

May- Aug2025 | Issue 14

# ABSL LATVIA NEWSLETTER

## MESSAGE FROM THE ABSL LATVIA

September is here, and with it the latest ABSL Latvia newsletter, looking back at what shaped our summer months.

We kicked off the season by presenting the key insights from our annual industry report, sharing how the sector has grown over the past year and where it is heading next. Summer, as always, is a quieter time for many of us — with well-deserved vacations and time to recharge — yet it was also a period of meaningful work beneath the surface. At the end of August, we gathered for an internal event on employer and brand marketing, continuing the exchange of ideas that move our industry forward.

Another important step was refreshing our Visiting Lecture portfolio for the 2025/2026 academic year. This initiative helps diversify existing curricula and introduces students to the opportunities within the GBS sector — a long-term investment into the industry's future talent pipeline.

And while ABSL Latvia itself may have appeared a little quieter on the outside, much of the summer was spent working inwardly. This newsletter reflects that balance: fewer public events, but a wealth of insights, milestones, and celebrations from our members. Their stories show the strength and diversity of our community.

Looking ahead, the pace will accelerate quickly. The last four months of 2025 bring two flagship events that will put Latvia firmly in the spotlight: the ABSL Europe Forum in Riga at the end of September, and our very own ABSL Latvia Summit 2025 closing the year in November. Both promise to showcase the growth and ambition of our industry on an international stage.

As always, we warmly invite our members to keep sharing their updates, stories, and milestones with us — they are what bring this newsletter to life and showcase the diversity of our community. The more voices we feature, the stronger our collective story becomes.

Now, let's open the pages of this newsletter and celebrate the stories, milestones, and ideas that shaped these summer months.



# INDUSTRY RECOGNITION

## Insights from the Latvian Business Services Report 2025

In June, ABSL Latvia hosted our annual event to present the key insights from the Latvian Business Services Report 2025. Based on this year's industry survey, with participation from 24 organizations, the report captures developments across 2024 and provides a comprehensive picture of the state of the GBS sector in Latvia. Conducting this survey annually is essential for the industry, offering a clear view of trends, opportunities, and challenges, and helping both businesses and professionals navigate a rapidly evolving landscape.



At the event, Dace Tauriņa from Figure Baltic Advisory shared insights on compensation trends in the labour market 2024–2025, highlighting how evolving workforce dynamics are shaping the sector. The discussion then broadened with a panel featuring Eva Kondrotova, Evija Celma, Dainis Gašpuitis, Pēteris Daliņš, and Fredis Bikovs, who explored the survey's findings in depth. They reflected on the sector's rapid growth, the increasing demand for skilled professionals, and what these trends mean for the future development of Latvia's GBS industry.



We extend our gratitude to Tietoevry Latvia for welcoming us at their lovely office and helping make the event such a success.

The Latvian Business Services Report 2025 is available in full. Access it [here](#) to explore the complete findings and insights.





# KNOWLEDGE EXCHANGE PLATFORM

## Navigating Tomorrow's Skills: Trends and Strategies for the Future Workforce

### NAVIGATING TOMORROW'S SKILLS: TRENDS AND STRATEGIES FOR THE FUTURE WORKFORCE

May 27<sup>th</sup>, 2025  
Circle K Business Centre | Dunties 6  
15:30 - 17:30



**Katja Leidmane**  
Director,  
ERDA



**Rihards Garančs**  
Managing Director  
Executive Education,  
SSE Riga



**Ieva Loža**  
Senior Manager  
Finance Systems,  
Circle K Business  
Centre

ABSL

CIRCLE K  
BUSINESS CENTRE

ERDA



In May ABSL Latvia, together with Circle K Business Centre, ERDA, and SSE Riga, brought the GBS community together to explore how emerging technologies are reshaping workforce needs — and what we can do today to be ready for tomorrow.

The session began with a deep-dive presentation by Katja Leidmane, who explored global and Baltic trends shaping the evolution of skills. From the rise of AI and automation to the shifting expectations of employees and employers, her insights painted a clear picture of both the challenges and opportunities ahead.

Building on this foundation, Katja Leidmane then moderated an engaging panel discussion with Ieva Loža and Rihards Garančs, where the conversation turned practical: how can GBS organizations future-proof their teams through upskilling and reskilling? How do we stay ahead in a world where technology is advancing faster than ever before?

