

Edge
people

Throughout these pages
you will discover **who we are**,
what is our approach
and why it is important to us;
all of them twisted around
our mantra:
share, add value, have fun!

Please
be welcome
to **EDGE**

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Content

Our vision

EDGE is a sustainable
and innovative
organization that helps
companies **simplify**
business process
management, **share**
knowledge through
their communities
and **encourage**
entrepreneurial initiative.

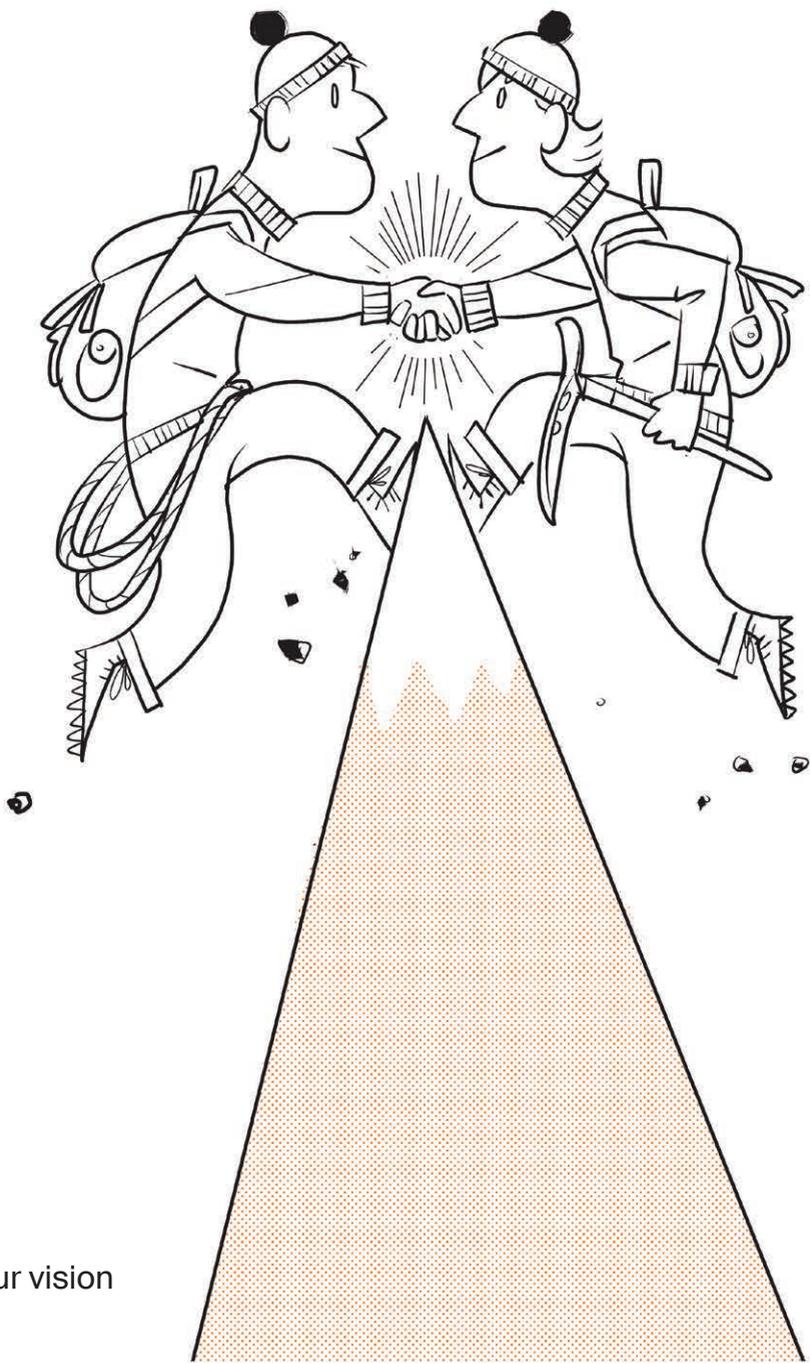
To bring our customers at the edge of operations.

