech leads, and architects across diverse and emerging technologies. These advancements, backed by strategic collaborations, broadened engagement across job roles, directly supporting talent growth and business success.

2 730   14%↑
learners

233   97%↑
learning solutions

84   6↑
NPS

112
educators
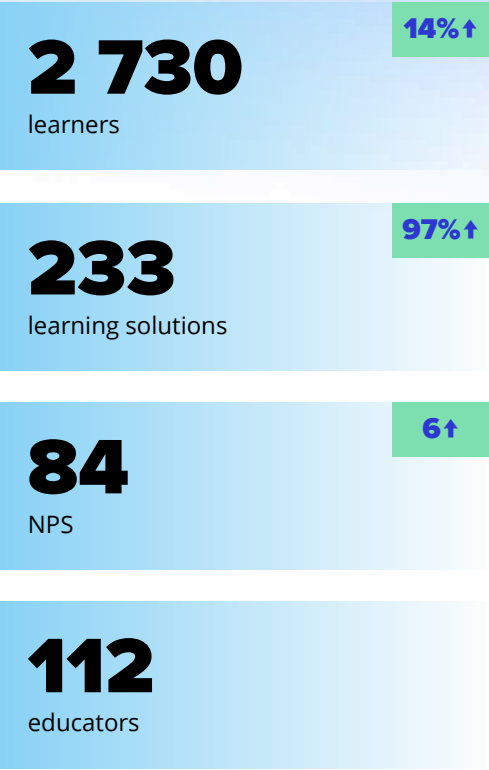
HORIZONTECH 2024

HorizonTech 2024 is an annual conference on emerging technologies shaping the IT industry. It helps participants stay ahead with expert insights on GenAI, LLMs, cloud computing trends, and machine learning industrialization. This year we hosted 12 speakers.

CODE QUALITY QUIZZES

A gamified initiative in JavaScript, .NET, Java, and Python, helping engineers identify issues, reduce technical debt, and enhance code quality. By applying best practices through quizzes, teams improved code review efficiency, deployment speed, and client satisfaction.

E&T RETRAINING

Learning offers include comprehensive solutions for our associates in AI & Data Science, Big Data, and Web UI specializations. More than 50% of retraining programs were redesigned. 14% of employees who completed the program are out of reserve.

CUSTOMIZED TRAINING SOLUTIONS

This training aligns learning with business objectives, ensuring that each initiative directly supports organizational goals.

• **Enhanced Client Communication in Digital Security** — Equipped teams with digital security expertise, improving client interactions and solution proposals.
• **Bridging the Tech Gap for Project Managers** — Delivered «How to Speak Tech» training, fostering better collaboration between PMs, technical teams, and clients.
• **Empowering DevOps with Kubernetes Expertise** — Provided hands-on Kubernetes training to optimize CI/CD processes, improving service quality and efficiency.

TECH LEADS CAMPS 2024

Tech Leads Camp is a learning initiative designed to equip current and aspiring Engineering Leaders with the practical skills, strategic mindset, and leadership expertise needed for career growth. Participants customize their learning through webinars, panel discussions, and training sessions on technical leadership, people management, and project execution.

In 2024, we hosted two camps — Spring and Autumn — featuring 15 SoftServe experts.

TECH SKILLS ENHANCEMENT INITIATIVES 2024

This year, four key initiatives fueled technical skills development at SoftServe:

• **Coding Kitchen** — Hands-on workshops tackling short-term solutions offering work on untrivial topics and practical cases.
• **DevOps Tech Talks & R&D Talks** — Knowledge-sharing forums for industry insights and cutting-edge research.
• **Chatty Learners** — Interactive group learning combining structured courses with peer discussions for deeper knowledge retention.

These initiatives strengthened our technical community, supported innovation, and contributed to business growth by enhancing expertise, enabling advanced projects, and improving client retention.

Key Topics Covered:

• Security Practices for Technical Leaders
• Product Mindset for Technical Leadership
• Building High-Performing Engineering Teams
• Work Breakdown Structure Development

Through Tech Leads Camp, we continue to invest in our engineering leadership pipeline, ensuring our teams stay ahead in an ever-evolving tech landscape.

AI AND GEN AI TECHNICAL SKILLS

2024 became a year of active collaboration with AI & Data Science Group and the creation of comprehensive educational solutions focused on AI competence growth.

1 536
learners

88
NPS

25
sessions

22
curriculums

53
self-paced learning offers

GEN AI TECHNICAL LEARNING PATHS

The paths are crafted to equip SoftServe professionals with advanced skills and knowledge in Generative AI. Divided into 3 tiers for different proficiency levels, they provide a complex set of knowledge and skills required for Generative AI implementation on the projects.

GEN AI DAYS 2024

In September 2024, SoftServe University and Gen AI Lab launched the first-ever Gen AI Days — two-weeks event dedicated to exploring the latest advancements in artificial intelligence. Designed for sales, delivery professionals, and AI enthusiasts, the event featured an impressive lineup of 31 speakers sharing insights into cutting-edge AI innovations. Key Highlights:

• Live sessions with SoftServe experts showcasing groundbreaking AI projects.
• Insights into Gen AI solutions Workshops and masterclasses to apply Gen AI techniques, enhancing efficiency and innovation.
• Gen AI Days reinforced SoftServe's commitment to AI-driven transformation, equipping teams with the knowledge and skills to shape the future of technology.

GEN AI PRODUCTIVITY BOOST LEARNING INITIATIVES

Meet-ups: regular meet-ups bring together the Gen AI Technical Excellence Community. These sessions help participants explore and integrate Gen AI tools into the Software Development Lifecycle.

Learning Program for EMEA team became a strategic learning program requested by EMEA Leadership. This learning featured 5 mandatory curricula and 3 specialized training sessions delivered by competence centers, alongside practical assignments using AI tools.

QUALITY MANAGEMENT DIRECTION

626
learners

196 34%↑
learning solutions

75
NPS

20
educators

QM RETRAINING

The QM Retraining program supports professionals transitioning from Quality Control (QC) to Test Automation (TA) through instructor-led and self-paced learning. In 2024, we launched 13 instructor-led retraining courses, achieving an impressive NPS score of 85. To meet the growing demand for Python and JavaScript, we redesigned popular programs into a blended learning format, which received highly positive feedback from participants.

Recognizing Playwright as a key trend, we partnered with TAC and QMO to introduce JS & TS Web Automation Testing with Playwright, which saw high demand. To expand accessibility, we also launched two free self-paced courses, bringing our portfolio to five major programming languages: Python, JavaScript, Java, C#, and Ruby.

I am satisfied with the Python Core Advanced course and its material delivery. The homework is well structured, aligns with the topics, and aids in learning. The additional materials are sufficient. Special thanks to Fedir for his support!

The course provided practical knowledge about Playwright: setup, syntax, test structure, execution, reporting, etc. The course was comprehensive. The instructor, Oleg, worked well with students, and the information was presented clearly. The homework assignments weren't overwhelming, but enough to master the material. The additional resources for self-study were very useful. Overall, the course was valuable and well-structured.

I have used AI as a web search engine mostly. This session opened new horizons to me. Very helpful and clearly explanation.

GEN AI CURRICULUM FOR QM

SoftServe University, in collaboration with QMO experts, launched two self-paced AI curricula for QC, TA, and SET Engineers. These curricula provide foundational AI knowledge to enhance engineers' expertise in quality management and test automation. The average test passing score stands at 85.5%, reflecting strong engagement and learning outcomes.

TESTING MEET-UP

A leading community platform for sharing the latest testing practices, insights, and innovations, keeping associates informed and engaged. Ranked among SoftServe's top 5 tech learning offers, it continues to drive knowledge exchange.

In 2024, we hosted 5 sessions, with "AI in Action: Practical Applications of Generative AI for Software Testers" becoming the most-watched testing meet-up recording of the year.

BUSINESS ANALYSIS DIRECTION

271
learners

86
NPS

7↑

58
learning solutions

26%↑

22
educators
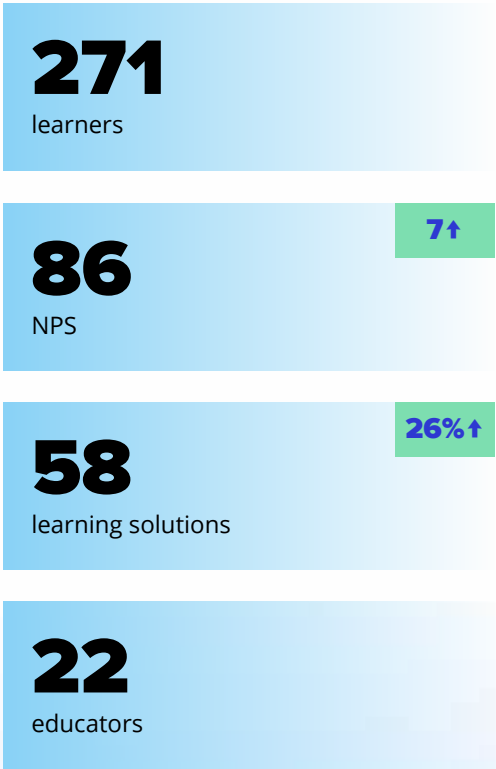
BA TRAINING PORTFOLIO

The BA training portfolio has been redesigned with 11 new learning offers that address PeEX performance gaps: 92% of new trainings are endorsed by IIBA and achieved an impressive 87% average test passing score.