We are deeply grateful to our speakers for their expertise and to Circle K Business Centre for hosting us in such a welcoming space.





# KNOWLEDGE EXCHANGE PLATFORM

## Strengthening Your Brand Inside and Out

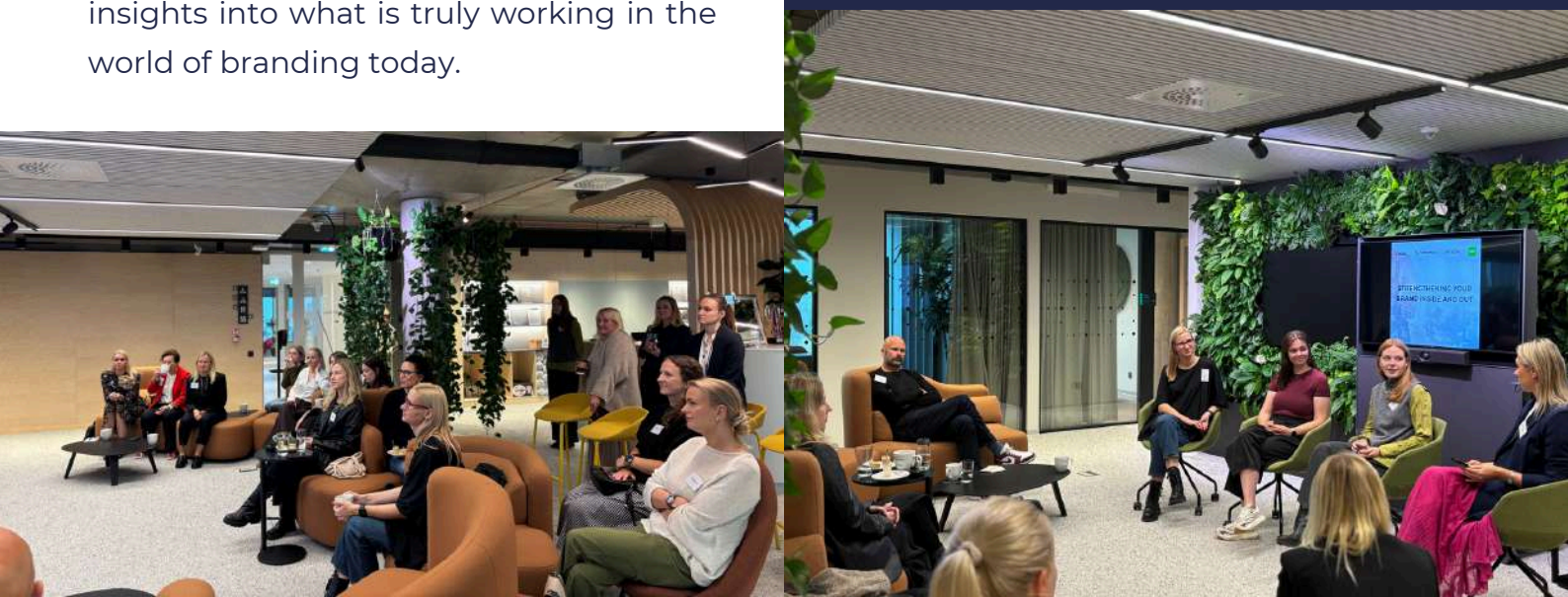


On August 26, ABSL Latvia, in collaboration with Tietoevry Latvia, Atea Global Services, and SEB Global Services Riga, hosted the event “Strengthening Your Brand Inside and Out”, bringing together industry professionals to explore the intersection of employer and corporate branding.

The session focused on how companies can create a brand that not only attracts customers but also engages and retains top talent — and what happens when the balance is off. Through short, focused presentations, our experts shared their experiences, lessons learned, and insights into what is truly working in the world of branding today.

Our speakers — Elīna Pastare, Karīna Gintere, Lita Juberte-Krūmiņa, and Alesja Kircenko — offered a mix of practical advice and inspiring examples, illustrating how strong brands are built from the inside out. Following the presentations, an open discussion invited participants to reflect on current trends, challenges, and strategies in employer and corporate branding, creating a rich exchange of ideas across organizations. This event highlighted the importance of seeing branding as a continuous cycle: great brands attract great people, and great people build great brands.

