





We are docs24

Welcome to our team.

This culture book should help you to understand who we are and how we behave.

Use it as a support tool whenever you need a reminder about what makes us tick and how we work together to support our clients.

Who we are

The most agile marketing, business content and brand asset management platform.

Giving our clients simple, efficient, tailored and controlled management of their business and brand.

Simply, we are:

D – digital, document and brand asset management solutions

O – organising marketing, print and company content

C – complete control through one simple tailored portal

S – streamlining businesses, saving time and money

24 – hours a day, 7 days a week

Why and how we do it

For our clients...

At the forefront of everything is ensuring the success of our client experience, bringing them new ideas and procedures and always having them at the centre of our values. We go the extra mile to show our clients we care, we get to know what's important to them.

For us...

Great client experience also depends on us working as a team – working together to continuously improve. Our team is vital to our success which is why we always hire the best people.

We are committed to excellence. High performance is expected but success brings with it rewards for all.



Our vision

To provide our clients with the most powerful and agile marketing, content and brand asset management solutions.

It will take all of us rising to opportunities and giving our very best efforts to see this vision become a reality. It also means greater opportunities for every strong contributor in the company.

It's about providing our clients with the best products and services possible.

Our mission

To support our clients by providing exceptional and innovative products, superior marketing capability and outstanding customer service.

These are our daily marching orders. Everyone in the company must be clear on the answer to the following question: "How is what I am doing today contributing to our mission?" When we all focus our daily efforts on fulfilling the mission, we will achieve the vision.

Our core values

We believe the following values to be core to the docs24 principles that guide our decisions and actions:

- ▶ Service excellence
- ▶ Integrity
- ▶ Reliability
- ▶ Innovation
- ▶ Open, honest, respectful communication

Service excellence

At docs24, we perform consistently and deliver value-added services to our clients with the highest level of quality that meets and exceeds our clients' expectations.

We understand the needs of our clients - internal and external - and we take care of those needs with great passion, expertise and extra effort, all in a friendly professional manner.

Integrity

We always do the right thing - no question - it's who we are.

Honesty is the foundation of our business and our team is united around this. Always have the courage to do the right thing. At docs24, our goal is to build long-term relationships and trusted partnerships, focused on mutual trust.

Reliability

We do what we say we will do, consistently, without exceptions.

We don't promise something on Tuesday and deliver it on Friday and hope no one notices. Our clients, our docs24 team members, and our suppliers all rely on you to do what you say you are going to do, when you say you are going to do it.

Innovation

We value new ideas and breakthroughs.

As a technology services company, we must continually pursue better ways to secure our clients with both incremental improvements and breakthroughs across the board. Use your natural sense of curiosity to seek greater understanding.

Open, honest communication

We respectfully express our opinions.

Don't quietly endure a meeting and then leave only to voice your opinion down the hall. Listen well instead of reacting fast, so you can better understand. Express your concerns and ideas in the meeting. The more minds that are working on a problem, the more likely we are to find the best solution.

Respect is essential in all communications - being open and honest doesn't provide an excuse to be cruel or destructive.



Our behaviours

Our behaviours, or mantras, are what shape our team and how we do business every day. They are what all our people at docs24 can do and how we recruit new members to our team.

- ▶ Client development first
- ▶ Learn from your mistakes
- ▶ Never assume
- ▶ Treat others as you want to be treated
- ▶ Work hard
- ▶ Take the lead
- ▶ Think globally
- ▶ Focus and prioritise
- ▶ Work as a team
- ▶ Have fun

Client development first

This is always the bottom line. We can create dazzling solutions for our clients but if we fail to develop our clients it's all for nothing. Our clients are not customers making a one-time purchase but a relationship to nurture, develop and grow with.

Learn from your mistakes

We're moving quickly. When a mistake is made, own it, apologise to the people it impacts and use it as a tool for learning. Then put something in place so you won't make it twice. Then move on.

Never assume

You may think that you know what our clients want - don't assume. You may think that you know what is important to one of your co-worker, don't assume. Keep asking questions until you know the answers with certainty, there's no such thing as an unimportant question. It's ok to repeat yourself until you are sure that you have communicated effectively.

Treat others as you want to be treated

At docs24 we treat our clients, partners and colleagues with utmost respect. Treat everyone as an equal. No ego's, no bullying, no belittling. Mutual respect for one another.

Work hard

We don't intend for anyone to work long days week after week. We'll work to staff to the right level so that balance is possible. It may take time before the next team member comes on board, while in the meantime there is a lot of work to do - please know that your efforts are appreciated, and help will soon follow.

Focus and prioritise

We should spend our resources where the impact will be greatest. Our goal is not to see how many things we can do. Instead, we intend to be selective and to excel at those things we choose to do.

We are human. Human beings can't do more than 3-5 things well at any given time. Pick the things that will have the greatest impact and focus on them.

Take the lead

Whatever may have gone wrong or been broken, you're in charge. Fix it. Handle it. Find someone who can help. Don't walk by and assume someone else has it. That doesn't mean that you should do someone else's job, but it means that we all take responsibility. Solve the problem. Do your own dishes. Don't leave rubbish lying around. You get the picture...

Think globally

We will have clients and co-workers in countries around the world. Each country has different customs and does things differently. Not better or worse, just different. With open, honest communication and mutual respect we will create long lasting, mutually beneficial relationships.



Work as a team

When you start thinking that you have all the answers, be wary. Your answers will be made better by seeking counsel from others. We have a lot of smart people who have different backgrounds and training - their advice on a problem may help you determine a better solution.

Likewise if your colleague needs help - give it freely and quickly.

Have fun

It's OK to like the people you work with. It's great to like the clients we serve. It's perfectly ok to spend time with both.

Our personality

These are the human characteristics guiding the style and tone of our brand.

Authentic – we want to be different and as unique as our offering

Collaborative – we understand our clients and listen to their challenges and build them exactly what they need

Passionate – we love what we do, we are an uplifting and inspired team and want to get this across in all that we do

Ambitious – for both ourselves and for our clients so we are therefore supportive and proactive, thinking about new solutions at every opportunity

Smart – we know what we are doing, are abreast of contemporary and innovative technology but also what our clients' requirements are and what they need. We have a finger on the pulse.

**So this is who we are.
We are an ambitious
company with a great
team and we're all in
it for the long haul.**

Settle in and enjoy the ride.





The gateway to smarter thinking