> "The set of training has helped me gain valuable techniques, improve my skills, and deepen my understanding of business analysis. They also provided me with instructions on generating efficient diagrams and documentation, thereby enhancing communication between the team and stakeholders and facilitating my progress toward achieving my objectives. By better understanding certain techniques, I can simplify tasks and improve the team's satisfaction.

Liliia Kryvsun, Intermediate Business Analyst

COMMUNITY LEARNING

In 2024 we provided a wide range of community learning opportunities for Business Analysts: 2 series of learning community events are organized in collaboration with BAO:

- **BeAcon initiative** aimed at fostering knowledge sharing and promoting professional development.
- **IIBA webinars** - two-way dialogue with SoftServe's business analysis team designed to trigger questions and discussion on the future of BA profession.

> "Honestly, this is the most valuable workshop of this year! It provided real-life examples, practical usage, and details of how to make traditional techniques more efficient, modern, and usable. Thanks to the speakers!

BA SELF-PACED LEARNING

In response to urgent learning needs identified by BAO and CoE PdM&BA, we developed four new customized curricula to provide free, flexible learning for BAs, focusing on high-demand hard skills:

- Generative AI Curriculum for Product Managers and Business Analysts (CoE only)
- Gen AI Productivity Boost for BAs
- Discovery Ninja Academy (CoE only)
- BA Data Focus Curriculum (Data Processing & Analysis, ETL-Type Projects)

BA LEAD CURRICULUM — GETTING INTO BUSINESS DEVELOPMENT

New Learning designed for Senior and Lead BAs, this curriculum strengthens skills in Pre-sales, Discovery Processes, and Facilitation, enhancing their ability to craft impactful Pre-sales documentation and understand client needs. Already, 30% of the target audience is actively engaged in this learning journey.

PRODUCT MANAGEMENT DIRECTION

224

learners

80

NPS

26

learning solutions

7

educators

COMMUNITY LEARNING

In 2024, PdMs took part in learning events organized with PdMO, Product Management, and BA CoE:

- Product Inside
- Digital Products Talks: Season 2
- Product Webinars

These sessions shared best practices and unique approaches in product management. Experts discussed topics like data-driven decisions, AI in product management, business in the metaverse, and unlocking AI's potential, helping the SoftServe Product Management community grow and stay ahead.

TECHNICAL COMMUNICATION DIRECTION

54

learners

86

NPS

7

learning solutions

3

educators

GEN AI FOR TECHNICAL COMMUNICATORS CURRICULUM

This curriculum with 7 trainings helps Technical Communicators integrate Gen AI into their workflows, enhancing efficiency rather than replacing skills. Participants will gain a clear understanding of Gen AI fundamentals, terminology, and principles, learn to craft effective prompts for optimal results, and discover practical ways to apply AI in their daily tasks.

WRITE LIKE A PRO TRAINING

In 2024, we in cooperation with TCO redesigned and enhanced the program with an AI part. As a result, not only technical communicators but also business analysts, project managers, quality managers, and other professionals showed interest in mastering the basic rules and best practices for developing documentation.

PROJECT MANAGEMENT DIRECTION

2 730 26%↑
learners

233 97%↑
learning solutions

84 6↑
NPS

112
educators

LEVERAGING CHATGPT FOR DAILY SUCCESS

This Knowledge Exchange Series helps Project Managers enhance team management, operations, and business acumen using ChatGPT.

BEHIND REQUESTS. UNCOVERING CUSTOMER'S NEEDS

This Knowledge Exchange Series explores how to identify needs and requests as well as use effective questioning techniques to clarify customer expectations. Through real-world examples, participants learned how to refine their approach and deliver the right solutions.

AI AND GEN AI CURRICULUM

In cooperation with SoftServe University and the community leader, the Project Management Office Team developed a new training curriculum. This training equips Project Managers with a foundational understanding of AI and Generative AI, covering key concepts, tools, and frameworks. Participants learn AI fundamentals, data preprocessing, model evaluation, and deployment strategies, gaining the skills to manage AI-driven projects effectively.

The program also explores Gen AI architectures, real-world applications, and Large Language Models (LLMs), ensuring PMs can responsibly evaluate and implement AI solutions in business scenarios.

160
hours duration

70
training materials

EXPERIENCE DESIGN DIRECTION

We receive feedback from PMs and DDs confirming that our learning solutions have a positive impact on the business. Our learners consistently achieve their objectives and receive positive client feedback.

138 10%↑
learners

89 29↑
NPS

25
learning solutions

19
educators

DESIGN MEETS AI + R&D VOL.3

A two-week journey filled with engaging sessions, hands-on demos, and practical AI Hackathon that transforms perspective on design and technology.

WORKSHOP FACILITATION FUNDAMENTALS

This training equips participants with the skills to plan, conduct, and conclude effective meetings and workshops. As a testament to its impact, graduates of the program have gone on to co-facilitate future training sessions, fostering a new generation of expert facilitators.

91% of meetings/workshops successfully achieved participants' objectives. These results highlight the high effectiveness of the training in enhancing facilitation skills across the organization.

> *The client is very pleased with the workshop we delivered. I've received verbal feedback only, but I hope we can proceed with this project next year and implement it in the production environment.*
>
> **Dominik Kubacki, Director of the Specialised Delivery Unit in Emerging Technologies**

THE TALK: PUBLIC SPEAKING & SOCIAL LEARNING

The Talk is a platform where associates share knowledge, refine their public speaking skills, and connect across teams. It features four key directions: Technology, Business, Personal Growth, and Practicum.

This initiative fosters cross-cultural collaboration, strengthens leadership skills, reinforces shared values, and enhances internal communication at all levels.

★ HIGHLIGHT OF THE YEAR

In 2024, The Talk became one of SoftServe's most popular learning initiatives, recognized for its high engagement and the number of sessions delivered.

FACTS AT A GLANCE

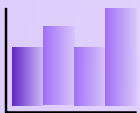**2 600+**
learners

81   69%↑
sessions

72
speakers

93
NPS

THE TALK DIRECTIONS

BUSINESS

Focuses on leadership, management skills, and business tools, providing insights to help associates strengthen their professional capabilities and excel in their careers.

13
sessions

PERSONAL GROWTH

Centers on personal development and self-improvement, guiding associates to navigate life changes and enhance their overall well-being.

25
sessions

TECHNOLOGY

Covers the latest IT trends, technologies, and frameworks to help associates advance their technical skills and stay up-to-date with industry developments.

23
sessions

PRACTICUM   new

Offers interactive workshops that help associates develop practical skills through real-world scenarios. Participants engage in hands-on exercises, enhancing their professionalism and confidence in tackling everyday challenges.

20
sessions

At the beginning of 2025, we launched a new direction — The Talk: Leadership.

TOP TOPICS OF 2024

Mindset Reset — How to Become a Game-Changer

From Scrum to KanPlan: A Practical Case Study

Beyond Clicks: Exploring Keyboard Accessibility

Unleash Your Purpose and Meaning at Work

How to Read and Create Technical Diagrams

72

associates from engineering, HR, marketing, finance, design and leadership roles were speakers in The Talk, with **11%** returning for multiple sessions.

HOW THE TALK SUPPORTS ASSOCIATES GROWTH

As one of the most popular learning and engagement solutions at SoftServe, The Talk goes far beyond presentations. It's a platform for personal and professional growth, global connection, and cultural exchange. In a friendly, open, and creative environment, associates explore meaningful topics, build cross-cultural awareness, and strengthen their sense of belonging and shared identity. **It's a reflection of our community in action, where support, collaboration, and continuous learning come together.**

At the same time, The Talk helps associates **master the art of public speaking** — a valuable skill that takes time and practice. By sharing their expertise in front of real audiences, participants:

- Strengthen presentation and communication skills through real-time feedback
- Deepen subject matter expertise by organizing and delivering content
- Build connections across teams and geographies
- Gain visibility as experts and thought leaders within the company

The Talk empowers associates to grow with confidence, connect meaningfully, and contribute to a culture where learning is both shared and celebrated.

MASTERING SPEAKER EXCELLENCE: OUR PROVEN APPROACH

During The Talk we've built a proven framework for speaker preparation that ensures every session meets the highest standards. Our approach combines best practices, expert support, and structured guidance, helping professionals deliver impactful presentations with confidence.

Here's what sets our approach apart:

- **Strategic Content Development** — We help refine topics, define the target audience, and apply industry best practices for engaging and insightful sessions.
- **Flawless Execution** — A structured dry run process ensures speakers are fully prepared, refining delivery for maximum impact.
- **Continuous Improvement** — Post-session feedback and data-driven insights empower speakers to enhance future presentations.

This model not only elevates internal expertise but also fosters a culture of knowledge-sharing and leadership development, making it a benchmark for excellence in speaker support.