We extend our gratitude to Tietoevry Latvia for welcoming us into their amazing office and creating a space for meaningful dialogue. And of course, thank you to all participants — your engagement made the discussion truly valuable.





# NEWS FROM ABSL LATVIA MEMBERS

## allnex Highlights

*From a decade of success to shaping the future*



### **allnex Riga Turns 10!**

This year we mark 10 years of allnex in Riga, a decade of providing reliable services and solutions to our customers worldwide. Since opening our doors, the Riga team has played a key role in delivering quality, efficiency, and support every day.

Ehrenfried Dorn, Director GBS, added *"Over the last ten years we have worked hard, further developed the GBS and grown into a strong team. We are ready to support allnex on its journey over the next 10 years"*.

Here's to many more years of success, growth, and unforgettable moments together.



## allnex Highlights

### Strengthening End-to-End O2C Governance – Our Transformation Journey

In today's fast-changing business environment, fragmented processes and siloed ownership can slow performance and weaken the customer experience. One area where this is especially visible is the Order-to-Cash (O2C) cycle – the core of every company's cash flow and customer relationship.

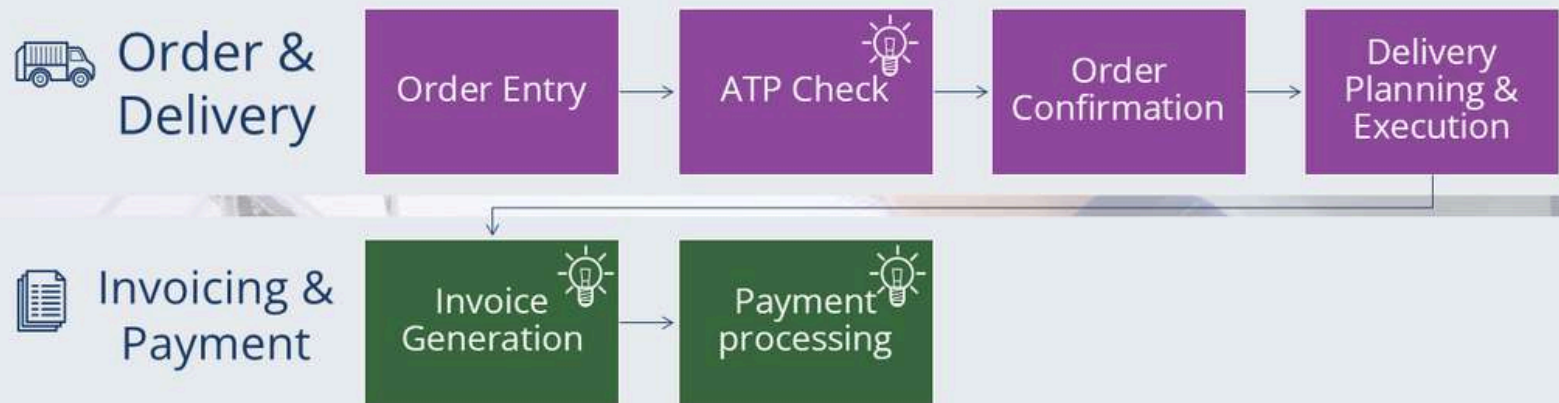
Traditionally, O2C has been managed across separate functions — Sales, Customer Service, Finance, and Collections. While effective in parts, this approach often leaves gaps in accountability, inconsistent performance measures, and unnecessary complexity. At allnex, we've started a transformation to strengthen end-to-end governance of the O2C process, by replacing the fragmented model with a clear, accountable framework.

Here's what we want to achieve:

- Greater transparency through unified KPIs and easy-to-read process dashboards.
- Simpler collaboration across teams with clearly defined roles and responsibilities.
- Stronger compliance and risk control in areas like credit, billing, and receivables.
- A better customer journey with faster, more predictable, and dispute-free transactions.

We see this as more than just a process initiative – it is a cultural shift towards end-to-end thinking. And while we are at the beginning of our journey, we believe that sharing our ambitions and approach now will open the door for knowledge exchange across the ABSL community.

