

# PURPLE POWER



# Foreword:

## Check the culture

Dear m8,

Welcome to our culture book. A book which you have essentially helped writing through your efforts to live by our 8 Commitments.

Culture is a peculiar thing. As a company, you are never done ensuring that the collective behavior within the organization supports everything you want to stand for.

Fortunately, we are well on our way to becoming the energetic, professional, and proactive collective of teamm8s we claim to be. And this book is a testament to how highly we prioritize the work of fully activating our unique culture.

In fact, the itm8 culture is seen as a cornerstone of our strategy. We exist to be the best IT partner for small, medium, and large businesses. To be that, it's not enough to just have a broad range of IT skills and a strategic, business-oriented approach to working with clients.

We also need to have a culture that places collaboration and ultimate accountability at the forefront of our knowledge. It's the itm8 culture that ensures that we always reach our goals, even when the going gets tough and things become challenging.

Our culture is our foundation for creating long-lasting and fruitful partnerships with customers. It is also the culture that makes employees view their workplace as a cornerstone of their lives—and their colleagues as friends.

That's why I always encourage all potential clients and employees to carefully study our culture. Because it is what determines whether we are a good match.

Today and tomorrow.

The itm8 logo is displayed in white on a dark purple background. The letters 'itm8' are in a lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the '8'.

# We're called itm8 for a reason: It's a responsibility that we must live up to

Our name encapsulates who we are and what we believe in: It is a promise to foster close and constructive collaboration both within our organization and externally with our customers.

m8 = mate = teamm8

Building connection, trust, and unity with each other and our customers requires a specific behavior. But it is only when we are close and in tune with each other that we can achieve our shared goals.

In the end, it's about ensuring that customers can expect a unique approach from their teamm8s:

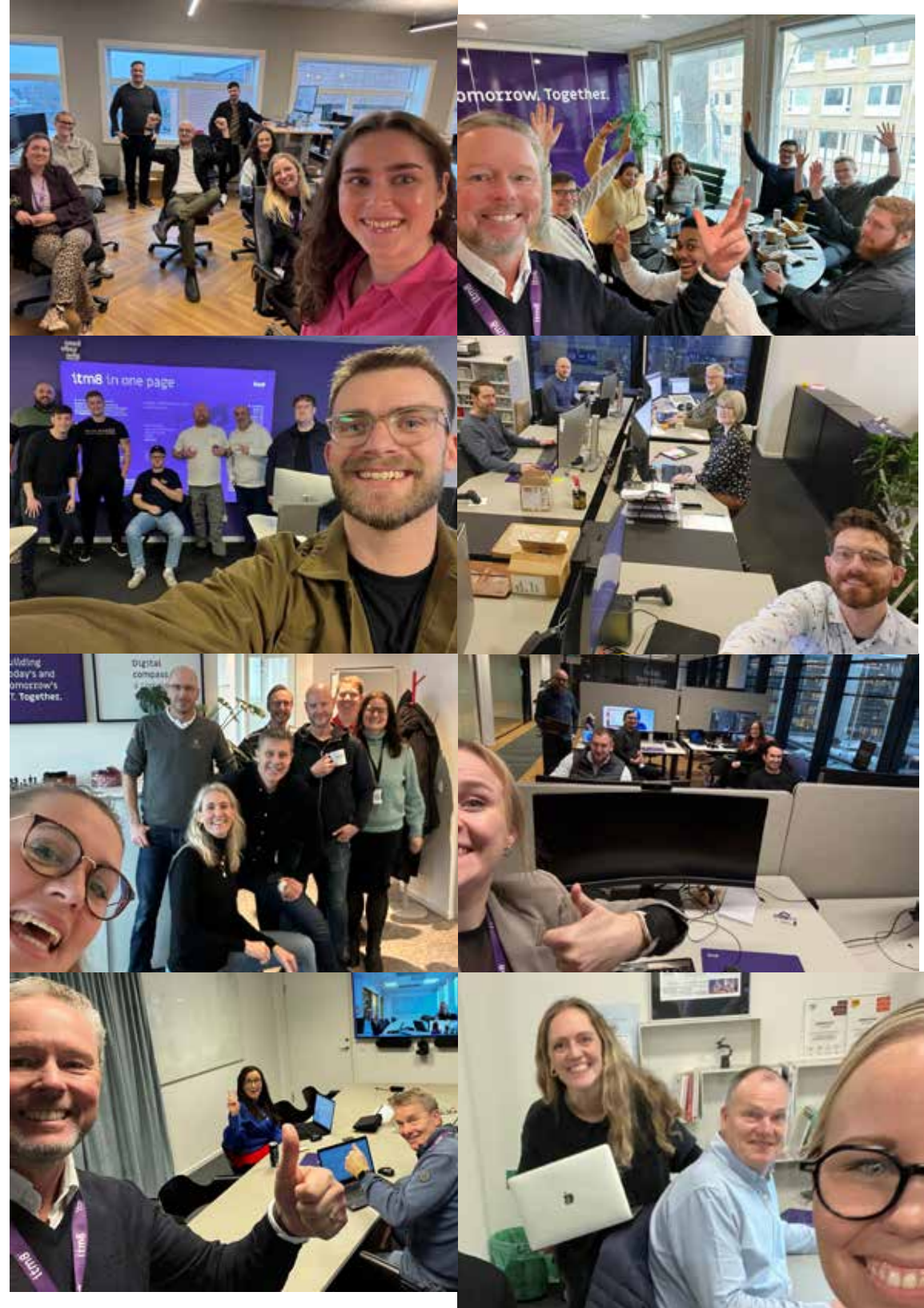
What can you expect from your teamm8s?

