

# Nebu Purpose & Business Philosophy

## *General*

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**CONTENTS**

<b>1 Our Mission</b>	<b>3</b>
<b>2 Our Values</b>	<b>4</b>
<b>3 Nebu Quality Policy</b>	<b>5</b>
3.1 Customer Focus	5
3.2 Commitment and participation by Everyone	5
3.3 Process approach and Continuous Improvement	5
<b>4 Nebu As-an-Employer</b>	<b>6</b>
<b>5 Corporate Social Responsibility (CSR)</b>	<b>7</b>
<b>6 Security &amp; Privacy</b>	<b>8</b>
6.1 Commitment and participation by Everyone	8
6.2 Process approach and Continuous Improvement	8

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## 1 Our Mission

**Nebu** is a well-established and proud company, that strives for **business continuity** by creating a **motivating work environment** for its employees, such that with their enthusiasm & drive, they can build & maintain **transparent** relationships with the **stakeholders** (customers, partners & vendors) in the **whole world** and based on the insight gained provide our customers with **outstanding**, continuously **evolving** solutions & services.

Nebu provides **“any-mode, any-time, any-place, any-source” Data-Collection, -Management & -Utilisation solutions**, that allow our customers (or our customer’s customers) to implement and operate **efficient** and **effective Market Research & Insight processes**, allowing them to focus on the creation of value for their customers from Insights gained.

This we do under the following main motto’s:

- “Collect, Manage, Utilize”
- “Integrate your entire market research process”
- “Unlock the full potential of Data”

### Supporting Definitions:

- **Data collection** is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.
- **Data Management** is the administrative process by which the required data is acquired, validated, stored, protected, and processed, and by which its accessibility, reliability, and timeliness are ensured to satisfy the needs of the data users.
- **Data Utilization** is the process of using data to gain (preferably continuous real-time) insights to establish, monitor and improve (critical) business processes. Data Utilization builds on data collection & management and encompasses all possible techniques, like Data Transformation, Data Processing, Data Visualisation, Data Analytics, Machine Learning and Process Mining in order to use data to support the business objectives and activities.
- **Data Transformation** is the process of converting data from one format or structure into another format or structure.
- **Data Processing** is the conversion of data into usable and desired form using a predefined sequence of operations either manually or automatically.
- **Data Analytics** is the process of extracting meaning from raw data using specialized computer systems. These systems transform, organize, and model the data to draw conclusions, identify patterns.
- **Data visualization** is a process of helping people understand the significance of data by placing it in a visual context. Patterns, trends and correlations that might go undetected in text-based data can be exposed and recognized easier with data visualization software.
- **Process mining** is a family of techniques in the field of process management that support the analysis of business processes based on event logs.
- **Machine learning** is a field of computer science that uses statistical techniques to give computer systems the ability to "learn" with data, without being explicitly programmed

## 2 Our Values

Within all our engagements, both ex- & internally, we uphold the following Values:



### **Agile**

We break up activities in small controllable & measurable tasks that we prioritize, which allows us to continuously re-assess, and if needed adapt, our next steps, such that we can adequately respond to our stakeholders' needs.



### **Innovative**

We continuously Innovate the Services we provide, as well as how we provide these.



### **Customer Driven**

We ensure customers are satisfied with the Services we provide both in terms of Features and Quality.



### **Transparent**

We are transparent, direct & honest in our all our communications.

### 3 Nebu Quality Policy

#### 3.1 Customer Focus

Quality is a measure of our performance as experienced by our Customers. Success on the market depends on our ability to provide our customers with Services that meet or exceed both their expectations and applicable requirements. This requires that we continuously **Listen to our Customers** in order to understand their needs, work in an **Agile** manner, such that we can implement sustainable improvements in our services and operations based on these needs.

#### 3.2 Commitment and participation by Everyone

Each employee within Nebu shall always be customer-focused and committed to quality excellence. This is a personal responsibility, a mindset, which is necessary in order to reach customer satisfaction. Leaders shall always act as ambassadors for a culture that focuses on customer needs. Each employee within Nebu is expected to actively contribute to the achievement of quality excellence. Suppliers, resellers and business partners we engage with should be committed to and/or willing to adopt these principles.

#### 3.3 Process approach and Continuous Improvement

Customer needs shall guide our ways of working. Quality excellence shall be achieved by describing, working according to and continuously improving our processes. We do this by adhering to our (soon to be) **ISO 9001 Certified Quality Management System (QMS)**.