> *I've always wanted to test my public speaking skills. The Talk format is the perfect start as it provides the presenter with the opportunity to choose any topic (work or non-work related) which they feel passionate about*
>
> **Desislava Mutafchiyska, Senior Accountant**

> *The Talk provides an opportunity to enhance your confidence and refine your public speaking abilities. Every moment dedicated to preparation contributes meaningfully to your personal and professional development.*
>
> **Varty Kuyumdjian, Associate Delivery Director**

> *Every time I discuss a topic that fascinates me, I either pick up new insights or recall previous knowledge while preparing my presentation. Additionally, giving these talks helps me stay sharp when I need to speak in public.*
>
> **Martin Lazarov, Lead Software Engineer**

> *I've always enjoyed sharing knowledge, and my background as an English teacher helped me feel comfortable as a speaker. The Talk gave me the chance to structure information, share insights, and hopefully provide value to others.*
>
> *Stepping on stage is always a challenge, but it's also a push forward. The experience reminded me how exciting public speaking can be and motivated me to continue.*
>
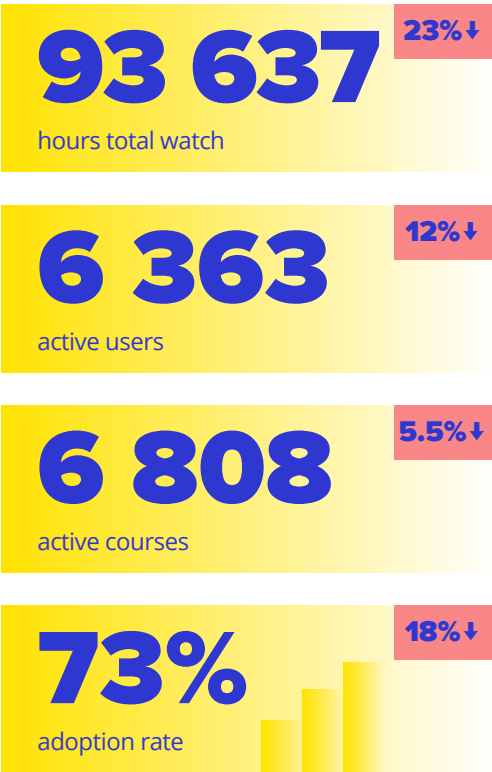> **Dariia Zatsepina, UA DevOps Cluster Manager**

UDEMY BUSINESS PROGRAM MANAGEMENT

SoftServe leverages Udemy Business through a company-funded license program, giving associates access to top-rated, personalized, and on-demand learning. With courses rated 4.6+, it supports continuous upskilling and drives key business outcomes.

★ HIGHLIGHT OF THE YEAR

According to Udemy's report, in 2024, every $1 invested in Udemy Business generated an $18 return, clearly demonstrating its strong value. 94% of SoftServe associates rated it highly and consider it an essential tool for their development. Udemy Business continues to support both individual growth and the company's success.

FACTS AT A GLANCE

93 637 — 23%↓
hours total watch

6 363 — 12%↓
active users

6 808 — 5.5%↓
active courses

73% — 18%↓
adoption rate

WHAT WE LEARNED

84%
technology skills

14%
business skills

2%
personal development skills

ûdemy business™

BINGE-LEARNING MUCH?

Here are the top 3 Udemy Business users, who set record times spent on learning:

Andrii Svorak
1647 hours

Yurii Koval
410 hours

Oksana Lyhuta
347 hours

WHAT WE LEARNED

Top 10 business skills at SoftServe

1. English language
2. Business Analysis
3. Spanish language
4. Project manager
5. English grammar
6. Scrum
7. Leadership
8. Product manager
9. Microsoft Excel
10. Agile

0%   0.5%   1.0%   1.6%
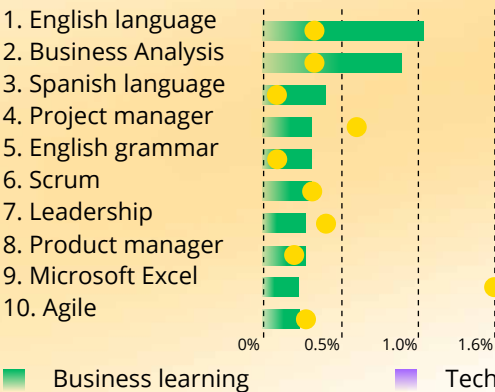
Top 10 technology skills at SoftServe

1. Python
2. React JS
3. Amazon AWS
4. AWS Certified S
5. AWS Certified C
6. JavaScript
7. Kubernetes
8. Java
9. AWS Certified D
10. Docker

0%   1.5%   2.9%   4.4%

■ Business learning   ■ Technology learning   ● Industry learning
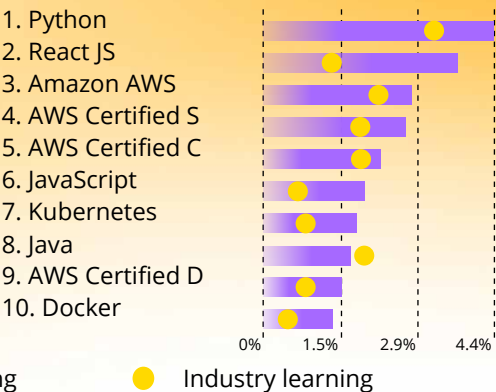
BUILDING NEW TOOLS TO DRIVE LEARNING OUTCOMES

LEARNING COORDINATORS' PERSPECTIVE

The new admin overview dashboard increases the discoverability of the key insights customers need, with an actionable and shareable landing page that shows insights at a glance.

- Admin Overview is the new landing page for better discoverability
- More intuitive / easily digestible insights
- Prompts to increase license uptake and increase learning
- Actionable insights that allow Admins to impact learning in the company positively

Aggregated badging insights will help admins view a list of users who hold a particular badge to identify skills opportunities across the organization.

Imported badging data via APIs — Extending the value of Udemy into other third-party systems using badge data.

LEARNERS' PERSPECTIVE

- **Learning Streaks** — motivate learners to achieve their learning goals, such as earning a 3rd party badge, by making learning a habit with learning streaks
- **Addition of Practice Assets** — assessments, quizzes, and practice tests will be made available on Udemy Business native apps
- **New learner "Run Code" Functionality in Python** — allows learners to practice and see their code output before submitting for tests
- **Social sharing of badges** — learners are able to share their badges from Udemy Business to social channels
- **New learner onboarding flow** — to provide an even more personalized learning journey, our new onboarding flow will give learners the option to set their Occupation Goals and Skills interests and help learners see recommended content based on their personal goals
- **Certification Prep Weekly Tracker** — enable learners to set a desired certification preparation time frame, set weekly goals and track progress towards their third-party cert exam badges.

KEY INITIATIVES

CHATTY LEARNERS

A dynamic learning community focuses on diverse topics in related streams, offering a blended learning experience through sprints, challenges, social techniques, in-group cooperation, and interactive learning for the targeted audience. In 2024 we launched 32 sessions in such streams:

ENGLISH LEARNING

SOFT SKILLS

HARD SKILLS

UDEMY BUSINESS X SOFI INTEGRATION

In 2024, we successfully launched the integration of Udemy Business with SOFI, SoftServe's Intelligent Assistant. This milestone made over 20,000 on-demand courses instantly accessible through Microsoft Teams 24/7, transforming the way associates discover and engage with learning.

SOFI

SOFT SKILLS DIGEST

In 2024, we launched the Soft Skills Digest, a monthly initiative featuring curated Udemy Business courses on essential soft skills topics. Each edition provided practical learning resources to help individuals enhance their personal and professional development. As part of this initiative, we introduced 12 learning paths, resulting in 692 enrolments — a remarkable increase from 5 learning paths and 112 enrolments in 2023. Most popular:

- Problem-solving
- Time management mastery
- Leadership
- Cultivating meaningful relationships
- Business etiquette
- Critical thinking
- Resilience

This represents a fivefold growth in participation, reflecting the increasing value and impact of soft skills education within our company.

WELL-BEING

Well-being has always been a priority for SoftServe. While living through challenging times, we've kept the well-being in even sharper focus, adapting our initiatives to evolving circumstances and global challenges.

SoftServe University supports well-being with learning and educational solutions.

★ HIGHLIGHT OF THE YEAR

Well-being indicator at Peakon grew by 7 points, allowing us to remain in the top 5% of the industry benchmark.

FACTS AT A GLANCE

259
online and offline well-being events

5 700+
learners in well-being events

82
NPS

ECONOMIC IMPACT OF MENTAL HEALTH

The global economic impact of mental health issues remains significant, with depression and anxiety contributing to a loss of approximately 12 billion workdays each year, costing the global economy over $1 trillion annually. According to the World Health Organization (WHO) and the International Labour Organization (ILO), these figures have remained stable in recent years, including in 2024.

GLOBAL WELL-BEING PLATFORM AT SOFTSERVE

In 2024, a new global well-being platform was introduced, offering employees comprehensive support across emotional, physical, financial, social, and workplace well-being. It provides tools, resources, and benefits to help maintain life balance, enhance focus and productivity, foster a supportive and healthy environment, strengthen resilience, and build meaningful connections.

In our well-being strategy, we adopt both global and local approaches, considering location-specific needs, challenges, goals, cultural differences, and a strong focus on local initiatives. This ensures that our Global L&D team, in collaboration with local HRM & CSR teams, tailors well-being activities to each location's unique context. Special attention is given to our team in Ukraine, where the full-scale war has been ongoing for over three years.

We remain committed to supporting our people in these challenging circumstances by fostering conversations about and with military personnel and veterans, providing emotional support, and ensuring access to professional psychologists for those who need it.

WELL-BEING AT SOFTSERVE

WELL-BEING

KEY INITIATIVES

DARE TO CARE MONTH

Since 2022, every October is the Dare to Care Month. During this time, we offer and test the activities to inspire and support our associates in leading healthier lives, both personal and professional. In 2024, we focus on rebuilding and nurturing meaningful relationships — with family, friends, colleagues, and ourselves.

88
events

2 900+
participants

TELL ME MORE

This project brings leaders together to share personal stories about managing well-being — for themselves and their teams. Instead of just giving tips, they connect through real experiences, creating a space for learning and support. We have 11 episodes for now and planning to gather more leaders to this initiative. 15 leaders engaged in the first series of the project.

