

The
Datamax
Little
Blue
Book



datamax®



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Book

creating raving fans[®]



RAVING FANS!!!!!! Creating Raving Fans is the foundation, the “soul” and the fiber of the Culture of Datamax Inc. When I first met Barry Simon, President of Datamax, he continuously talked about Creating Raving Fans. Many times I hear people use slogans that are clever. However, after a period of time, they move on to another catchy phrase and then another. That’s all they are: a clever slogan. I have known Barry for over 20 years and interacted with the people of Datamax for that same lengthy time. They have never wavered. Their Mission, their Vision, their Reason for Being, is to Create Raving Fans. It is not a slogan, rather it is a Way of Life. It is the Heartbeat of their Culture.

The execution of a Culture, of course, comes down to people. The people of Datamax are special. They Create Raving Fans. It always comes back to the people. As Coach John Wooden often said, “everything goes to the Team that Executes.” The team at Datamax executes their Culture brilliantly. These people are Real People. They care about their customers and equally as important they care about each other. To be a Datamax team member means that you Show Up everyday excited to create Raving Fans and be a Raving Fan for your fellow team members. A team member grabs their LunchPail and goes to work everyday.

So that’s the story of the Datamax Culture. A Team of hard working people that are passionate, dedicated and Committed to creating Raving Fans in their communities.

Mike Riordan
Riordan & Associates

ABOUT THE BOOK.

There's nothing insignificant or unintentional about the size or color of this book. Although brief, at just twenty-six short pages, it's packed with decades of insight regarding The Datamax Way and our invitation to you to join in on the journey.

From philosophy to positioning to principles, The Datamax Little Blue Book reflects our culture and our commitment to a unified mission—*creating raving fans*. It's our very best thinking in a pretty quick read because we realize the more we say, the less you'll remember. And make no mistake—we *want this to sink in*. It's what we practice from what we've learned. Not a lofty concept—*but an authentically lived-out culture*. Our culture is colorful and marked by the dark blue in our logo—the color of knowledge, power, integrity, and professionalism. Our culture is one you can count on to be reliable and responsible because your career deserves and demands it. We hope you'll enjoy this read and are excited for the opportunity to convert you from regular Datamax employee to a raving Datamax fan.

If you have any questions regarding The Datamax Little Blue Book, our doors are always open for you.

Barry Simon

President, Datamax Inc.

The Datamax Philosophy

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What We Believe.

Creating Raving Fans is a registered trademark.

CREATING RAVING FANS®

At Datamax, we are all about creating raving fans—*in everything we do.*

With customers, our formula is pretty simple—provide rapid response to needs, resourceful resolution to issues and real (maximized) return on every technology investment. Through a commitment of heart and mind, it is how we've operated for over sixty years.

For our employees, the promise is the same. By responding to their career needs and aspirations, resolving real world business issues and challenges, and maximizing investments of time and expertise, we convey our desire to inspire the raves of our very own.

In our community, we've also made a pledge to creating raving friends through offering our contributions, volunteers and leadership to help others in need every chance possible.



Flip page for more.

1

To market advanced products and solutions backed by outstanding service to the business community.

To compete with honesty, trust and value, not simply on price.

2

3

To have employees with a sense of urgency dedicated to providing consistent and professional solutions to customer needs.

To invest in the continued development of our employees' skills and knowledge.

4

5

To provide an environment in which employees have the opportunity to achieve a career path with stability.

To recognize and accept the responsibility of being an involved corporate citizen in the community.

6



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Above all, we believe that our “RAVING FANS” will come from our passion to be “THE BEST.”

The Datamax Position

.....
What
We
Do.

Relevant Technology. Raving Results. is a registered trademark.

RELEVANT TECHNOLOGY. RAVING RESULTS.®

RELEVANT TECHNOLOGY. RAVING RESULTS.® represents the brand positioning theme that accompanies the Datamax brand name. It has been designed to quickly translate our business's positioning and brand identity into a single line (a tagline) that means something to our customers.

In just a few memorable words we believe it ...