What is the edge of operations? Is it the top of performance? Is it a tipping point of competencies? Is it an innovative way to work?

Is it leveraging resources available? Is it a sharp approach? Is it... something else?

Our mission, bringing our customers at the edge of operations, means all this and much more.

Mission



Share,

Sharing is about ensuring actionable information and guidance is available to "that people" who need it on "that moment" they need it, shall it be one specific person or the entire humanity.

have fun.

Having fun is about being enthusiastic and enjoying what is done and delivered. It is an attitude that goes well beyond jokes and laughter.

Mantra

add value,

Adding value is about timely providing contribution with the tools and talent to bring a job towards its completion. From making the smallest check to engraving a personal footprint.

Our pledge

A solid corporate culture is the foundation for excelling in any playground.

A north star magnetising our efforts towards a **common direction.**

Our corporate culture is fueled by personal energy...

Global trends. Security risks. Ecological impact. Social concerns. Business sustainability. Customers' increasing expectations.

Anticipating macro-trends. Adopting industry standards and best practices.

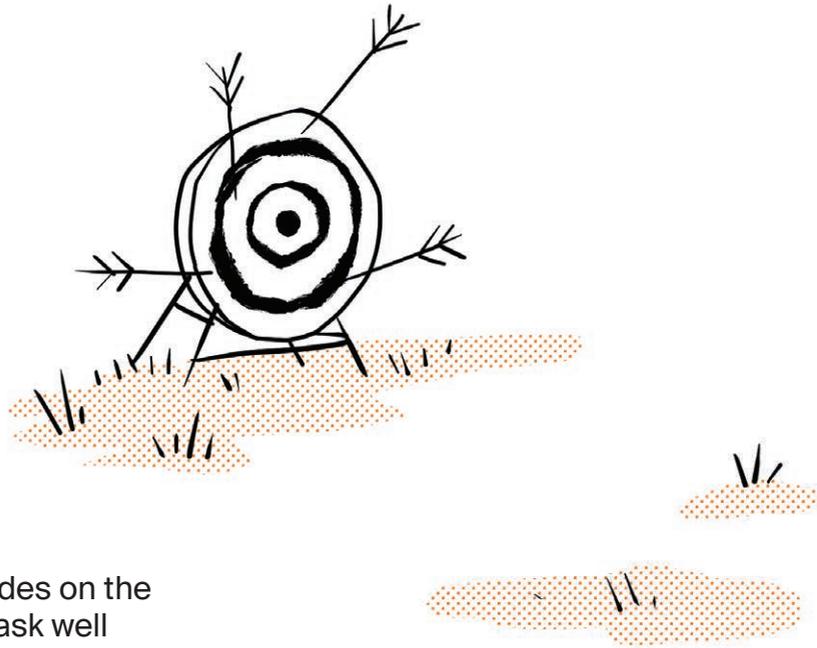
Spotting opportunities. Achieving results. Creating perception. Delivering quality.

Four levers

... and powered by four business levers:

