



AUDATA VALUES

Every single business on earth has values, it's just that some of them don't know it. Every business has a DNA that makes it tick and influences everything it does. For better or for worse.

For Audata, we want to be deliberate with ours. We also don't want the same meaningless, cliché corporate values espoused by so many companies. At Audata, we believe our values have real meaning, and make us who we are.

Customer-focused.

Earn & value trust.

We don't sell software.

Be Human.

1% obsessed.

Customer focused.

We ALWAYS focus on the customer first. Of course, we need to be aware of the market we operate in, but we never give too much attention to our competitors, or industry trends. Prioritising the customer and delivering value for them is what will help us succeed long-term.



Earn & value trust.

Being in the Data business, we have a solemn obligation to our customers, and every individual whose data we store on their behalf. The trust they place in us is easily our most valuable asset, and we never take it for granted. Everything we do, we do in a manner that is deserving of that trust.



We don't sell software.

Okay, technically we do. But we don't think of ourselves as being in the software business. We're in the innovation business. We don't succeed by writing code or putting pixels on screens. We succeed by understanding the current & future challenges our customers face, and inventing brand new ways to solve them.



Be Human.

Our customer isn't a company, it's a collection of people. The CEO, the end user, and everyone in between. When we talk about being Customer-focused, we're referring to all of them. We talk in human language, not corporate jargon. We design products by thinking about the humans who will use them.



1% obsessed.

We look at the big picture, but we obsess over the details. The 1% is our secret weapon. Attention to detail in our product design to make it feel great. That little extra effort helping a customer that might surprise them. Taking the time to write code the right way the first time. Whatever it is, the 1% is everything.

