OUR DNA FOR SUCCESS

Written by our people

C2

INTRODUCTION
Setting the scene

Established in 1997, our technical excellence and commitment to meeting client requirements with high quality solutions is what sets us apart. These core values are at the heart of everything we do. This document is our manifesto, both collectively and individually, and we all sign-up to what it sets out. It serves as a benchmark for how we measure ourselves within the wider picture of C2's drive for success.

C2 is a team and our people are key to everything we do. As a team we want to ensure that we work together, building innovative solutions, having fun and taking pride in what we deliver.

Our DNA for Success has been written by our staff and outlines our vision, culture and values in order that we can all achieve what we want from working for C2. In turn this sets the tone for how our customers can benefit from this ethos and our approach to our work.

We would like to thank all our staff for their loyalty and support and for playing their part in the present and future of C2. Our aims are to grow and flourish as a business and key to this are our staff who will provide the motivation, enthusiasm and drive to achieve this.

OUR VISION STATEMENT 🙶

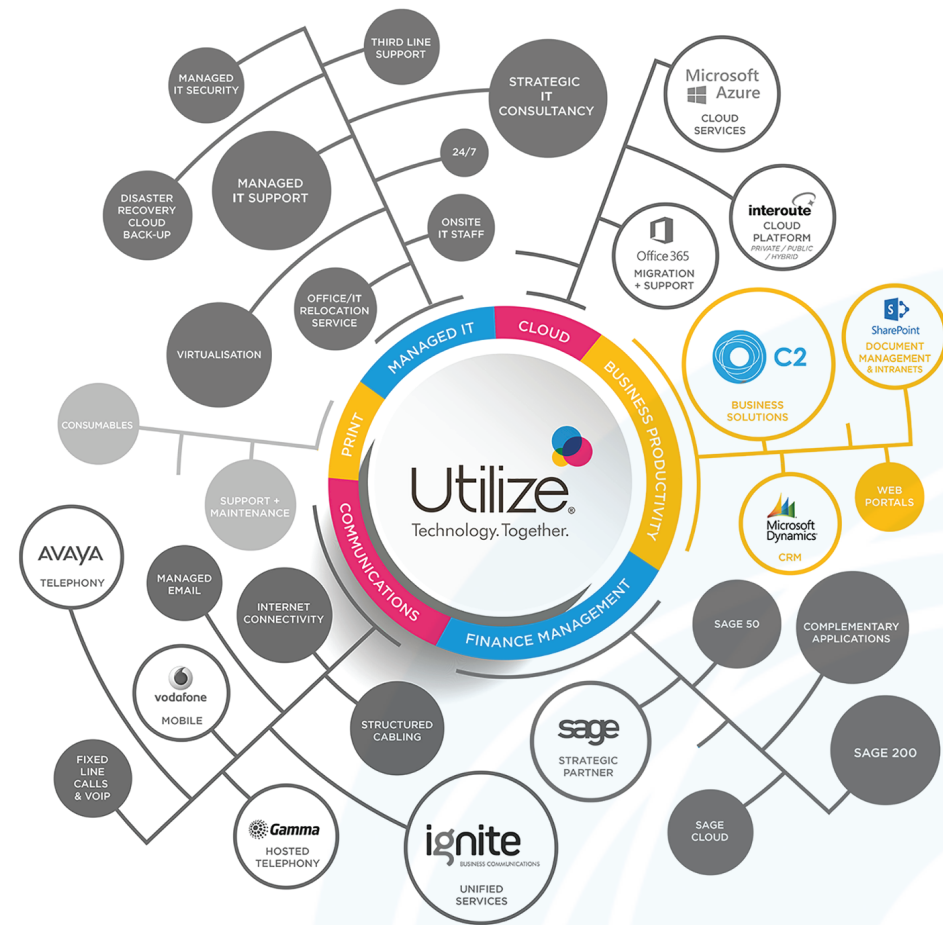Transforming businesses through intelligent business applications

WHO WE ARE

We are our people

C2's people are what makes the company, our team of intelligent and hard-working individuals are ready to take C2 to the next step in our journey.