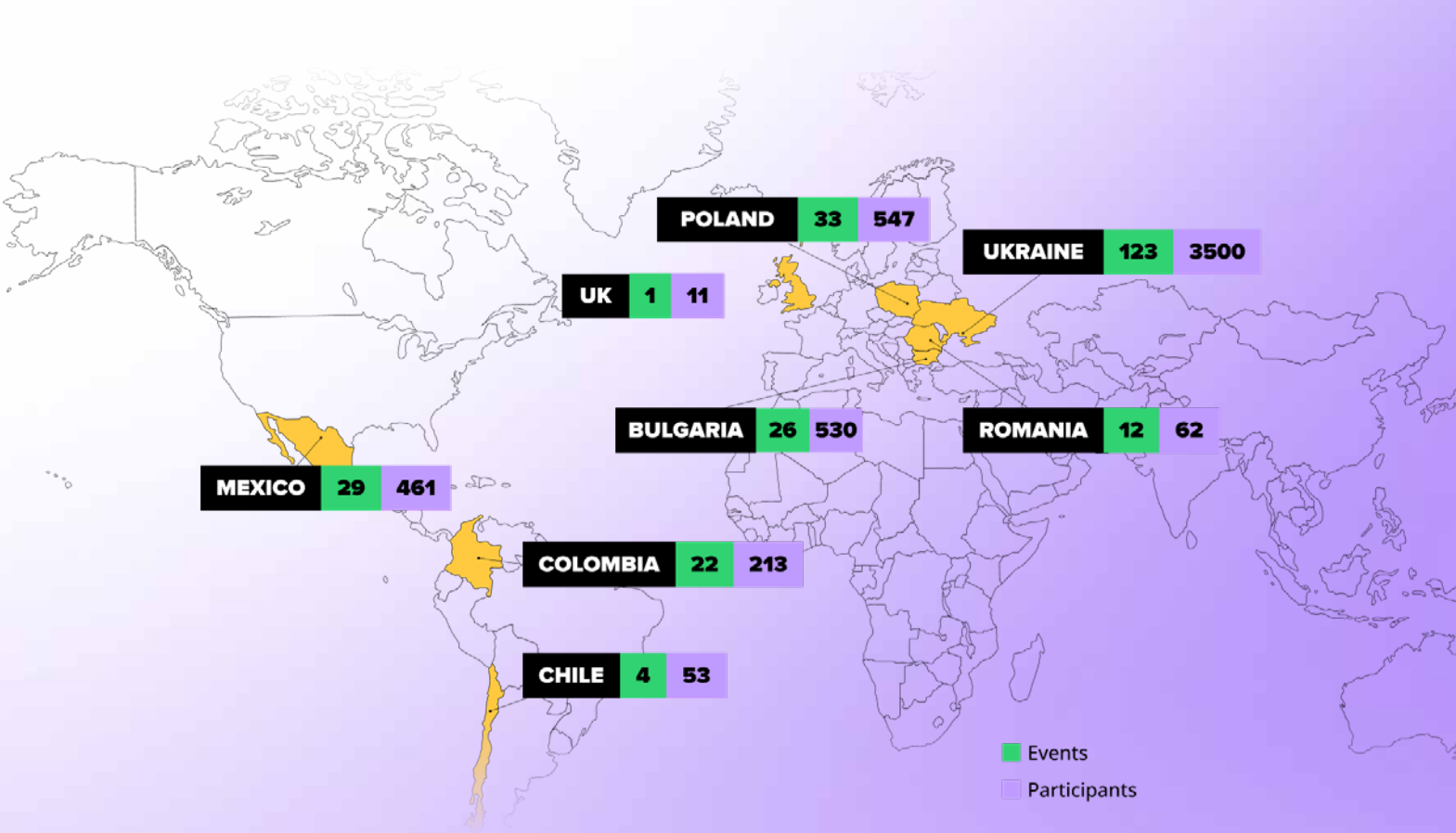## PSYCHOLOGICAL SUPPORT (UA, PL)

For three years, we have been providing psychological support to our employees in Ukraine and Poland, aimed at:

• strengthening their emotional resilience
• preventing burnout
• improving team communication
• fostering a culture of trust.

Each year, we see a steady increase in the number of support requests, highlighting the growing awareness and trust in this service.

The number of consultations in Ukraine increased by 42% by the end of 2024 compared to the end of 2023, while the number of users grew by 30%.

2024 WELL-BEING EVENTS PARTICIPATION BY COUNTRIES

POLAND 33 547
UKRAINE 123 3500
UK 1 11
BULGARIA 26 530
ROMANIA 12 62
MEXICO 29 461
COLOMBIA 22 213
CHILE 4 53

Events
Participants

SOFTSERVE UNIVERSITY WRAPPED 2024
COUNTRY HIGHLIGHTS

POLAND

UKRAINE

BULGARIA

ROMANIA

MEXICO

COLOMBIA

CHILE

the Country L&D Team is represented in the location

the Country L&D Team is not represented in the location

SCALING L&D EXCELLENCE ACROSS THE GLOBE

At SoftServe, we take a strategic and localized approach to Learning & Development, ensuring that our global vision seamlessly aligns with local business needs.

GLOBAL L&D MANAGEMENT AT SOFTSERVE

Global L&D Management is a strategic capability that operates as a strategic function that ensures the integration of global learning priorities with local business needs. Structured as a global capability, this function is driven by a unified vision and executed locally through dedicated Country L&D Managers and their teams.

Each country L&D team plays a pivotal role in translating the global L&D strategy into localized execution, ensuring alignment with business objectives, cultural context, and market dynamics. Country L&D Managers are responsible for end-to-end L&D management within their country, including strategic planning, resource allocation, budgeting, and compensation. As leaders of L&D within their regions, Country L&D Managers drive capacity building,

cultivate a culture of continuous learning, and spearhead innovation in learning solutions. They work closely with business leaders to equip them with the necessary tools and resources for talent development while ensuring learning programs directly support business performance.

Beyond local execution, Country L&D Managers contribute to global learning strategy by designing and leading strategic learning projects that have both local and global impact.

By leveraging data-driven insights, they continuously refine learning initiatives, drive organizational agility, and foster a resilient workforce prepared for future challenges.

BULGARIA

★ HIGHLIGHT OF THE YEAR

The Mentoring Promo was successfully scaled to units, featuring 36 interviews with mentors and mentees and widespread publications across internal channels. As a result, mentoring engagement reached 16% in the location, exceeding the target by 6%.

FACTS AT A GLANCE

1 742
learning solutions

517
learners

93
NPS

79%
learners engagement for recommended learnings

93%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 36   TRAINERS 27

MENTORS 113   SMEs 23

iTEACHERS 7   HOSTS 6

INTERNATIONAL CERTIFICATIONS

41
associates got certified, which is 10% of the local headcount

TOP 3 CERTIFICATIONS

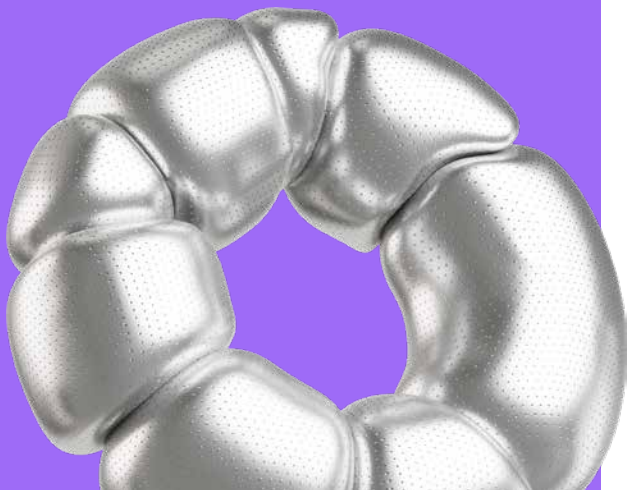salesforce   Google Cloud   aws

UDEMY BUSINESS

267
learners

899
requested courses

LEARNING OPPORTUNITIES AS A COMPETITIVE ADVANTAGE ON THE MARKET

Leverage learning and development to contribute to SoftServe Bulgaria's competitive edge. Demonstrate the company's strong commitment to talent development and career growth as a unique differentiator.

CENTER FOR PROFESSIONAL EDUCATION ACCREDITATION

We pursued accreditation as a Center for Professional Education to enhance credibility and offer government-approved certifications. Our application for licensing with the Bulgarian government was successfully submitted. This accreditation will enable us to access additional funding opportunities and issue training certificates recognized by local authorities.

PILOT PAID ACADEMIES

We launched Paid Academies to provide high-quality, business-aligned training, acting as talent incubators to develop industry-specific skills and ensure a sustainable talent pipeline through structured, paid learning experiences.

SoftServe Academy successfully expanded beyond Ukraine, launching its first Paid Academies in Bulgaria, focusing on Software Testing and Front-end Fundamentals, with **20 learners** and an **NPS of 92.**

STRENGTHEN LOCAL LEARNING CULTURE

Enhance engagement and diversify learning opportunities through impactful initiatives that foster continuous growth across all levels. Strengthen leadership capabilities, elevate technical expertise, and refine soft skills to meet evolving business needs.

Expand access to comprehensive learning tools and resources, providing equitable opportunities for professional growth and development. Cultivate a culture of continuous learning that empowers adaptability and drives innovation.