### Order-to-Cash (O2C) Fixing the Flow All the Way to Payment



# NEWS FROM ABSL LATVIA MEMBERS

## MSC Shared Service Center Riga News

### *A Milestone of Growth: 25th Anniversary of MSC Shared Service Center Riga*

#### **25th Anniversary of the MSC Shared Service Center in Riga**

This year, we celebrate the 25th anniversary of the MSC Shared Service Center in Riga. This is a significant milestone also for MSC globally, as it was the very first service center for MSC worldwide. Our growth over these years has been nothing short of incredible. We have expanded our team 300 times, increased our services 30 times, and grown geographically 15 times. None of this would have been possible without the dedication of our employees and the unwavering support of our management!



#### **Big Clean-up**

On April 26, colleagues of MSC Shared Service Center Riga and their families gathered at Īslīce's SOS Village for the Big Clean-Up in collaboration with SOS Children's Villages Latvia, where they prepared and painted the interiors of two empty SOS houses. These houses will soon become homes for children in need of care, love, and safety, embodying MSC's core values of family spirit and teamwork.





# NEWS FROM ABSL LATVIA MEMBERS

## MSC Shared Service Center Riga News

### Rimi Riga Marathon

This year's participation of MSC Shared Service Center Riga in the Rimi Riga Marathon was truly special, not because of the weather or personal records, but because of the team spirit and the inclusion of young people from SOS Children's Villages. Despite the cold, wet, and windy conditions, the team felt united, sharing stories, drinks, snacks, and encouragement in their tent. The event highlighted the importance of people, community, and moments that move us forward. A heartfelt thank you goes out to everyone who ran, cheered, supported, and smiled through the raindrops.





# NEWS FROM ABSL LATVIA MEMBERS

## MSC Shared Service Center Riga News

### MSC Kids' Camp

During the whole month of July MSC Shared Service Center Riga hosted MSC Kids' Camp for children aged 4–7. Designed to support working parents during Latvia's month-long kindergarten break, children learned how to cook simple breakfast snacks for themselves, had music lessons, explored nature and planted flowers, played sports games, had arts & crafts activities, and even had regular visits from fairy tale characters. Each day was structured to offer a balance between learning and play, all under the care of certified teachers and caregivers. Kids learned different topics of everyday life – got acquainted with different professions, explored diversity of nature and even celebrated annual holidays! Moreover, children not only learned and played together but also formed friendship with kids from their parents' workplace — turning our office into a true family community.



### New Global Service

Recently, the MSC Shared Service Center Riga launched a new global initiative - Global Marketing Support. Since July, our dedicated colleagues actively support a wide range of upcoming planned commercial campaigns for MSC agencies across 75 countries.

This new service is designed to enhance campaign execution and ensure brand consistency, offering scalable support to MSC teams worldwide. With this expansion, Shared Service Center Riga continues to strengthen its strategic capabilities, driving innovation and excellence throughout MSC's global operations.





# NEWS FROM ABSL LATVIA MEMBERS

## Atea Global Services Updates

*New headquarters in the heart of Riga*

### Atea Global Services Moves to New Office in Magdelēnas kvartāls

Late spring brought a major change for the Atea Global Services team as they relocated to a new office in the heart of Riga – Magdelēnas kvartāls. Of the two new Class A office buildings in the area, Atea Global Services has taken over the brightest one in its entirety, becoming the largest tenant in this new development.



For more than three months now, over 500 Atea Global Services employees have been successfully continuing their well-established hybrid model, combining remote flexibility with in-person collaboration days at the new office. The space is thoughtfully designed to support this way of working, offering 350 workstations along with a variety of collaboration areas in different sizes and formats. Its overall concept promotes “activity-based” working, aligned with the latest trends in office design and employee well-being.