C2 has changed in many ways over the years, but our fundamental aim at the start of the business remains unchanged, meeting client requirements with high quality solutions.
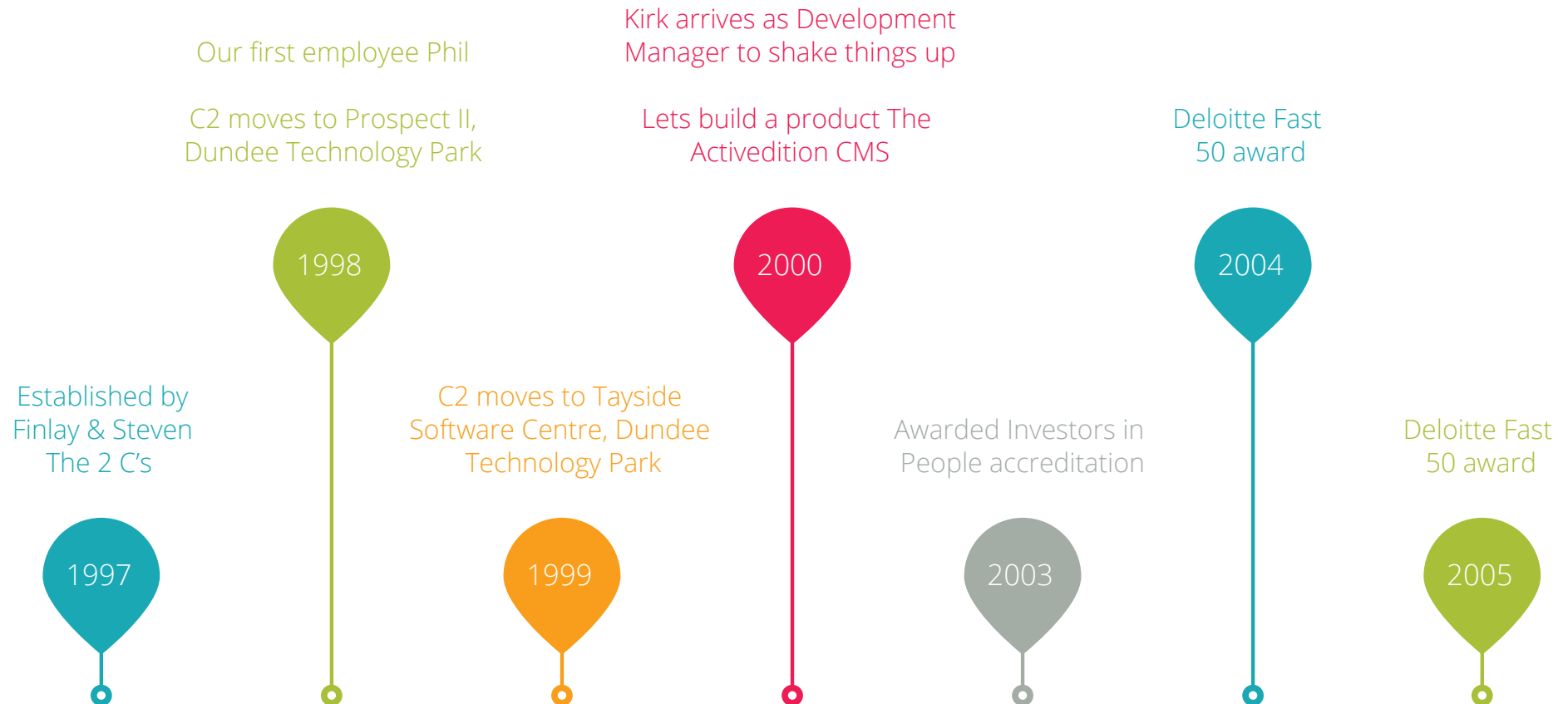
In July 2016, with the company at the ripe old age of 19 years old, the directors of C2 agreed to bring in our partner Utilize PLC. We are now very much part of the Utilize family and have an important role to play in the overall portfolio of the group.
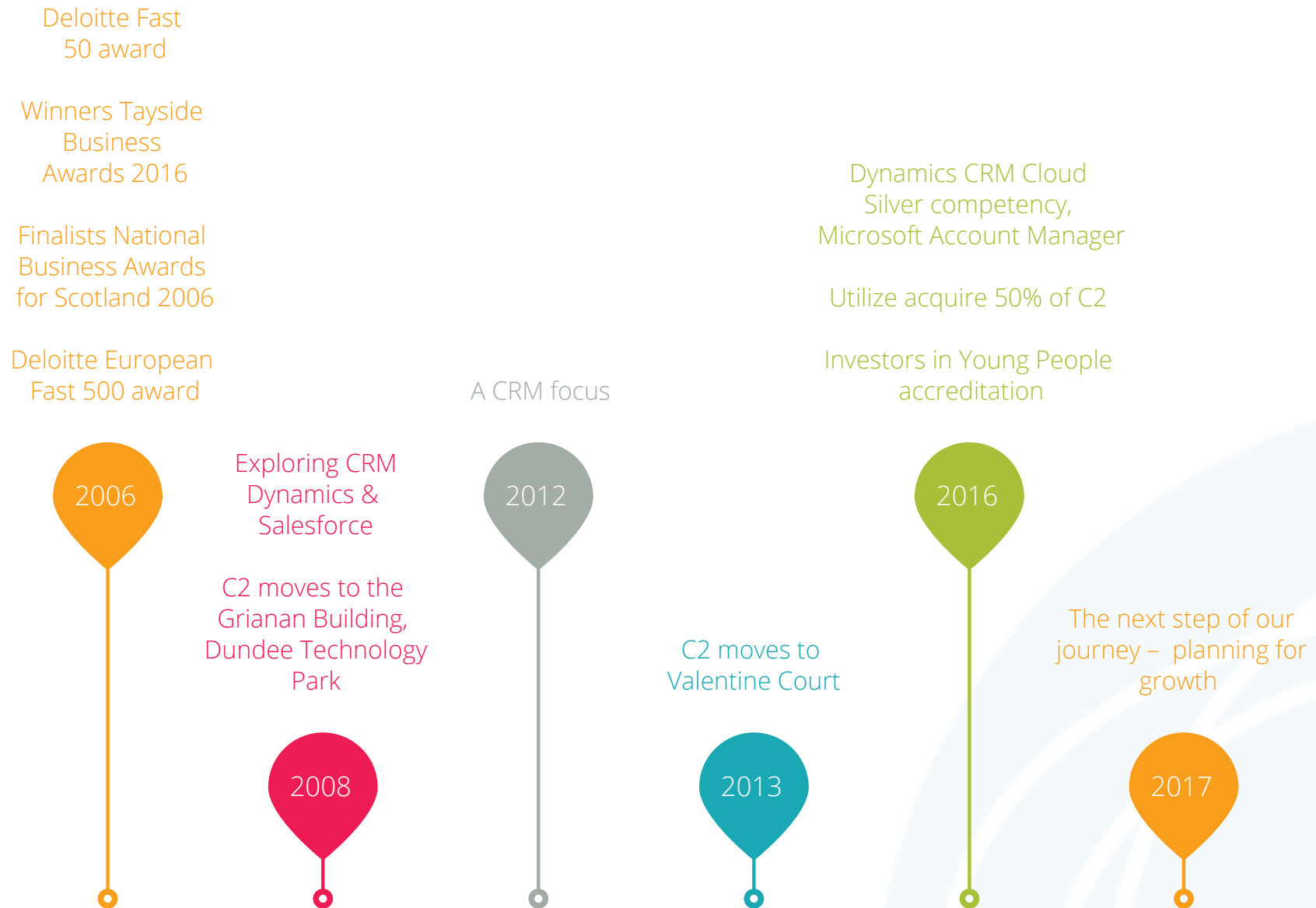
COMPANY TIMELINE
Milestones in our history