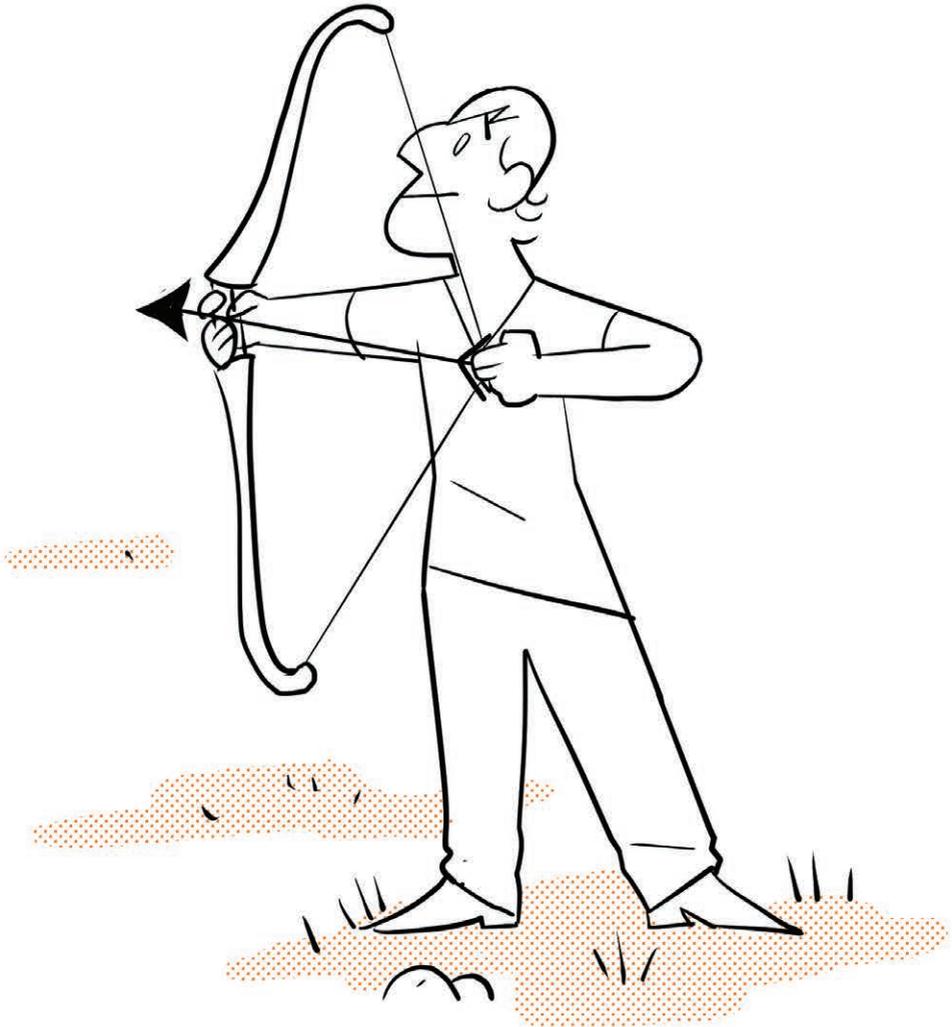


Seeking excellence



Excellence resides on the simplicity of a task well completed, with great fluidity and lean effort.

Seeking excellence is a daily duty to be determined by each one of us to make our lives simpler, easier and, consequently, smarter.