# NEWS FROM ABSL LATVIA MEMBERS

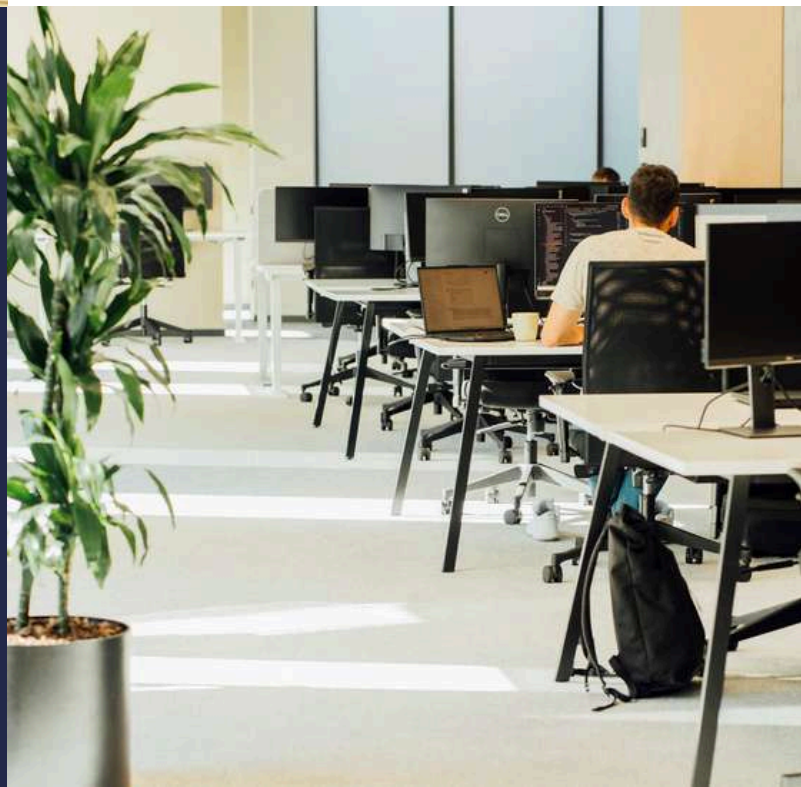
## Atea Global Services Updates



Atea Global Services Managing Director Roberts Eberliņš explains: *"This office move was a carefully considered decision that took us several years, not months. Our rapid growth had previously required us to operate from two separate buildings, so moving into this modern, thoughtfully planned space is not only a positive step for collaboration but also a testament to our remarkable progress. We were proud to celebrate this milestone with great energy alongside our Nordic leadership, highlighting Riga's importance as a key partner in the company's future growth."*

In June, Atea Global Services marked this milestone with a housewarming celebration alongside the team and closest friends. Now, fully settled in, they look forward to welcoming partners and hosting new events this autumn.

The new office reflects also Atea Global Services' strong commitment to sustainability. The building meets the rigorous requirements of the LEED Platinum certification and complies with near-zero energy building (nZEB) standards, ensuring minimal energy consumption and maximum efficiency. In addition, the office is powered by 100% renewable electricity, underscoring their dedication to building a better and greener future.





# NEWS FROM ABSL LATVIA MEMBERS

## Arvato Systems Latvia Insights

*Collaboration Across Borders, Ideas Beyond Limits*

### **Arvato Systems Latvia AI Hackathon - Embracing AI to Redefine Software Development**

In June, the Arvato Systems Latvia office turned into a buzzing lab of innovation, where imagination met technology and colleagues dared to ask: What if AI could take away the daily struggles of software development and open new paths for creativity?

This wasn't just another hackathon. It was our first cross-location AI Hackathon, bringing together 25 colleagues from Germany, Romania, and Latvia. Different backgrounds, one shared ambition: to explore how AI can reshape the way we think, work, and deliver.



### **From Pain Points to Possibilities**

The journey began with something we all know well: the frustrations and challenges of our daily work. Documentation that takes too long. Test automation that feels never-ending. Requirements that are never as clear as we wish.

Instead of ignoring these challenges, we turned them into opportunities. Colleagues from across the Product & Platform Services unit shared 13 real ideas from experience that are daily pain points, and we asked: *How might AI help us here?*

It resulted in identification of three prototypes that showed just how far AI can already take us:

- From vague requirements to structured backlog items
- From manual QA work to automated, transparent testing
- From specifications to real, working code

Each prototype was more than a technical solution. It was a glimpse into a future where AI is not an add-on, but an enabler of smarter, faster, more fulfilling work.



# NEWS FROM ABSL LATVIA MEMBERS

## Arvato Systems Latvia Insights



### More Than Prototypes

Of course, the outcomes were important, but the real story lay in the process. For five days, our office became a living experiment: sticky notes covering the walls, heated debates about prompts and edge cases, and teams that had never worked together before suddenly speaking the same language.