Our first employee Phil

C2 moves to Prospect II,
Dundee Technology Park

Kirk arrives as Development
Manager to shake things up

Lets build a product The
Activedition CMS

Deloitte Fast
50 award

1998

2000

2004

Established by
Finlay & Steven
The 2 C's

C2 moves to Tayside
Software Centre, Dundee
Technology Park

Awarded Investors in
People accreditation

Deloitte Fast
50 award

1997

1999

2003

2005

Deloitte Fast
50 award

Winners Tayside
Business
Awards 2016

Finalists National
Business Awards
for Scotland 2006

Dynamics CRM Cloud
Silver competency,
Microsoft Account Manager

Utilize acquire 50% of C2

Deloitte European
Fast 500 award

A CRM focus

Investors in Young People
accreditation

2006

Exploring CRM
Dynamics &
Salesforce

2012

2016

C2 moves to the
Grianan Building,
Dundee Technology
Park

The next step of our
journey – planning for
growth

C2 moves to
Valentine Court

2008

2013

2017

WHAT WE DO
Helping our customers transform

We help to transform businesses through the technology based solutions we design and implement. To achieve this we consult and implement Dynamics 365 (formerly Dynamics CRM), providing integrations with other systems, self-service web portals and line of business applications. The Company's roots are in web development and our combined skill-set is what often sets us apart from our competitors and adds value to our proposition.

We operate throughout the U.K. with a strong presence in Scotland and in the London area. Our software engineering team is based in Dundee and we have a sales and consultancy office in London.

SHARED VALUES
Living by our values

Our shared values are what we are striving for. Below are the values which we believe we should be living up to on a daily basis. Each of these values are delivered through our "Ingredients for Success" and our culture.

- Technical Excellence
- Teamwork
- Commitment
- Passion
- Quality
- Customer Excellence

INGREDIENTS FOR SUCCESS

The foundations for our future

People

Our people are what make C2, people with the passion to succeed both personally and as a team.

Growth

C2 is beginning a journey of growth in 2017 that aims to see the company grow significantly in the next 5 years. Key to that growth will be the execution of strategy that everyone will have a part to play in.

Key Goal

Part of delivering on C2's business transformation vision is to be the "go-to" Microsoft Dynamics partner in the UK. This is a bold and ambitious goal but one we believe we can achieve.

Delivering Value

C2 and its customers should be able to justify the cost put on a product or service, whether it be through the time allowed or the effort that has gone into creating the product. Ideally a return on investment argument can be made.