- WE ARE READY WHEN YOU ARE READY.
- WE LISTEN WHEN YOU SPEAK.
- WE CHALLENGE WHEN IT IS RELEVANT.
- WE'VE GOT YOUR BACK WHEN TIMES ARE TOUGH.
- WE KEEP GOING UNTIL WE REACH THE GOAL.
- WE ARE HAPPY WHEN YOU SMILE.

These are our simple promises to customers about the behavior they can expect from their teamm8s.

It's not that hard to live up to.

It's about understanding that these are the most fundamental obligations of being part of itm8.



# To improve our customers' businesses tomorrow, we need to get them started on their digital journey today

**Building Today's and Tomorrow's IT. Together.**  
This is our clear mission.

It's about helping our customers optimize their IT in the short term, while also ensuring they embark on a digital journey that prepares their business for future markets and competitive conditions.

Naturally, the first step is to harvest the low-hanging fruits on behalf of our customers. There are often plenty of IT initiatives that can improve their business here and now. Today.

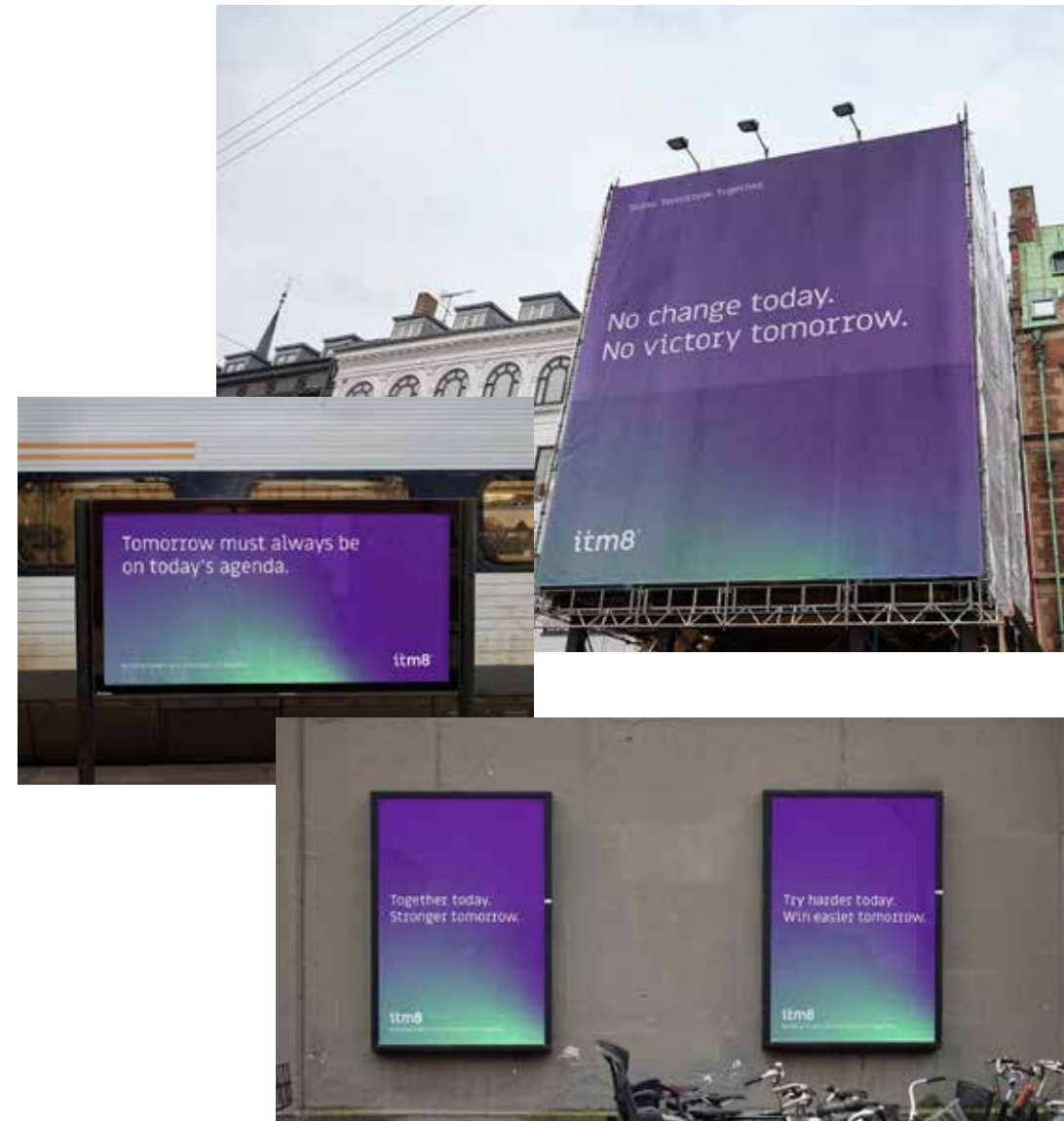
But it is an essential part of our purpose to ensure that the dialogue isn't only about "today" but also about "tomorrow". At some point—not far in the future—the conversations must also focus on developing the customer's IT for the future.

"Today. Tomorrow. Together." isn't just a catchy phrase. It has evolved to become our collective mindset; our shared way of thinking and working. We are constantly guided by what actions are needed today to achieve the goals of tomorrow.

It's as simple as this: we never start anything without knowing what we aim to achieve.

And it is just as certain as it is simple that if you don't think this way, the likelihood of reaching the goal is significantly lower.

This applies to our customers, to you, and to itm8.





# We are our customers' digital compass in a complex technological world

For most companies, it's almost impossible to keep up with and leverage the many technological changes to develop their businesses. This is the fundamental challenge we help our customers solve.

We see it as our role and purpose to act as our customers' digital compass in a complex world. We have the size, depth, and breadth of expertise to understand and navigate new emerging technologies.

We have a broad range of IT specialists and consultants who can handle even the most complex IT tasks.