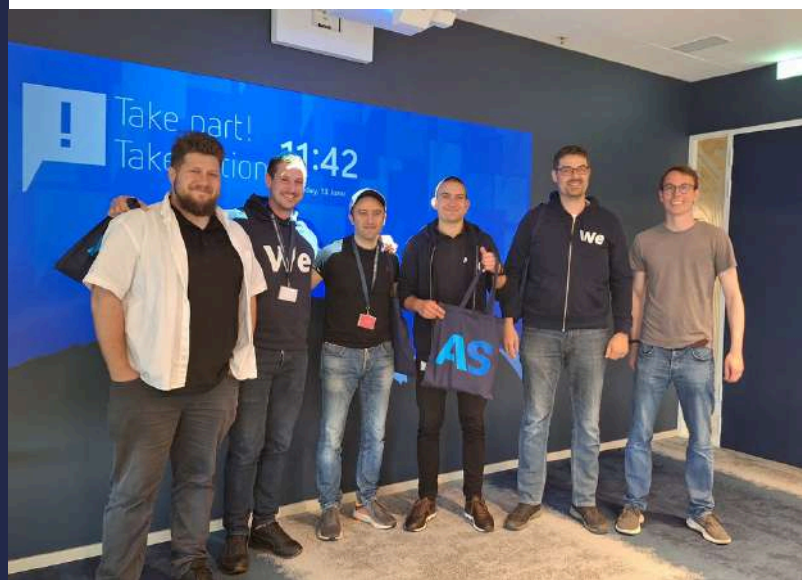
We know that AI is not a distant future, it's part of our everyday journey. It's in the way we rethink our processes, the way we question our assumptions, and the way we dare to prototype solutions to problems we used to accept as "just part of the job."

### Inspiring What Comes Next

The hackathon proved something we deeply believe at Arvato Systems: AI is here to accelerate human creativity, not replace it. It challenges us to step out of routine, experiment boldly, and rethink how we deliver value — for our customers, for our teams, and for ourselves.

The prototypes born in Latvia are already growing into real-world applications. And perhaps even more important is the mindset shift they represent: that AI is no longer "somewhere out there." It's on our desks, in our meetings, and part of how we define success.

And to our colleagues and peers in other companies: we hope this story inspires you too. Experiment. Challenge yourselves. Let AI spark new ways of thinking. Because the future of software development isn't written yet, and together, we have the power to shape it.





# NEWS FROM ABSL LATVIA MEMBERS

## DNB Latvia Milestones

*Building for Growth and Continuous Improvement*



Strengthening and supporting growth, DNB has expanded its location and opened another office floor thus becoming the largest tenant in Jaunā Teika. This reflects company's ambitions, fostering a dynamic and collaborative work environment. The opening was marked by Group Executive Vice President Elin Sandnes, Division Director Helena Haga, and the Head of DNB Riga, Svetlana Kocerova together with employees.

DNB Latvia branch had focus on Lean trainings during summer to all new employees that marked a milestone - all employees in DNB Latvia have been trained in Lean and can use the knowledge in their perspective positions.

DNB also hosted an event for members of the Business Efficiency Association (BEA). The topic for this event was "How Lean Culture and Methodology Can Assist in Relocation and Renovation Projects." Communication, trust, and a continuous improvement mindset are essential for success. By using Lean principles, DNB in Latvia can maintain competitiveness in the short and long term, ensuring the well-being of employees and enhancing efficiency in everything.





# NEWS FROM ABSL LATVIA MEMBERS

## GoCardless Updates

*Supporting Parents, Strengthening Teams, Investing in Riga*

In the last months, GoCardless Latvia has been busy strengthening our stance as a parental friendly company - one, by designing a re-onboarding process for parents coming back from long term parental leave, aimed at helping them integrate back in the workplace, and two, by building a Parental hub on our internal knowledge base, aimed by pulling together all the information about being a parent at GC, as well as highlighting various benefits available for parents here.

We celebrated the end of the summer with a memorable open-air event for families and friends!

It was a fantastic opportunity for our loved ones to meet the people we work with and for colleagues to connect on a more personal level. We bonded over fun games, re-ignited our team spirit and enjoyed a day of great company.



We are also in the midst of moving Customer Operations and various software engineering roles from other locations to Riga, which is only happening because of the proven success the GC Riga team has delivered over the last year. In the tech scene we had a great time at the Ruby conference and continue to support and invest in that community adding to our support of StartSchool and Riga Tech Girls.



