" *Self-discipline is the only thing that will get you from one day to another, and eventually to your destination.* "

Shi Ruxin
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Ruxin started Xintesys after spotting a problem that almost all SMEs are still facing: there are many gaps in their business processes due to a lack of skilled resources and suitable systems. Her company differentiates itself from other IT vendors and systems by providing tailored and comprehensive business solutions for SMEs. When business grew, Ruxin began employing mothers and private university students with a flexible arrangement, and this strategy has become another unique factor of Xintesys.

A SIMPLE SYNTHESIS

At 16, I was earning $2,000 a month from giving tuition and from the Navy. My mum was a hawker and my dad, a taxi driver. To help with the financial situation, I would station myself at one of my students' house and tutor several of them to save time travelling. I did it seven days a week. I didn't realise it then, but I already had an enterprising mindset since I was young. At the same time, I also signed on with the Navy to get a sponsorship to study at Ngee Ann Polytechnic, despite having good grades to go to a top junior college.

Starting my own company came about unexpectedly. When the financial crisis hit in 2009, I was retrenched because our Asia Pacific office was being uprooted to Thailand. I sent out 100 application letters, but nobody wanted to hire me. Finally, I put up a $35 advertisement in the papers to offer outsourced accounting services. One week later, a client contacted me. My cheque from him was in the five digits, so I was very happy. As I got more and more SME clients, I noticed that many of them were struggling with their processes and systems. The available systems back then were either catered to large enterprises or were too single-purposed to meet the needs of growing SMEs. My husband and I came up with the idea. We thought, "Why don't we develop something to solve these issues?" So we started developing our own software to address the issues that we saw.

As a business owner, I built a socially geared work culture based on trust even before the pandemic. For a long time, I have been arranging my work to integrate it with my personal life, and I give my staff a similar flexibility. It's not just letting them work from home or wherever they want; it's about treating them like a mature and responsible adult. When I encourage my staff to schedule their work around their personal family needs or studies, they know that it is a privilege, and that if they did not get their tasks done properly, they would be giving up that privilege. Giving them the freedom to choose the way they work makes them more self-driven and accountable for their work.

I don't feel lonely as an entrepreneur; I feel exasperated. Sometimes, there's not enough of everything that I want. I would like to be faster, but circumstances won't allow it. I would become so exasperated that I'd forget I'm stressing everybody around me. I keep thinking, "I'm not putting stress on them, I'm just telling them the answer now." It was the Covid-19 pandemic that ultimately taught me to accept that some things simply need time to grow.