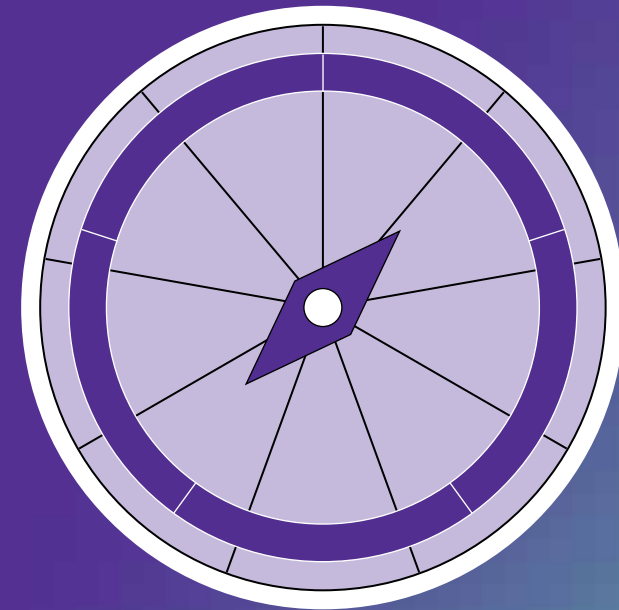
At the same time, we've always maintained a clear focus on managing IT complexity in a way that doesn't make it more complicated than it is. All to ensure that IT is understandable, applicable, and implementable for our customers.

Now, more than ever, we are conscious of our role in bringing clarity and order to what can sometimes feel like technological chaos for our customers.

Our ultimate vision is for customers to view itm8 as the most effective digital compass in the complex world—the ones who help guide their digital journey toward a better business.

Today and tomorrow.

## Digital compass



# Our 8 Commitments to each other and our customers

In our work to improve and prepare our customers' businesses for the future, it's not enough with a wide range of top-level IT skills. It's also not enough to think strategically and be visionary when advising customers.

Above all else, it's essential that we live by a culture that prioritizes collaboration and responsibility. Only then does the IT effort achieve the business impact we aim to create for our customers.

Our 8 Commitments are intentionally designed to foster such a culture.

Commitments #1, #4, #7, and #8 focus on fostering the behaviors that make us the undisputed "Collaboration Champions."

Commitments #2, #3, #5, and #6 aim to democratize what is often called the "Founder's Mentality." It's about cultivating behavior where every itm8 thinks of both the customer's and itm8's business as if it were their own.

When we live by our 8 Commitments every single day, we strengthen the culture that we consider a crucial part of being the most attractive IT partner for small, medium, and large businesses.

The optimal, engaged collaboration and the ultimate accountability for their business are precisely what customers are looking for when they choose their partner in IT and digitalization.

Our culture is what differentiates us in a world where many of our peers have similar skills. It is what ensures we always deliver the business impact we promise our customers.

Culture isn't everything, but it's essential to our current and future success.

Moreover, the culture is yours. Take good care of it.



# Building our culture through our 8 Commitments:

## #01

Before anything else,  
help your **teamm8s**.

## #02

**H8** status quo.  
Love ambition.

## #03

**Appreci8** the customer;  
they pay your salary.

## #04

You are empowered  
to **elimin8** all bullshit.

## #05

X-ray yourself to  
**elev8** your game.

## #06

Don't wait for tomorrow.  
**Innov8** today.

## #07

**Gr8** minds  
don't think alike.

## #08

**Celebr8** success  
every single day.

## Commitment #01

### Before anything else help your teamm8s.

Don't think so much about your job title or your formal area of responsibility.

Think more about how you can help your teamm8s reach their project goals.

You can go a certain distance alone, but together we can go much further.

## Commitment Actions:

### 1. Look up

Look up. Be aware of your teamm8s. Are they struggling with a deadline? How can you help them?

### 2. Support your teamm8s

Don't just focus on checking off your own tasks. Make the good pass, so it's easy for your teamm8s to keep moving forward. Remember, they'll do the same for you.

### 3. Share your knowledg

Use your knowledge to make others better. In itself, that is a really strong and valuable contribution.



## Commitment #02

### H8 status quo.

### Love ambition.

You must dare to set ambitious goals in your work. Because that's the only way to trigger extraordinary efforts.

Does that mean that you can never take breaks and aim for a steady, good level for a while? Definitely not.