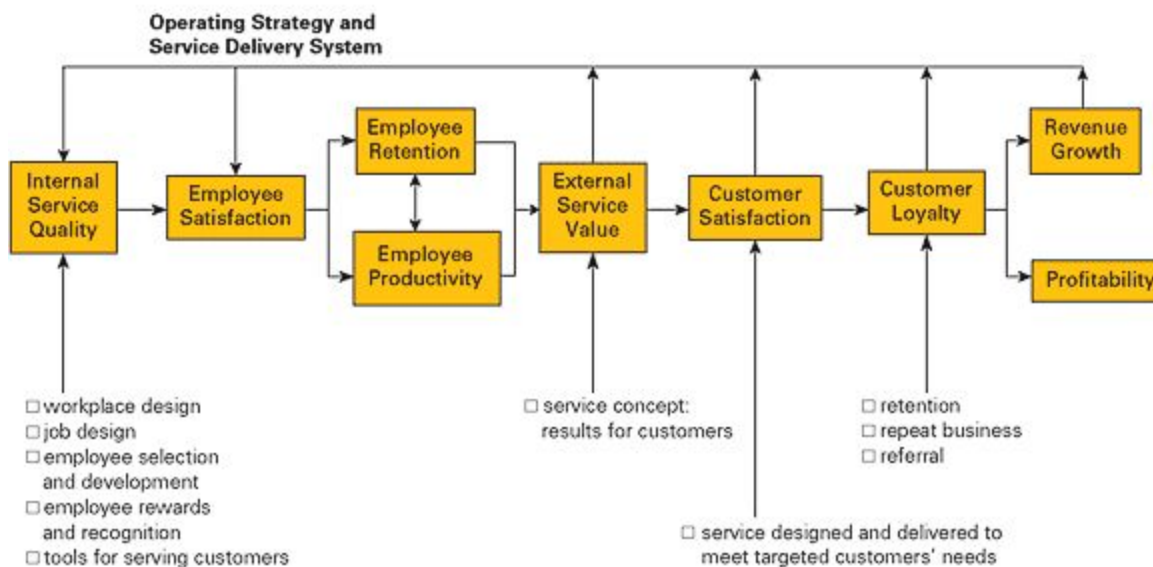
Every individual shall understand how he/she can contribute to customer satisfaction and quality improvement. Results shall be monitored against set objectives and improved to ensure continued customer success.

Processes shall be continuously evaluated and actions are taken to ensure they are effective and efficient. Regular comparison and evaluation shall be performed based on best industry practice. A proactive approach to implement preventative and corrective actions shall always be applied.

## 4 Nebu As-an-Employer

At Nebu we are adepts of the **Service-Profit Chain model** (Heskett, Sasser, & Schlesinger, 1997), a theory and business model, that establishes relationships between profitability, customer loyalty, employee satisfaction, loyalty, and productivity. Profit and growth are stimulated primarily by customer loyalty. Loyalty is a direct result of customer satisfaction. Satisfaction is largely influenced by the value of services provided to customers. Value is created by satisfied, loyal, and productive employees. Employee satisfaction, in turn, results primarily from high-quality support services and policies that enable employees to deliver results to customers.

### The Links in the Service-Profit Chain



There to **Employee Satisfaction** is one of the major contributors to the success of **Nebu**. Nebu strives for **Business Continuity**, and thus also continuity of employ, by creating a

- Motivating,
- (employee) Market conform,
- Equal-opportunity

work-environment for its employees, such that with their enthusiasm & drive, they can build & maintain **Transparent** relationships with our global stakeholders (customers, partners & vendors). Leading to valuable insights to help **Nebu** provide our customers with services that meet or exceed both their expectations and applicable requirements.

Internally, we deem **Transparency, frankness** and **ownership** the most important qualities of character of both leaders and all employees of the company. Deploying and fostering these qualities ensure that “we are all singing from the same hymn” when working to attain our objectives, but also ensure that interpersonal issues or performance flaws surface quickly and



Unlock the full potential of data

are addressed immediately.

## 5 Corporate Social Responsibility (CSR)

**Nebu** takes responsibility for social problems such as air pollution, climate change or poor working conditions. First of all, we try to ensure that with our activities we do not make these problems bigger. Therefore we continuously weight the social effects of our activities within all our business processes, like purchasing, production, sales and maintenance as well as for HRM and marketing communication.

Secondly, we also like to go a step further and proactively work on contributing to solving these problems. Within this context, when we are making any such **CSR** investment decision, we always seek to combine the contributing to a social responsibility programme with a further business benefit. In short, when there is a clear win-win we will push on.

For **Nebu CSR** is not a project, but an integral part of the core activities of our company. How do we know whether we are socially responsible? That is not always easy to say, because society is constantly changing. What is accepted today is taboo tomorrow, and what we find normal in the Netherlands can be considered to be strange in Brazil or China. The above **CSR** guideline helps, but especially the continuous alignment of our business decisions with the interests of society is ultimately the most important feature of our **CSR** programme.



## 6 Security & Privacy

We, at **Nebu**, value the privacy of our customers and observe due care in processing and protecting any and all personal data. In addition, we recognise that all data and information held within **Nebu** must be fully secured to maintain our own integrity and to create and protect business value, as well as those of our customers. So, we need to protect the entire environment, which holds this valuable information. This holds for our own internal information held within our premises, by our employees or within the systems used internally for running our own business processes, as well as customer information held in those same systems, as well as on the systems and services we provide to our customers. In all, protecting our and our customers data and information is vital to our **Business Continuity** and therefore deserves the highest priority.

Our security strategy covers all aspects of our business, including:

- Physical and environmental security
- Operational security processes
- Marketing & Sales processes
- Scalability & reliability of our system architecture
- Systems development and maintenance
- Service development and maintenance
- Regularly working with third-party security experts

### 6.1 Commitment and participation by Everyone

Each employee within **Nebu** shall always be committed to ensuring the security and privacy of all information whether processed or merely held. This is a personal responsibility, a mindset, of each employee within **Nebu**. Everybody within the organisation is expected to actively contribute. Suppliers, resellers and business partners we engage with should be committed to and/or willing to adopt these principles.

### 6.2 Process approach and Continuous Improvement

Information Security standards shall be achieved by describing, working according to and continuously improving our processes. We do this by adhering to our (soon to be) **ISO 27001 Certified Information Security Management System (ISMS)**.

Every individual shall understand how he/she can contribute to securing all information held. Results shall be monitored against set objectives and improved to ensure continued customer success.

Processes shall be continuously evaluated and actions are taken to ensure they are effective and efficient. Regular comparison and evaluation shall be performed based on best industry practice. A preventive and proactive approach shall always be applied.