Effective Communication

Clearly communicating with each other and our customers. Be a good listener and keep your own stresses in check. Try and communicate in person or over the phone, follow-up with email where necessary.

Systems & Processes

To always be looking to improve upon existing systems and processes via a programme of continuous improvement, having systems that allow us to measure and analyse performance and processes which reflect a quality-driven approach. Using technology that is modern and proven and delivers repeatable high-quality experiences for our customers.

Focus on Customer Excellence

To give our best to each customer, to build relationships and forge partnerships. To put ourselves "in the shoes" of our customers and to always think how you would feel about the quality and service you would expect to receive. Never say "no", but take a considered approach to all requests. Ensuring that we keep our promises to our customers and communicate regularly.

Innovation

Challenge what we know and how we do things with a view to being better. The next 5 years will bring a lot of change, each of these changes will be our innovation, from processes through to the products and services we offer. We don't need to think of innovation as just "new ideas", but rather we should be thinking of it as "different ideas" that make us better and more efficient at what we do.

OUR CULTURE
What ties the team together?

Teamwork
The French expression is *Esprit de Corps* – to show a sense of unity, enthusiasm, share common interests and responsibilities. This applies to all employees including Directors.

Honesty, Integrity & Respect
To be truthful with each other, to be honourable and trustworthy and to treat others as you would expect to be treated. Transparency is key to this, constructive criticism delivered with sensitivity and support and encouragement of each other.

Commitment
To be fully committed to the job at hand and to do your best to ensure success.

Responsibility
Being aware of your duties, acting independently where appropriate and making decisions that you can justify.

Accountability
Working within defined parameters, you will take Ownership and Responsibility for your work.

Ownership
Showing pride in your work and being aware of the impact the quality of your work will have on others. This combines with ensuring we deliver on our commitments to our customers and peers.

Above the line

Ownership
Accountability
Responsibility

Below the line

Blame
Excuses
Denial
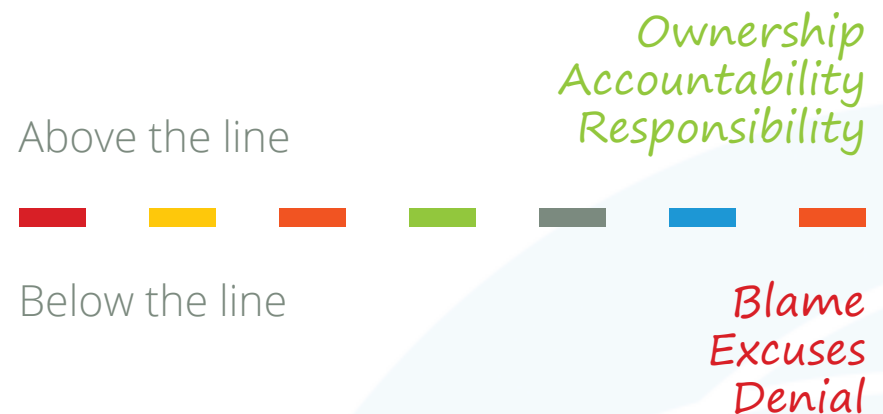
WHAT YOU CAN EXPECT FROM C2

Our commitment to you

Environment
You will have the tools for the job in terms of software, hardware and work space.

Sharing in our success
You will have opportunities to share in C2's success via performance related bonuses.

Benefits
A competitive programme of remuneration and benefits that rewards the value you add to business and your commitment and loyalty to C2.

Development
C2 will develop you as individuals through appraisals, regular one-on-one sessions, training and skills/knowledge transfer.

Opportunities to have fun
We will encourage and support social events that will allow you to further bond with your workmates and enjoy yourself.

INVOLVEMENT IN THE COMMUNITY

We are all part of the community

We want our staff and company to play an active part in our community, we actively encourage you to get involved in community programmes and charity work.

This includes, but isn't limited to:

Charity fundraisers
e.g. "Movember", sponsored cycles, walks, etc.

Education programmes
e.g. provide talks to schools and colleges about your career in C2 to encourage others to join our industry

Working with young people to help them in their quest to become responsible adults
e.g. youth organisations such as the Boys'/Girls' Brigade, Scouts, Guides, etc.

Caring for the environment through the recycling of office waste

Helping people less fortunate than ourselves and our families
e.g. donating Christmas gifts to kids with medical or emotional issues

C2 will support you in this work as much as we can and your colleagues should actively encourage others in the work they do within the community.

MY PERSONAL GOALS & TARGETS

Helping you meet your personal goals

Your personal goals and targets are important for your happiness, health and general wellbeing and where practical we want to help you achieve these.

Write down at least 3 personal goals you aim to achieve in the coming year:

1 ---

2 ---

3 ---

4 ---

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