It simply means we shouldn't stay still for too long while everything around us moves at the highest imaginable speed.

## Commitment Actions:

### 1. Think big

Challenge everything that exists and set goals that demand change and improvement. Otherwise, you'll end up doing everything the way you've always done it. The goals should push you, your department, and itm8 forward.

### 2. Say it out loud

Share your ambitious goals with all your teamm8s to hold yourself accountable.

### 3. Find courage

Don't let the fear of failure control your behavior. Ensure that you and your teamm8s have the right mindset to set and pursue ambitious goals.

## Commitment #03

### Appreci8 the customers; they pay your salary.

It's a truth that can sometimes be forgotten when you're caught up in the details of your own work. No matter your role or function, you must contribute to creating value for our customers.

This doesn't mean the customer is always right. Customers should be challenged—always with respect, empathy, and a strong focus on making things easier and better for them.

You and your teamm8s are here for the customers, not the other way around.

## Commitment Actions:

- 1. Put yourself in the customer's shoes**  
Ask yourself if you would be happy and satisfied if you were the customer.
- 2. Take responsibility for setting expectations**  
See it as your responsibility to ensure clear alignment of expectations with the customer. It's not the customer's job. It's yours and your teamm8s' responsibility.
- 3. Pick up the ball and run with it**  
Don't let any issues fall through the cracks because the customer's problem doesn't directly relate to your area of responsibility. That's of no use to the customer. Always pick up the ball and ensure the right teamm8 takes it forward immediately.

## Commitment #04

### You are empowered to elimin8 all bullshit.

You are free to cut through bureaucracy and ask critical questions about everything from unprepared meetings to tasks without clear objectives.

We don't work just to stay busy.

We work together to create value for our customers and drive progress for itm8.

## Commitment Actions:

### 1. Ask critical questions

Never dive blindly and obediently into new projects, meetings, or tasks. Ask the critical questions that ensure the effort makes sense and creates value.

### 2. Simplicity is key

Short and simple is better than long and complicated. We humans tend to overdo what we're good at and passionate about. Stay focused and ensure you and your teamm8s concentrate on exactly what is needed to achieve the goal.

### 3. Create simplicity

It's okay to be impatient about getting to the processes and solutions that effectively meet goals. Insist on making the necessary changes immediately—in a polite way, of course.

## Commitment #05

### X-ray yourself to elev8 your game.

Always start by evaluating your own performance before criticizing your teamm8s.

Figure out how you can improve yourself and create more value.

Self-reflection is the way forward for all of us. Don't bury your head in the sand. Look in the mirror.

## Commitment Actions:

### 1. Demand more from yourself

We all have untapped potential, bursting with talent. We can't all be number one at everything, but we can—and should—strive to reach our full potential.

### 2. Actively seek feedback

Just because you don't automatically receive feedback doesn't mean there's nothing you can improve. It's because most people are cautious about criticizing or evaluating others' performance. If you want feedback, you must actively seek it from your teamm8s (and your customers).

### 3. Embrace the truth about your performance

Drop the excuses and seek the truth about your own efforts. It's the only way to improve and unlock your full potential—and itm8's as well.

## Commitment #06

### Don't wait for tomorrow. Innovate today.

Constantly look for new ways to create improvements and add value. Innovation is both big and small. First, think about the solutions that can make a big difference.

Then, define the many small steps needed to realize the solution.

Do it in that order.

## Commitment Actions:

### 1. Take the initiative

Everyday life is filled with opportunities to create positive change. It's about recognizing them and taking the initiative to do things differently and better.

### 2. Share your ideas

Practice explaining your ideas so you can quickly get help to evaluate and improve them. If you keep your ideas to yourself, they will never be realized.

### 3. Test it out

Don't build big projects and solutions before testing whether the idea is as good as you think it is. Ideas should be viewed as hypotheses that need to be tested in the real world.



## Commitment #07

### Gr8 minds don't think alike.

Don't only engage in dialogue with those who think and believe the same as you.

Invite your m8s across locations, departments, and functions to join in.