- » inspires believability,
- » differentiates competitively,
- » conveys customer payoff, and
- » reflects our character.



Flip page for more.

It all begins with the word
RELEVANT—an emphatic
acknowledgment that ...

- ... **it's about a holistic approach to business needs discovery supported by useful, expert consultation**—*not about a quick quote,*
- ... **it's about developing and maximizing solutions that matter to our customers**—*not about just selling stuff,* and
- ... **it's about the customer and the needs they convey**—*not about us,* or assumptions of what we think they need.

In the end, it's about considering what is relevant and the confidence that great sales and raving customers will come from such.

TECHNOLOGY is at the core of
who we are and what we do.
When we talk technology ...

- ... **it's about being recognized as a trusted go-to company who can recommend and deliver the widest array of technologies—**
and as a result, build confidence that we indeed have “IT” and “our customers” covered,
- ... **it's about the kind of innovative thinking that maximizes business processes and empowers customers with the freedom to focus on their forte—**
managing their business, not their technology, and
- ... **it's about retaining a connection to our rich history—**
from taglines of the past (i.e. The Technology People, Uniting Technology. Empowering People.), technology will remain front and center.

Technology, and the delivery thereof, will always be undergirded by innovative thinking and demonstrated trust.

RAVING, like no other word, expresses our promise, our personality and our passion. As we reflect on the word “raving” ...

- ... **it's what we want our customers to authentically feel**—*it's not something that can be faked,*
- ... **it's the extravagantly enthusiastic appraisal that we seek of our efforts and our organization**—*yet remain aware that such is fragile and must be earned each and every day, and*
- ... **it's a crystal clear connection with our united mission to “Create Raving Fans”**—*at the heart of what will inspire and influence the growth of our business for years to come.*

So what's the formula for “Creating A Raving Fan?” ... Expertise plus execution plus a whole lot of enthusiasm for what we do.

Which leads us straight to the
bottom line—**RESULTS**, as in ...

- ... **the real world demonstration of how to increase operational efficiencies and maximize our customer's return on technology investment**—*helping make every budget dollar count,*
- ... **building and orchestrating solutions that produce measurable business value designed to position our customer's businesses successfully for the future**—*that which only a valued partner can or would do, and*
- ... **caring to be accountable for our solution recommendations and superior service and support responsiveness**—*maintaining unwavering conviction to each and every commitment we make.*

Our sensitivity to deliver technology that produces “customer payoff” and “customer success” is all about results—*and a powerful differentiator for Datamax.*

The Datamax Principles

How We Roll.

PEOPLE TO PEOPLE.

As Thomas Jefferson said, “In matters of style, swim with the current. In matters of principle, stand like a rock.”

The following represents sixteen rock solid principles that govern how we roll at Datamax. They are designed to help the people in our organization come together, stay together and most importantly work together in our pursuit to create raving fans.

We're proud of our operating principles and want you to know you can count on them—*like a rock!*



Flip page for more.

1

Commit to carry out the philosophy of the company.

Honor your commitments.

2

3

Communicate complaints or concerns to only those who are involved with minimum delay.

4

Do the job right the first time.

Present a positive, united position to all internal and external customers.

5

6

Make decisions based on the good of the entire organization.

7

Respect the opinions
and ideas of others.

Keep everyone
informed.

8

9

Greet everyone in a
positive manner.

10

Problem seek and
problem solve.

Focus on the things
that are productive.

11

12

Honor our systems
or initiate positive
change.

13

Every job is important.

Deal with interruptions positively.

14

15

We have the right to disagree.

16

Be **GUNG-HO!!**

Spirit of the squirrel.
(worthwhile work)

Way of the beaver.
*(in control of achieving
the goal)*

Gift of the goose.
(cheering each other on)

PLEASE VISIT US AT:

www.datamaxarkansas.com/littlebluebook
www.datamextexas.com/littlebluebook

You'll read about real raving fan stories from our employees and learn more about our desire for you to join in ... The Datamax Way!



creating[®]
raving
fans



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