Fostering innovation

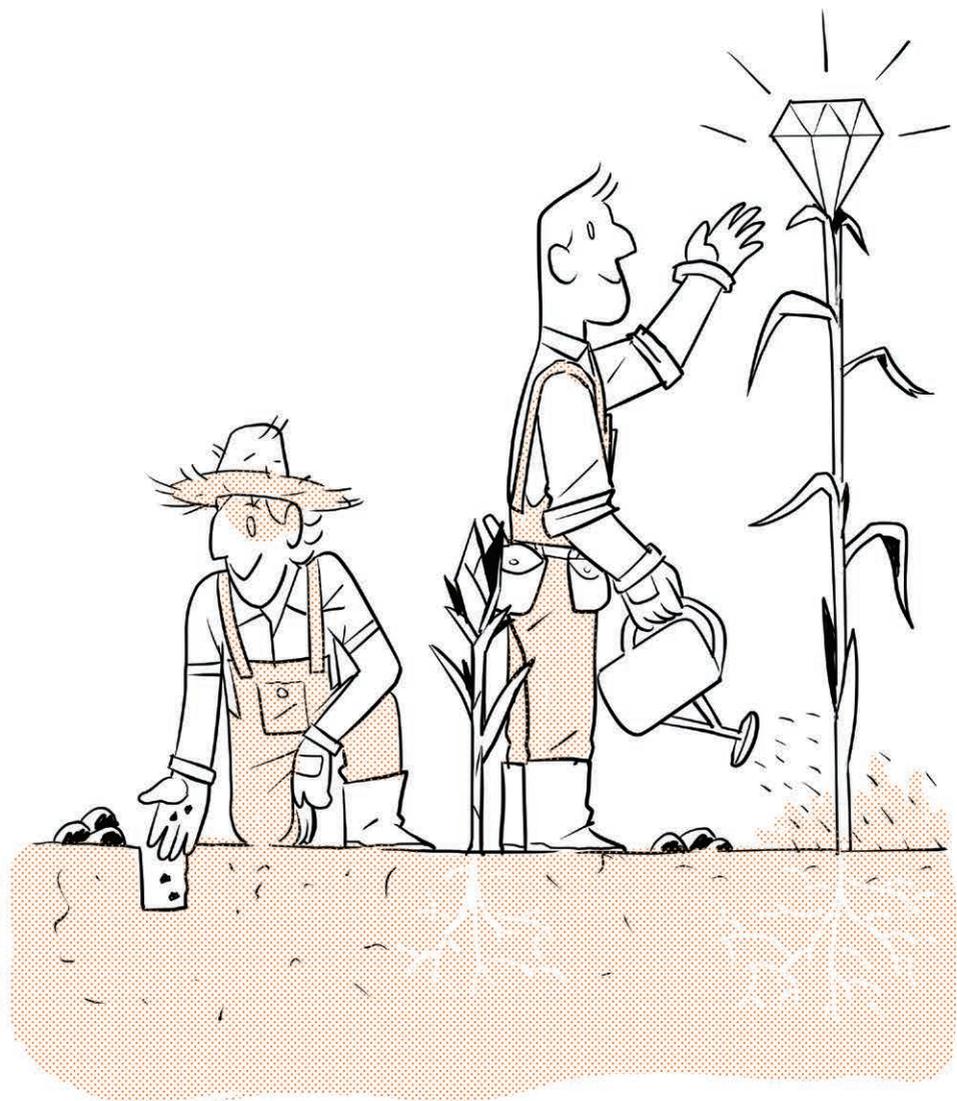
Innovation shows-up
in very different ways.

From the smallest
incremental improvement to
the biggest break-through.

Innovation can also emerge
from failure, from the
learnings taken out of it.



Developing talent



Talent is the capacity that each person has to use its abilities to add value.

It is a personal singularity each one of us shall valorise and grow.

Developping it starts by spotting it, by sharing it and by using it.

A healthy work environment shall be a catalyser for its blossom.

Respecting governance

The biggest effort is irrelevant
when taken out of its context.

From complying to external
legislation to applying
internal guidance, respecting
governance grants viability of
our actions.





Our values

For us values are more
than words hanging on
office walls.
Values frame our actions
and guide our **attitude**.
Values fuel the **quality**
of our work. Values build
the **trust** and **respect**
that glue individuals
into teams.

*You should make things
as simple as possible,
but not simpler.*

—Albert Einstein



Simplicity

We adopt simplicity as driver for business efficiency. Complexity creates delays, blockages and misunderstandings.

Over-simplification causes tremendous time waste and systematic impasses.

It is a very tough work making things obviously simple: easy to understand and easy to operate, but when you reach it, your performance goes over the summit, over the edge.

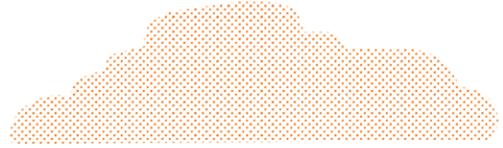




Enthusiasm

The ones who are crazy enough to think they can change the world are the ones who do.

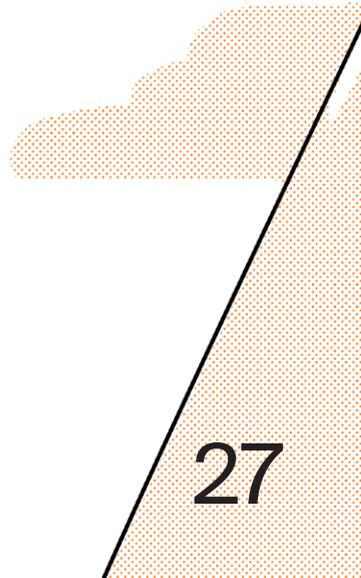
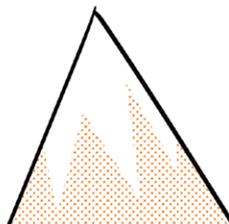
— Steve Jobs