Key Initiatives

*   **Learning Journey Updates:** A global initiative for associates to stay informed about educational news, trends, and best learning solutions. 5 sessions, 200+ learners.
*   **Bulgaria Recordings Library:** Established in 2020 to support virtual learning. Now hosts 120+ recorded sessions, covering topics from The Talks to IT for Non-IT.
*   **The Talk:** Public speaking platform for sharing knowledge in Technology, Business, Personal Growth, and Practicum. 11 sessions, 328 participants. Local promo includes posts, quotes, videos, and calls for speakers.
*   **EmpowerU Mentorship Initiative:** Mentorship program promoting inclusion with 2 mentorship pairs involving people with disabilities. Scaled promo to units, 36 interviews, and publications on internal channels.
*   **We scaled mentorship** promo to business units. As results 36 interviews, and publications on internal channels.

STRENGTHEN OUR POSITIONS IN SATELLITE LOCATIONS

We expanded learning initiatives to regional offices, engaging local contributors and building vibrant learning communities. By strengthening partnerships with regional universities, we created a robust talent pipeline through various initiatives, enhancing collaboration between academia and industry to attract top emerging talent.

15
events for students

1 237
engaged students

5
partnering universities

76
teachers in teachers' community

Partnering universities

*   Technical University Sofia
*   Technical University Varna
*   University of Economics Varna
*   Plovdiv University Paisii Hilendarski
*   University Prof. Dr. Assen Zlatarov, Burgas

Key Initiatives

*   **Open Days:** This inspiring two-day event atour Garitage Park office welcomed first-yearstudents from Technical University Sofia.With 14 engaging speakers and support from 16 associates, we shared insights about SoftServe, career opportunities in IT, and inspired students to dream big about theirfuture in technology.
*   **LinkedIn for educators:** In collaboration with Technical University Sofia, SoftServeconducted two open lectures focused onempowering **65 educators** to enhance theirprofessional presence.

CHILE

SoftServe University local activities in Chile are meant to encourage the development of our associates and support the country growth by increasing awareness of available learning opportunities, promote continuous development and certifications and foster a vibrant learning culture to increase employee satisfaction.

SoftServe Academy plays a critical role to support these goals as well, by developing a strong apprenticeship program and a continuous pipeline of junior talent and establishing an ecosystem through cooperation with universities, professional institutes, and other key actors in IT Education across the country.

FACTS AT A GLANCE

597
learning solutions

136
learners

90
NPS

89%
learners engagement for recommended learnings

96%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 13
HOSTS 6
MENTORS 8
TRAINERS 1
iTEACHERS 1
SMEs 1

INTERNATIONAL CERTIFICATIONS

15
associates got certified, which is 13% of the local headcount

TOP 3 CERTIFICATIONS

aws   Microsoft   PMI

UDEMY BUSINESS

77
learners
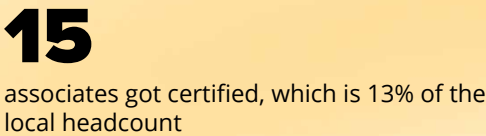
283
requested courses

SUPPORT THE COUNTRY GOAL OF GROWTH AND PROFITABILITY BY DEVELOPING A STRONG APPRENTICESHIP PROGRAM AND A CONTINUOUS PIPELINE OF JUNIOR TALENT

PROJECT LABS

In 2024 we launched Project Labs in Chile for the first time. We had 4 groups on .NET, Kotlin & twice on QC.

29
graduates

11
hired

TALENT ACCELERATION PROGRAM

Partnering with 16 universities across Ñuble, Bio-Bio, and Maule regions, we launched a program to train last-semester students and graduates in 9 high-demand technologies, supported by English training. **69 students graduated and will join Project Labs in 2025, kickstarting their careers with SoftServe.**

SUPPORT THE COUNTRY GOAL OF OPERATION OPTIMIZATION BY INCREASING AWARENESS OF AVAILABLE LEARNING OPPORTUNITIES, PROMOTE CONTINUOUS DEVELOPMENT AND CERTIFICATIONS AND CONTRIBUTE TO EMPLOYEE SATISFACTION BY FOSTERING A VIBRANT LEARNING CULTURE

STUDY GROUPS FOR CERTIFICATIONS

We launched 2 regional groups under the Elevate with GCP Latin America initiative and 1 local AWS group, engaging a total of 30 participants.

ENGLISH SPEAKING CLUB

As a pilot, we launched a local Holiday-themed Speaking Club with 18 participants.

DEVELOP & MAINTAIN A ROBUST NETWORK OF UNIVERSITIES & PROFESSIONAL INSTITUTES

To promote our program and generate brand awareness on the IT Education market.

2
partnered universities

6
events & fairs

2 100+
engaged students

21
participants in Teachers' Community

Partnering universities

- Center for Mathematical Modeling, University of Chile
- University of Santiago, Chile
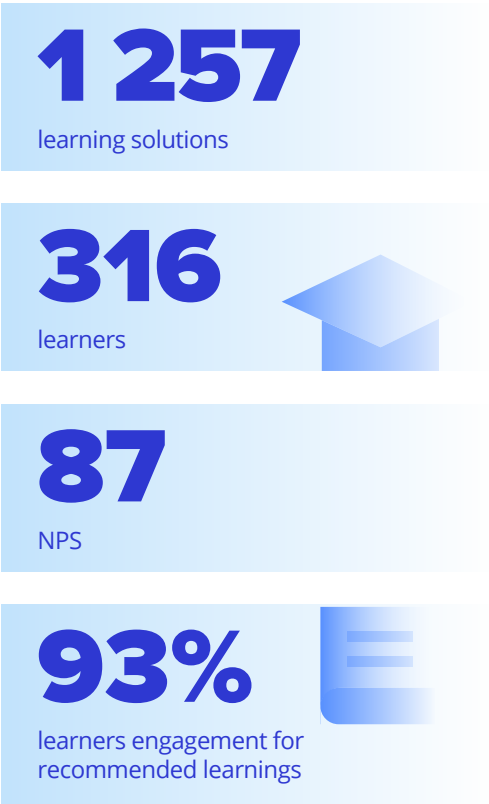
FAIRS & EVENTS

- **UNAB Engineering Fair:** we attended this event in Santiago for a second year in a row. 600 participants
- **Software Fair Competition at Universidad Tecnica Federico Santa Maria.** This was our biggest event of the year, with almost 1000 attendees. As Main Sponsor, we were part of the jury and presented the main award to the winners
- **Expo Software at Universidad Catolica de Valparaiso.** 100 attendees. As Main Sponsor, we had a keynote speaker and presented the main award to the winners
- **TICSUR 2024** was Southern Chile's first Tech Conference. 300 attendees. We were one on the main sponsors and awarded the hackathon winners
- **AI in Health Conference at Universidad del Bio-Bio.** 200 attendees. As the main sponsor, we hosted a keynote, awarded Hackathon winners, and led a pre-conference workshop for Computer Science students.

COLOMBIA

★ HIGHLIGHT OF THE YEAR

Growing the Local Educators Community: we expanded and strengthened the local network of mentors, speakers, and instructors — boosting contributor participation by 123% to 58 associates by December 2024. Together, they delivered 120 impactful learning solutions.

FACTS AT A GLANCE

1 257
learning solutions

316
learners

87
NPS

93%
learners engagement for recommended learnings

93%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 46

MENTORS 57

TRAINERS 3

iTEACHERS 3

HOSTS 1

SMEs 2

INTERNATIONAL CERTIFICATIONS

46
associates got certified, which is 17% of the local headcount

TOP 3 CERTIFICATIONS

aws Microsoft

UDEMY BUSINESS

218
learners

670
requested courses

SUPPORT EFFORT OF ESTABLISHING COLOMBIA AS A COE HUB FOR ADVANCED TECHNOLOGIES & MULTI-CLOUD AND DEVOPS PRACTICES THOUGHT DIFFERENT INITIATIVES

We established 3 workstreams to drive specialization in Advanced Technologies that include: identify the right people to be upskilled on Big Data, AI, Data Science, NVIDIA, provide learning solutions / paths to develop local talent and build cooperation with NVIDIA Latin America.

BIG DATA

- Deploy Databricks Certification Challenge: 8 certified associates
- Social Learning: 2 sessions
- Promote Data Engineer Certifications: 6 certified associates

DATA SCIENCE & NVIDIA TECHNOLOGIES

- 19 certified learners in NPN NVIDIA
- 2 NVIDIA LLM & Multimodal certified associates
- 1 associate assigned to GEN AI Lab
- 1 associate became a NVIDIA DLI Instructor

CLOUD & DEVOPS PRACTICE

- Promote professional certifications with AWS, Hashicorp and Linux Foundation: 14 new certifications in 2024.

COLOMBIA

DEVELOP & MAINTAIN A ROBUST NETWORK OF EXTERNAL UNIVERSITIES & KEY PARTNERS TO GENERATE PIPELINE OF NEW TALENTS
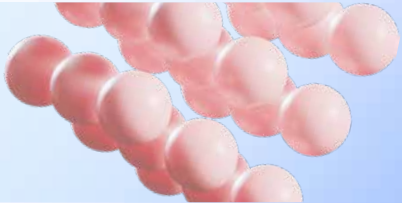
37
events for students

2 504
engaged students

7
partnering universities

313
participants in Teachers' Community

Partnering universities

- Metropolitan Institute of Technology
- University of Antioquia
- Remington University
- Colombian School of Engineering JulioGaravito
- EIA University
- University Foundation María Cano
- Rosario's University

Key initiatives

- **AI Week (in partnership with NVIDIA Latin America):** 15 learning solutions, certification workshops, and networking with Jomar Silva, NVIDIA Developer Manager. Over 800 active participants and 206 NVIDIA-certified in Deep Learning, NLP, and Generative AI.
- **Coding Up My Future Bootcamp:** Python basics bootcamp with Ruta N and Intersoftware. 1,800+ registrations, 100 learning hours, 462 active participants, and 88 graduates.
- **Python Crash Course (UDEA – EIA):** 6 sessions for postgraduate AI students, with 55 participants.
- **Campus JS:** JavaScript workshop for university students, supported by SoftServe and Medellín JavaScript tech community. 3 sessions, 97 participants.
- **CUUE Internships:** One-day internships for students from Universidad de Envigado and Politécnico Jaime Isaza Cadavid, providing industry insights to local university programs.
- **Talks & Workshops:** Conducted in 5 universities (including partners Universidad EIA & ECI Julio Garavito), 7 sessions, 277 participants.
- **Integrating Project (Universidad EAFIT):** Collaboration with 9 students to solve a SoftServe-defined challenge.