Expand both your own and your team's horizons so you complement each other instead of overlapping too much.

## Commitment Actions:

### 1. Listen a little more

There's a reason we all have two ears and one mouth. Listen and be open to others' opinions and viewpoints.

### 2. Embrace differences

If you disagree with a colleague, take the time to understand their perspective. If you've created "the world's best" solution, test it out with a colleague who thinks a little differently than you.

### 3. Build the most complete tea

It's the combination of different personalities and skills that creates the best team and the best solutions for customers.

## Commitment #08

### Celebr8 success every single day.

It's easy to take extraordinary efforts for granted.

But recognition creates motivation and an understanding of great performance.

Make celebrating small and big successes a regular part of everyday life.

## Commitment Actions:

### 1. Define what success means to you

Success isn't the same in all departments and functions. Take a moment to reflect on when something is truly a success. That way, celebrating success becomes genuine and meaningful.

### 2. Share success with pride

Let the world see the great achievements. Show them that we are passionate about our work and about making a difference for our customers.

### 3. Turn success into learning

Always describe the effort that led to the success. This makes it easier for you to repeat extraordinary efforts and for others to learn from them.

# Ultimately, it's all about winning

The ultimate goal of our culture is to ensure that we always meet our customers' uncompromising demands and expectations. And our own. We want to be the best IT partner for both current and future customers. We want to be the ones who bring ambitious goals a little closer, one solution at a time. Always creating value, always together.

But it won't happen on its own. It requires a winning mentality, and an eye on the ball at all times: A culture based on ambition and responsibility. And more than anything, a collective behavior centered around our customers. This is what we call GET SHIT DONE (on time):

- **Call, don't write...** in the end, it gives you peace of mind and establishes trust with both customer-m8s and itm8s.
- **Make daily unsolicited calls...** choose a handful of customers and give them that little extra, creating the wow effect and trust in the long run.
- **Always respond immediately...** even if the response is about when you'll complete the task.
- **Never send an invoice without clearly aligned expectations...** an invoice should never come as a surprise to anyone.
- **Follow processes and procedures...** they are there to ensure quality, customer experience, and the bottom line.
- **Always ask if there is anything else you can help with...** it's the best way to learn more about our customer-m8s.

This is how we earn our customers' trust: by showing that we are the ones who, more than others, can combine IT and business with big ambitions and local engagement. When we all work this way, every single day, even the most ambitious dreams will become possible.

Ultimately, it's all about winning. For our customers and to make our vision a reality: To be the digital compass guiding both customers and society toward a better and more secure digital future. This is how we succeed in digitalizing Denmark, Sweden, and Europe.

For a start.

## What do customers expect from itm8?

"We like it when you challenge our ideas."

"Our worries disappear when you respond quickly."

"It makes our lives easier when you are proactive."

"We feel secure because you understand our business."

"We find it easy to talk to our m8s because they take an interest in us."



## Meet the authors: You and all your m8s









# Global ambitions, local engagement

itm8 is a big company—we've grown to become one. But we must not forget our roots. Despite our global ambitions, our focus remain local.

We exist to be the ultimate partner for our customers; an extension of their IT department. This requires presence and closeness. Our customers must never forget that we are always just around the corner.

This is more than an ambition. It's a necessity. And the reason behind our continued investment in local athletes and sports clubs, as well as cultural and charitable organizations.

We remember that we've grown big because of our ability to excel locally.

And our local focus must remain our focus, always.

itm8®

## Our hubs

Aalborg	(GUG)
Aalborg	(IKV)
Copenhagen	(SUN)
Dumaguete	(NNH)
Esbjerg	(LDV)
Göteborg	(GOT)
Helsingborg	(HLB)
Herning	(DGP)
Kolding	(KAP)
Kristianstad	(KRI)
Malmö	(MAL)
Odense	(MID)
Praha	(CHR)
Randers	(ALV)
Silkeborg	(HBV)
Skovlunde	(TON)
Stockholm	(GLV)
Viby	(SON)



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itm8 Kulturbog  
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