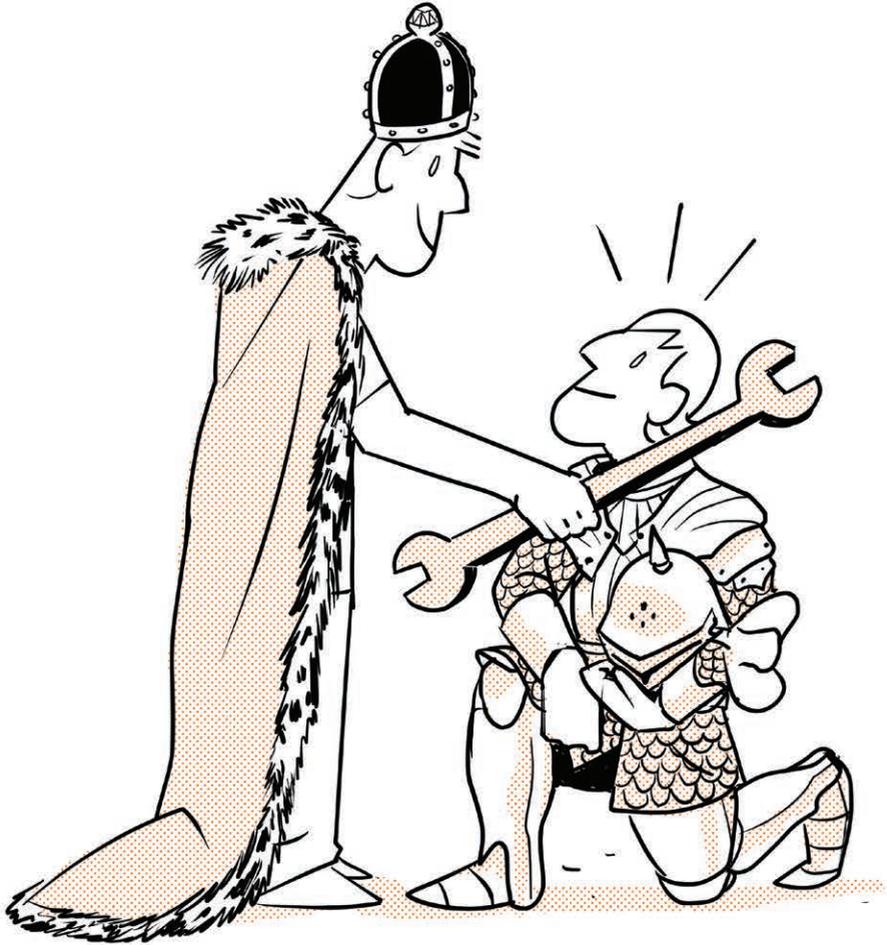
We can start by impacting the world besides us. We can be passionate about it. We can use our energy as the spark that ignites positive motion.

It takes courage and self-confidence to release and share our energy, and when we combine ours with others', we can climb to the steepest peak, the steepest edge.

Our values



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Empowerment

If you inspire others to dream more, to act more, to learn more and to become more, then you are a leader.