GROW LOCAL EDUCATORS' COMMUNITY

We focused our efforts on strengthening the local community of mentors, speakers and teachers. As a result, we achieved a 123% increase in the number of local associates contributing to learning initiatives, reaching 58 associates by December 2024 and delivering 120 learning solutions.

DRIVE LOCAL LEARNING INITIATIVES

- **The Talk:** A public speaking practice platform where associates share knowledge across Technology, Business, Personal Growth, and Practicum stream. As the result — we've had 3 workshops and 15 participants.

- **Test Automation Workshops:** These series of workshopS were created for manual testers, who wanted to become TA Engineers. The workshops helped with enhancing their skills to write and manage API tests efficiently, automating browser interactions and verify web applications' functionality using Selenium and configuring Jenkins pipelines to automate the execution of test cases. As the results 3 workshops and 15 participants.
- **Well-being educational program:** Support local well-being program to strengthen our culture with well-being in action with specific focus on workplace and mental well-being. 3 sessions, 235 participants.
- **EmpowerU Mentoring:** Collaboration to open mentoring program for active students in Codigo 13 & Juanfe Institutions. 7 mentorships delivered.

DEVELOP STRONG LOCAL LEADERSHIP IN COLOMBIA

COACHING FOR MANAGERS

We successfully delivered a training to enhance leadership capabilities and introduce the concept of manager and leader-coach, and to help 16 local managers to improve team performance, and foster a positive work environment.

MEXICO

★ **HIGHLIGHT OF THE YEAR**

In 2024, Mexico team delivered a wide range of impactful educational and industry-driven initiatives, engaging over 700 students, educators, and professionals through training programs, hackathons, open days, and university partnerships. Key achievements included the Kotlin Project Lab, multiple crash and upskilling courses, and participation in national tech events. Supported by a $60K TAE government grant and strengthened by new strategic alliances with top universities, SoftServe reinforced its role as a leading force in IT talent development across Mexico.

FACTS AT A GLANCE

723
learning solutions

194
learners

96
NPS

95%
learners engagement for recommended learnings

92%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 28

MENTORS 33

INTERNATIONAL CERTIFICATIONS

18
associates got certified, which is 12% of the local headcount

TOP 3 CERTIFICATIONS

aws · Microsoft

UDEMY BUSINESS

100
learners
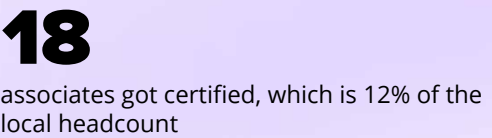
273
requested courses

CONTINUE STRENGTHENING THE TECHNICAL AND SOFT SKILLS OF ASSOCIATES BY PROVIDING DIFFERENT TYPES OF LEARNING SOLUTIONS THAT CONTRIBUTE EITHER TO SCALE, MASTERING OR RECONVERTING INTO NEW PROFILES, TO SUPPORT ROTATION PROCESS AND TALENT LEVERAGE

TECH BOOST MONTHS

A monthly series of targeted training courses designed to enhance associates' expertise by focusing on a specific technology aligned with business needs and current projects. These sessions cover theoretical concepts, technical practices, tips, hacks, and trends to elevate knowledge and practical experience. Our goal is to host at least one Tech Boost Month per quarter.

In 2024, we successfully conducted 4 Tech Boost Months dedicated to: .NET, Mobile, Python, and Business Analysis. Each session attracted an average of over 15 participating associates.

DEVOPS UPSKILLING PROGRAM

The program targeted an external audience with the goal of career reconversion from SysAdmin to DevOps, aiming to nurture talent and prepare candidates for future roles. The program lasted 11 weeks, received over 100 applications, and successfully graduated 8 participants.

SOFT SKILL MONTH

A month-long series of 6 sessions focused on enhancing soft skills, with an average of 20 participants per session.

Covered topics:

- Cultural software of Relationships
- I am Remarkable
- Don't Panic and Act Naturally: Trips and Tricks for Public Speaking
- Empowering yourself: Building Self Awareness and Confidence
- Mastering Negotiation for Client Success: Strategies to Build Lasting Relationships.
- How to tell a good story without losing a context

CLOUD CERTIFICATION PROGRAM

The program featured two active study groups: AWS Practitioner (28 participants) and AWS Associate Developer (22 participants), each guided by a dedicated mentor. Additionally, a Cloud Certification Program campaign engaged 12 new participants from Mexico.

MENTORING CAMPAIGN

A dedicated campaign aimed at strengthening the Mentoring community and expanding mentorship opportunities across the region, positioning it as a key learning solution for associates. Mentor types included Software Development, PM Functional Onboarding, Project Business, and more, resulting in over 40 mentorship pairs.

STRENGTHENING OUR WORKFORCE BY DEVELOPING TALENT FOR THE FUTURE: EMPOWERING AND BOOSTING THE JUNIOR TALENT DEVELOPMENT AND AVAILABILITY FOR FUTURE OPPORTUNITIES

CRASH COURSES

Directions: Python and DevOps & Cloud.

2
courses

60
learners

FUNDAMENTAL COURSE (EMPOWER U)

Direction: Python.

53
students

29
graduates

BRAND AWARENESS AND POSITIONING: TO CONTINUE POSITIONING SOFTSERVE'S BRAND AMONG DIFFERENT AUDIENCES RELATED TO EDUCATION, AS KEY SOURCE FOR TALENT PIPELINE

3

partnered
universities

390+

engaged
students

75

reviewed
curriculums

70

participants
in Teachers'
Community

Partnering universities

- National Autonomous University of Mexico
- The Technological University Retoño
- Monterrey Institute of Technology and Higher Education

Kei initiatives

- **Hackathon Morelos:** Participated in a large-scale hackathon with over 250 students from 10 universities.
- **Open Days:** Hosted the first Open Day at SoftServe's Guadalajara offices with participation from 2 universities (ITESM and Mario Molina University), involving 25 students and 5 professors.
- **University Visit — Tecnologico de Monterrey:** Served as evaluators in a Talent Showcase Meetup featuring 6 students from Computational Technologies, 7 from Robotics, and 8 from Data Science.
- **Cooperation Agreement with the Science and Technology Council of the State of Morelos:** Established a partnership that provides connections with 41 additional universities.
- **AWS Community Day:** Delivered technical knowledge to junior profiles through an event that attracted over 700 attendees.

MEXICO

POLAND

★ HIGHLIGHT OF THE YEAR

To support our goal of creating an Advanced Technology Hub in Poland, we engaged over 40% of associates in advanced tech learning, developed a Gen AI Academy course for external audiences, and collaborated with universities and IT associations in AI. This has led to continuous growth in our CoEs (Big Data and Analytics, Data Science, DevOps & Cloud, Robotics, R&D), with 17% YoY increase in 2024.
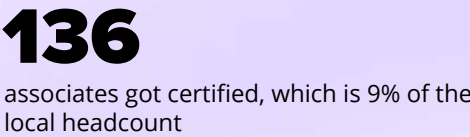
FACTS AT A GLANCE

3 771
learning solutions

1 753
learners

86
NPS

84%
learners engagement for recommended learnings

92%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 80

MENTORS 337

TRAINERS 69

iTEACHERS 18

HOSTS 21

SMEs 59

INTERNATIONAL CERTIFICATIONS

136

associates got certified, which is 9% of the local headcount

TOP 3 CERTIFICATIONS

UDEMY BUSINESS

906
learners

1 992
requested courses

SUPPORT POLAND DC BUSINESS GROWTH IN ADVANCED TECHNOLOGIES

ADVANCED TECH LEARNING DIGEST

As part of Poland's strategy to build an Advanced Technologies Hub in Poland DC, we launched the Advanced Tech Learning Digest, a local campaign to engage associates in learning solutions in the Advanced Tech direction (Data Science, Gen AI, NVIDIA, Big Data, Robotics). **In 2024, we delivered 18 Learning digests.**

NOURISH THE DEVELOPMENT OF LIFELONG LEARNING CULTURE

FAST TRACK WITH JAVA

A retraining course from QC to ATQC (Java). The retraining program aimed to help the team effectively adapt to the changing business environment and retain valuable human resources. 10 students and 22 learning materials in 2024.