# NEWS FROM ABSL LATVIA MEMBERS

## SEB Global Services Highlights

*Celebrating Community and Growth at SEB Global Services*



### Family Day at SEB Global Services in Riga: Where Work Meets Heart

On July 18, our office transformed into a lively hub of hugs, smiles, and curious questions as we hosted the first-ever Family Day at SEB Global Services in Riga! After the successful Kids day we had on March, we decided to open our doors even wider — welcoming parents, siblings, partners, and even grandparents to experience a slice of our work life.

From the moment our guests arrived, the atmosphere was buzzing with excitement. Nearly 100 family members joined us, eager to see where their loved ones spend their weekdays and to finally put faces to the names they've heard in stories over dinner. It was truly heartwarming to witness proud parents beaming, siblings nodding, and partners laughing along as colleagues shared stories of teamwork, challenges, and also some mishaps that happen along the way. The day wasn't just about showcasing our work — it was about celebrating the people behind it and the families who support us every step of the way.





# NEWS FROM ABSL LATVIA MEMBERS

## SEB Global Services Highlights

### SEB's summer interns: Fresh Energy, Bright Minds!

This summer, SEB Global Services in Riga welcomed a wave of fresh talent through our Youth Lab Summer Internship Programme, and the office has never felt more alive! On July 2nd, we kicked off the 8th edition of the programme at the GUSTAVS office in Teika.

This year, we're proud to host 164 interns across the Baltics, including 25 in SEB Global Services: 16 in Riga and 9 in Vilnius. These young talents were rolling up their sleeves to dive into Innovation Week and also participating in the SEB School Ambassador Programme to spread the wisdom of financial literacy. Our interns even joined our Volunteering day at the animal shelter Ulubele!



This summer also marks the launch of our Pupils Summer Job pilot programme in Latvia, in collaboration with the State Employment Agency. It's part of a nationwide initiative offering 14,000 summer job vacancies to school children — and SEB is thrilled to be part of it!

This pilot is a chance to explore how younger talents can fit into our work culture. This year we offered paid internship positions to children or relatives of SEB employees aged 18–20. The internships varied in duration up to 2 months.





# NEWS FROM ABSL LATVIA MEMBERS

## Roche Services & Solutions Riga Milestone

*Celebrating a New Office and a Growing Global Team in Riga*

### **Roche Services & Solutions Expands Team with New Office Opening in Riga**

Roche Services & Solutions (RSS) opened its doors in Riga two years ago and has since experienced steady growth, becoming a strategic cornerstone of the global RSS network. The Riga team is now approaching 100 professionals, with plans to double this number within the next few years. On 28 August, RSS Riga officially inaugurated its new office in Riga's greenest business complex, Verde (Building B, R. Hirša Street 1), where it will occupy an entire floor – 1,600 square meters of modern, comfortable, and inspiring workspace.



Today, RSS Riga employs nearly 90 talented professionals from Latvia, Lithuania, Ukraine, France, and beyond. By 2028, the site is expected to grow to 200 team members. Two of the fastest-growing areas within the past two and a half years have been the **Global Digital Hub** – home to marketing automation experts, medical content creators, project coordinators, and other marketing specialists – and the **Enterprise Master Data Management** team, a cross-functional network of data experts who design governance systems and processes that enable smooth business operations, analytics, and digitalization.



# NEWS FROM ABSL LATVIA MEMBERS

## Roche Services & Solutions Riga Milestone

The decision to establish an RSS center in Riga was part of Roche's strategic vision to meet the growing global demand for business services. Following a rigorous selection process, Riga was chosen over other European cities thanks to its high educational standards, strong talent pool, and reliable infrastructure. Riga complements RSS's first European center in Budapest and further strengthens Roche's ability to attract top talent across regions.

*"RSS Riga works in close collaboration with our other Roche Services & Solutions sites in Hungary, Malaysia, Costa Rica, and India. We are truly a global business center, and colleagues joining our Riga team collaborate daily with peers from at least two other countries,"* said Evija Celma, Head of RSS Riga.



"The newly expanded team will operate from the Verde office, designed to be modern, welcoming, and encouraging employees to collaborate in person. Reflecting Roche's commitment to employee well-being, the workplace features unique amenities such as dedicated family- and relaxation-friendly spaces, making it a place where productivity and comfort go hand in hand. In line with Roche's sustainability priorities, environmentally friendly interior materials have been carefully selected, and the office showcases artworks from local artists, complementing the collection displayed at Roche Latvia's historic building at Miera Street 25.

