OAKWOOD

Purpose. Mission. Vision. Values.

Our Point of View

As business grows, they strive for reliability, predictability and compliance. They ensure standards and policies are in place to make their business consistent, repeatable and structured in order to remain profitable. But through this well-intentioned framework, organizations struggle balancing the short term priorities with longer term transformational business changes. The whirlwind of the tactical overwhelms the tailwind of the strategic.

Global markets, time-to-market, production challenges, competition, changing workforce dynamics, evolution of technology and regulations and compliance are consistent and persistent influencers on businesses today. We believe that finding ways to assist our customers in meeting these challenges through innovative uses and applications of technology within their businesses is critical to address these influencers.

It's time to rethink our structure; time to rethink how we interact with customers, partners and suppliers. Its ideas, not widgets that drive business.

Businesses don't need more policies and protection against different thinking. They need to foster an environment where radical ideas can break new ground; where people are allowed to fail and grow, where companies discover new methods to engage customers, employees and stakeholders; separating their organization from average, breaking free from entropy.

Proponents of:

1. Interactions and exchanges where customer service is better than marketing.
2. Fiscal responsibility.
3. Empowering team members to make decisions
4. Thwarting Parkinson's law
5. Finding the 20% producing the 80%
6. A bias to action.
7. Insightful decision making.
8. Accountability.
9. Technology that helps you to get more done in less time, vs. enabling more multi-tasking
10. True customer engagement through valuable, helpful and needed products or services

On Technology

Technology is an enabler for addressing and driving changes to organizational processes. These processes may exist or may be replaced through technology that provides automation, better decision making, more timely information, opportunity to collaborate together or visibility of problems more quickly.

Technology can provide insights or can be used to drive change – whether with the organization, customers or suppliers. Technology should be a follower – not the leader.

4C - We Put People first
Clients. Consultants. Company. Community.

1. **Clients** - We exist to serve the needs of our clients in remarkable ways, putting their needs ahead of our own, continually destroying ingrained benchmarks and the old way of doing things.

2. **Consultants** - We strive to equip and empower our Consultants by removing the normal barriers to career success. We are creating entrepreneurs backed with the power of a company of people who work together to support, encourage and enable excellence.

3. **Company** - We are a group of individuals connected by one goal: to serve others well. In life and at work, we embrace our differences and encourage collaboration. While one person can make a difference, we believe we are stronger when we work together.

4. **Community** - There is another group of people we're obliged to serve that goes far beyond the workplace. We believe there is a social responsibility to serve our community and those in need. We shouldn't be here just to consume. We need to give of our time, talent and treasure.

Oakwood / Who we are
Oakwood is a Top 50 Microsoft-centric partner passionate about implementing technology utilized to achieve business outcomes. We are problem solvers, innovators, difference-makers and, at the heart of it all, reliable, capable, and responsive.

Our Purpose/What we do
We work with organizations to address opportunities/problems, design solutions for these opportunities and implement the changes necessary for delivering results that transform the way organizations and people do business – whether that be manifested in a system or a process or changes to the way business gets done. We use the breadth and depth of our people, processes and technology to deliver this result. Understanding the difference between concept, plan and execution is at the core of our discipline.

Our Mission
We passionately deliver business technology solutions that propel our clients to succeed in such a profound way, advanced by our solutions, that they become our most powerful advocates; where our team is driven to excel through ideas, accountability, and imagination to such a point where others can no longer compete.

Our Values
- **Ethics** - We are committed to ethical behavior, sound business practices and complete integrity in all our dealings with clients, partners and members of our team. If it's the right thing to do, we do it. The people we work for and with deserve our very best and we honor that relationship by delivering on our promise daily. This comes above cost, time and effort.

- **Expertise** - We are dedicated to the highest levels of expertise and commit our team to improving the solutions we provide.
- **Excellence** - We recognize that the ability to excel depends on integrity, knowledge, skills, imagination, teamwork, passion and the energy of our team.
- **Encouragement** - We foster an environment where our team members can competencies that have visible success
- **Endurance** - We run a profitable organization by providing products and services that support our client's needs and ability to help them achieve their vision. For us, client service is #1. If this starts to falter, we're focusing on the wrong thing.

Our USP

We are the only Microsoft consultant that brings a breadth of multi-disciplined skills across a variety of technologies for mid-market and Fortune 1000 businesses. We are your partner when the right choice proves elusive in driving value and solving complex business and technical challenges. We are your partner in an era of increasing complexity, opportunity and the speed by which results need to occur.

Our Promise

1. With Oakwood, you're not engaging an individual, you're engaging a team.
2. We are your advocate in bringing order to the chaos of choices in the technology market.
3. We use proprietary processes and methodologies that increase success and deliver results.
4. We stand behind our work as a company and are committed to complete satisfaction – guaranteed.

Our Expertise.

Trusted. Reliable. Accountable. Proven.

Rely on our expertise. We know it's never cookie-cutter. Our teams have dealt with thousands of business problems and thousands of projects. While no two companies are alike, we have seen some common themes. We've used our experience to develop proven methodologies and along the way we've refined certain long-standing convictions, while remaining open to embrace new ones.

Our Strengths

1. Capabilities of our people - flexible, passionate, approachable, agile, committed to satisfying our customers

2. Breadth and depth of our service offerings provide capabilities to support the entire customer IT function.

3. Sales and delivery excellence - collaboration amongst our teams, transparency of our process, delivering what client requests, practicality of our approach.