BOOST LEADERSHIP GROWTH IN POLAND

2 P.M. CLUB — OFFLINE PMS COMMUNITY

Leadership development is a key pillar of Poland's strategy. The 2 P.M. Club, founded by a dedicated group of Project Managers within our company, emerged from a shared vision of mutual support and community-building. What began as a small initiative has grown into a vibrant platform where PMs collaborate, share experiences, and enhance their skills together. **Throughout the year, the 2 P.M. Club hosted 5 events, engaging 31 participants in meaningful discussions and professional growth.**

LEARNING UPSKILL BITES 2024

Aimed at supporting managers and leaders with practical, bite-sized resources to boost their skills and tackle daily challenges. **In 2024, we delivered 1 session and 6 learning materials.**

STRENGTHEN SOFTSERVE'S POSITION IN THE LOCAL MARKET AS A COMPANY WITH A STRONG FOCUS ON PEOPLE DEVELOPMENT THAT FOSTERS A CULTURE OF LEARNING FOR EVERYONE

7
partnering universities

386
engaged students

14
events for students

11
participants in Teachers' Community

BALANCE CULTURAL DIVERSITY IN SOFTSERVE POLAND

To support relocated associates in Poland, we launched initiatives that help them feel welcomed and adapt smoothly:

- **Cultural Onboarding Sessions** — Introductory sessions to help newcomers understand life and work in Poland. (2 sessions)

Partnering Universities

- SWPS University of Social Sciences and Humanities
- WSB Merito University
- Silesian University of Technology
- Bialystok University of Technology
- Poznan University of Technology
- Medical University of Silesia
- Wrocław University of Science and Technology

Software Engineering Projects At Wroclaw University Of Science And Technology

Mentors Yaroslav Klochnyk and Paweł Pluta guided 30 biomechanical engineering students across 6 groups, developing projects like a Guided Rehabilitation App, Facial Recognition System, and Personalized Treatment Plan Platform using AI and emerging technologies.

- **Polish Speaking Club** — Offline meetings in Wroclaw focused on Polish language, culture, and traditions for Ukrainians and other foreigners. (8 sessions)
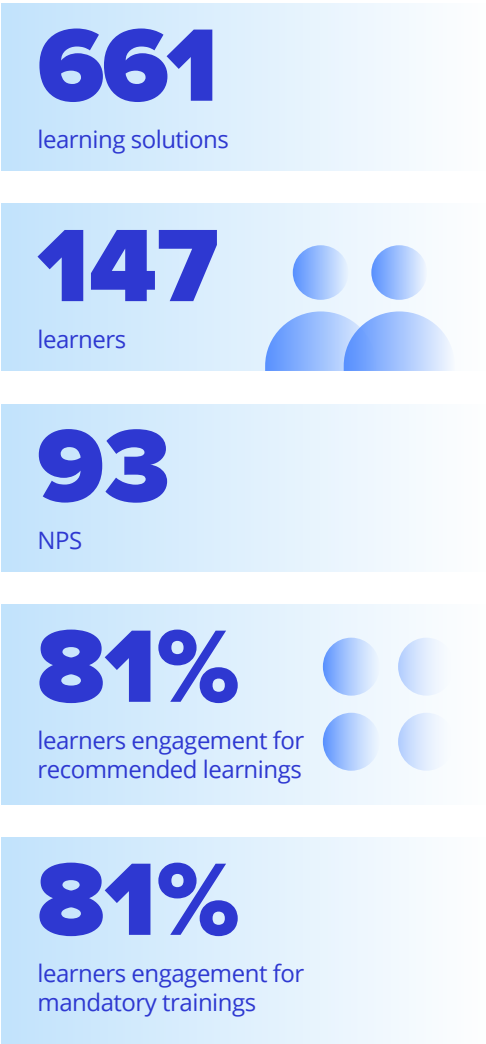
These efforts support our local strategy to ensure a comfortable and confident relocation experience.

ROMANIA

★ HIGHLIGHT OF THE YEAR

Over the past year, SoftServe Romania has made significant progress in learning and development, achieving key milestones aligned with our strategic objectives. **44%** of our team in Romania obtained industry certifications, reinforcing our commitment to upskilling. Additionally, **86%** of employees met English language proficiency expectations, ensuring effective collaboration in a global environment.
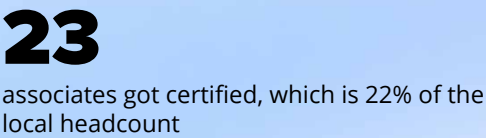
FACTS AT A GLANCE

661
learning solutions

147
learners

93
NPS

81%
learners engagement for recommended learnings

81%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS 14

TRAINERS 6

MENTORS 23

HOSTS 1

iTEACHERS 3

SMEs 5

INTERNATIONAL CERTIFICATIONS

23
associates got certified, which is 22% of the local headcount

TOP 3 CERTIFICATIONS

aws   Microsoft   ORACLE

UDEMY BUSINESS

87
learners

327
requested courses

TALENT & LEADERSHIP DEVELOPMENT — STRENGTHENING OUR WORKFORCE BY INVESTING IN TOP TALENT, LEADERSHIP TRAINING, AND CAREER GROWTH OPPORTUNITIES

LEADERSHIP DEVELOPMENT

One of the goals of SoftServe University Romania is to support leaders to learn skills outside their immediate job scope, giving them exposure to different areas of the business and making their role more dynamic. We organized the first on-site Workshop for PMs in Romania for networking and knowledge sharing.

WOMEN FOR WOMEN - LEADERSHIP MENTORSHIP PROGRAM

This program had the purpose of building a network that pursues common goals, aiming to empower people to thrive in their careers and foster a sense of belonging within our company.

LOCAL EDUCATORS' COMMUNITY

We strengthened the local community of mentors, speakers and teachers. Local educators' community consists of 31.25% of the total number of associates, proving a high level of commitment to supporting others' development.

MONTHLY LEARNING DIGESTS

We fostered the growth of a Lifelong Learning Culture by sending monthly learning digests with country specifics adapted recommendations for learning solutions.

GLOBALIZATION — ENHANCING SOFTSERVE UNIVERSITY GLOBAL PRESENCE BY ALIGNING WITH INTERNATIONAL STANDARDS AND FOSTERING CROSS-BORDER COLLABORATION

- **86% of employees met English level expectations,** ensuring effective collaboration in an international environment.
- **Launched Culture Analyzer questionnaire** with the purpose to discover SoftServe Romania collective identity: what is our communication style and preferences, what cultural differentiators do we have as a group, what do we expect from our professional relationships to properly collaborate with people from across the world. We organized 5 follow-up sessions in 2024.
- Promoting and participating in the Global Educators program **EduPro** dedicated to university educators.

SCALING NEW CAPABILITIES – EXPANDING EXPERTISE IN EMERGING TECHNOLOGIES AND OPERATIONAL EXCELLENCE TO DRIVE INNOVATION

Cloud Computing Certification for Scalable Infrastructure — we ensure that our delivery teams have AWS, Azure, or Google Cloud certifications to improve cloud adoption. 44% of our team in Romania achieved industry certifications, reinforcing our commitment to upskilling. Half of the certifications that our associates obtained are on Cloud: AWS, Google, Microsoft, Oracle.

SUPPORT LONG-TERM BUSINESS GROWTH BY DEVELOPING FUTURE TALENT AND CONTRIBUTING TO SOFTSERVE'S REPUTATION AS AN EMPLOYER THAT INVESTS IN PEOPLE'S LEARNING AND CAREER DEVELOPMENT

4
partnering universities

15
events for students

1 312
engaged students

28
students gained first work experience during student practices

12
participants in Teachers' Community

Partnering universities

- „Alexandru Ioan Cuza" University of Iași
- The Babeș-Bolyai University
- West University of Timișoara
- Technical University Cluj-Napoca

EMPOWERU PROGRAM

A social initiative consisting of a series of IT courses for Ukrainian refugees in Romania, with 9 graduates.

SUPPORTING LOCAL EDUCATORS FROM UNIVERSITIES

In partnership with ANIS, we are offering a BigData grant to a young teacher. The initiative supports young university educators in adopting cutting-edge technologies and modern teaching methodologies within their curricula.

Key initiatives

- **Practice Programs:** Organized 2 practice programs with 28 participants: 16 students from the Academy of Economic Studies Bucharest (Big Data practice program) and 12 students from the West University Timișoara (DevOps practice program).
- **Technical Workshops:** Hosted 3 technical workshops at our Bucharest office for juniors and students: 2 DevOps Nights and 1 Big Data Night. Attracted a total of 95 participants.
- **University Engagement:** Over 700 students attended university year openings or graduation days, where SoftServe Romania representatives awarded top students.
- **Hackathon Sponsorship:** Sponsored a student hackathon in partnership with the Electrical Engineering Students' European Association, fostering innovation and skill development.

- **Info Day Participation:** Engaged with 250 students at Info Day, organized by the Faculty of Mathematics and Computer Science at the West University of Timișoara. This event served as a networking and recruitment hub, connecting employers and students.
- **Scientific Communications Sessions:** SoftServe associates participated in Student Scientific Communications Sessions organized by: The Faculty of Automation and Computers, Iași; The Informatics Department, Babes-Bolyai University Cluj; The Computer Department, Faculty of Automation and Computers, Technical University Cluj.
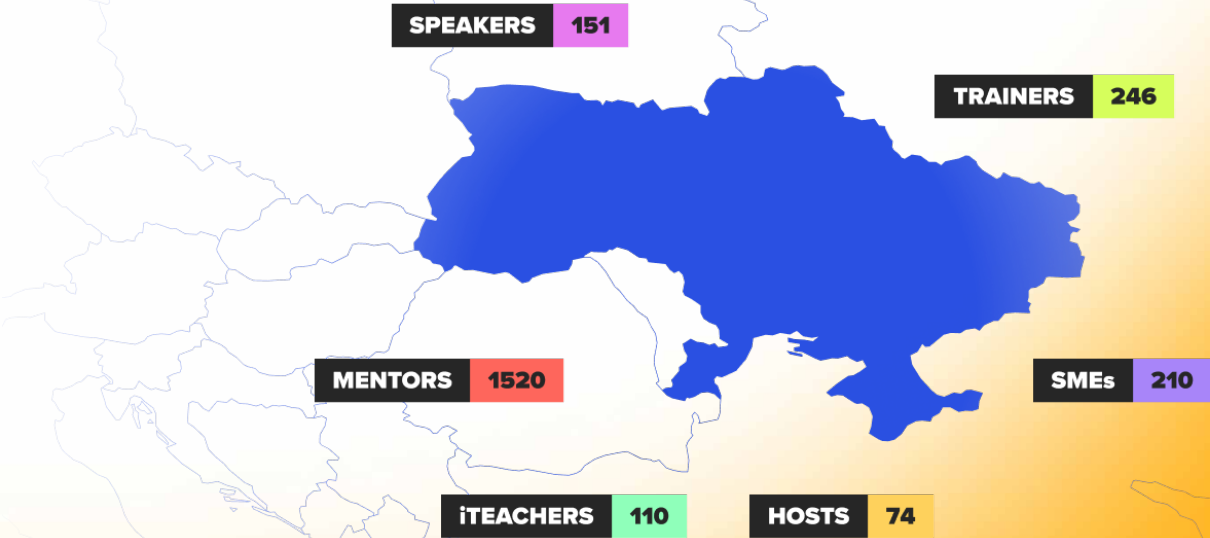
UKRAINE

FACTS AT A GLANCE

7 596
learning solutions

8 014
learners

90
NPS

67%
learners engagement for recommended learnings

86%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS **151**

TRAINERS **246**

MENTORS **1520**

SMEs **210**

iTEACHERS **110**

HOSTS **74**

INTERNATIONAL CERTIFICATIONS

354
certified associates in 2024

TOP 3 CERTIFICATIONS

aws   Microsoft   Google Cloud

UDEMY BUSINESS

3 670
learners

4 147
requested courses

KEY INITIATIVES

VETERANS AT SOFTSERVE

These sessions focused on key topics related to the military experience, including emotional, psychological well-being, communication with veterans and trauma survivors, and mobilization concerns. Participants could also ask a military psychologist about personal cases.

5

sessions

MILITARY EXPERIENCE SHARING

The sessions where military personnel and veterans shared their knowledge and insights with associates.

2

sessions

6

veterans and military as a contributors

SOFTSERVE ACADEMY HIGHLIGHTS

219

hired

4 500+

graduates

SOCIAL PROJECTS

286

graduates

COMPLETED COURSES

10

directions

776

students

FEE-BASED COURSES

4 025

graduates

EMPOWERU COURSE

400+

learners

80+

graduates

COOPERATION WITH UNIVERSITIES

250+

events for students

18 000+

engaged students

73

office tours to SoftServe

112

students gained first work experience during student practices

67

partnered universities

2 844

participant in Teachers' Community

24

job fairs

8

hackathons

4 NEW PARTNERSHIPS GAINED IN 2024

• Lviv University of Trade and Economics
• Odesa Polytechnic National University
• Pryazovskyi State Technical University
• Kyiv School of Economics

UNIVERSITY JOINT PROGRAMS

In 2024, we launched a new partnership with Kharkiv National University of Radio Electronics (KhNURE) and continued active collaboration with 6 other universities. Through these joint programs, 907 students benefited from real-world learning experiences, supported by 80 dedicated SoftServe mentors.
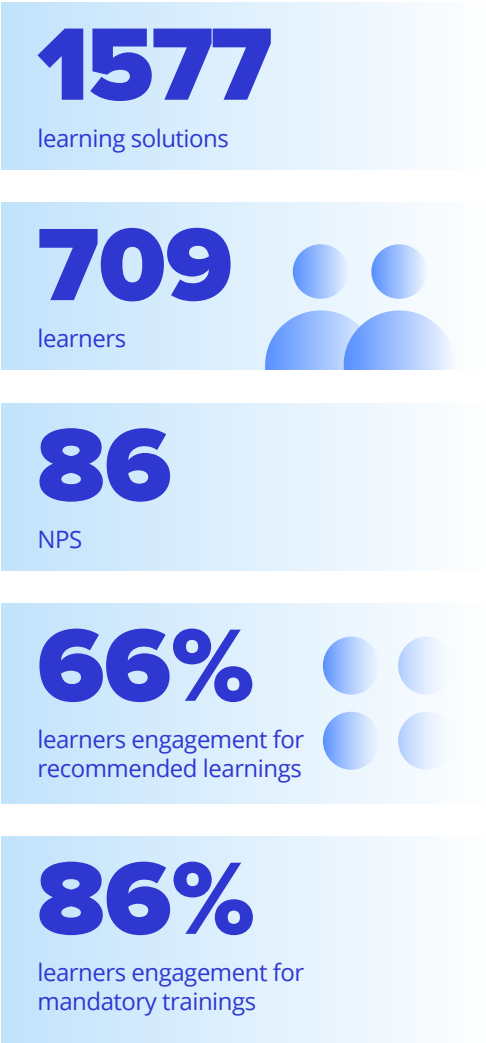
STUDENT RESEARCH

In collaboration with HRM we engaged with 1,000+ students from 100 universities through a large-scale study to understand their needs and strengthen collaboration between academia and the IT industry. The insights gathered will guide our future initiatives.

UPGRADED LABORATORIES

We have opened a science and technology hub at NTU «Dnipro Polytechnic,» updated the computer lab at Oles Honchar DNU, the systems analysis lab at Ivan Franko LNU, and the Robotics Lab at Lviv Polytechnic.
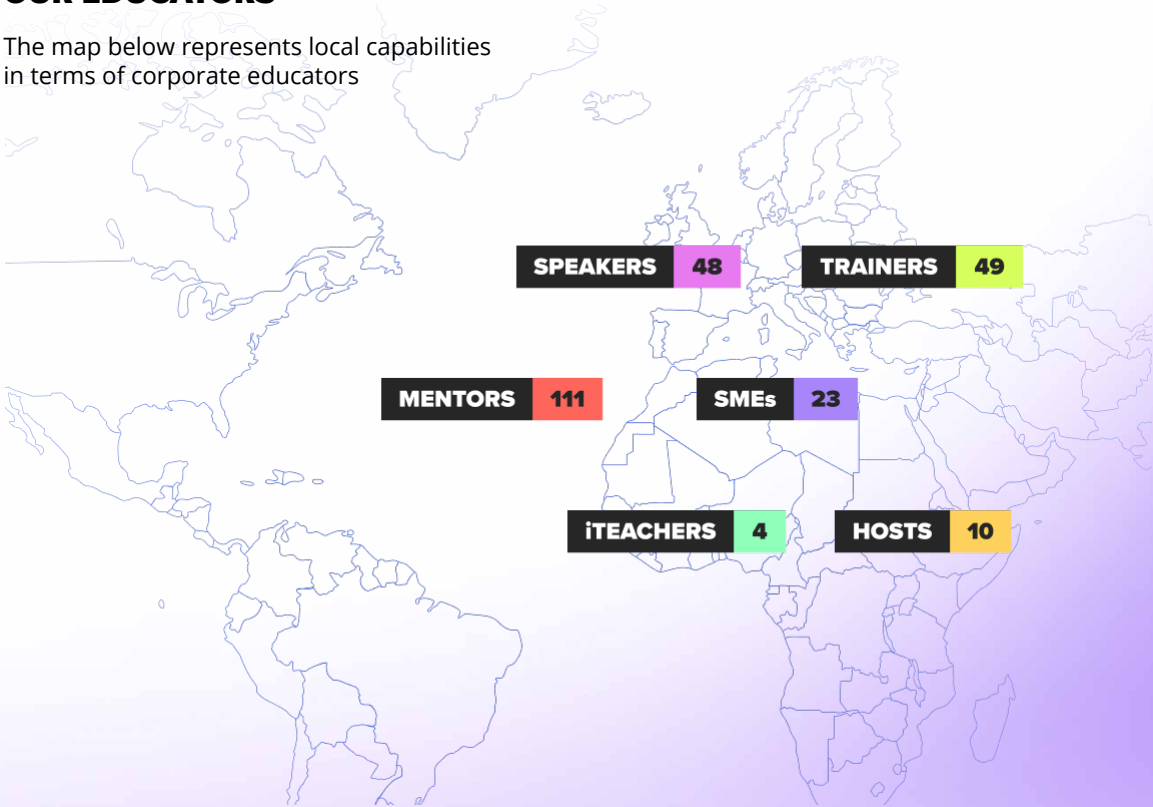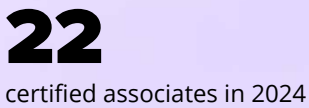
OTHER COUNTRIES

FACTS AT A GLANCE

1577
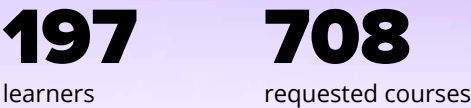learning solutions

709
learners

86
NPS

66%
learners engagement for recommended learnings

86%
learners engagement for mandatory trainings

OUR EDUCATORS

The map below represents local capabilities in terms of corporate educators

SPEAKERS **48**   TRAINERS **49**

MENTORS **111**   SMEs **23**

iTEACHERS **4**   HOSTS **10**

INTERNATIONAL CERTIFICATIONS

22
certified associates in 2024

UDEMY BUSINESS

197
learners

708
requested courses

LEARN
BIG