—John Quincy Adams

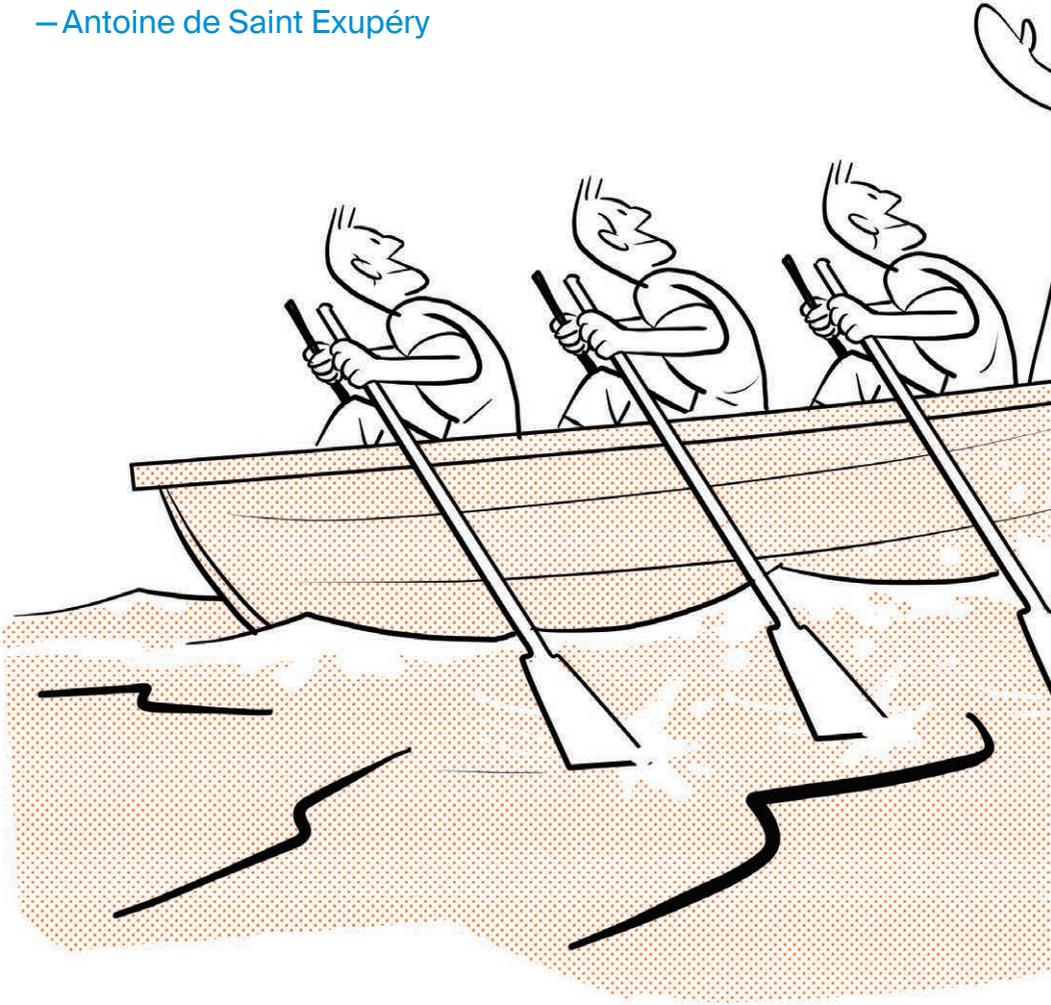
We accept responsibilities.
We work in open teams.
We operate along processes.

It feels safe and secure to follow a leader, and highly rewarding when it is us who need to lead.

Empowerment has it.
It gives the autonomy and responsibility to make talent connect into high performing teams, into cutting-edge teams.

*We don't inherit the Earth
from our ancestors,
we borrow it from our
descendants.*

—Antoine de Saint Exupéry



Engagement



We are engaged in a global playground. We share limited resources. We comply to rules and regulations. We care about our place. We care about our people.

We engage ourselves aligning with governance, caring and contributing in direction to our vision, edging to our vision.

Our way

As Charles Darwin states,
the surviving species is
not the strongest, nor the
smartest, but the one that
best adapts to change...

Maturity growth is our personal version of the theory of evolution. Species mature constantly.

Evolution makes us grow by bringing irremediable modernity to our lives.

Mindset

... and the same applies to business. It grows with every learning and idea. It **permanently evolves** with improvements and initiatives towards a more mature, more professional business.

- We?
- challenge with questions!
 - solve problems!
 - scale-up solutions!
 - spot opportunities!
 - stay human-centric!
 - think process!
 - accept responsibilities!
 - get decisions taken!
 - assess performance!
 - (re)design processes!
 - impact outcome!

Approach

Think as a designer

As a human being, making tools is our dna. Conceiving an object, a prototype, a visual, a canvas, a system... tools that help us solve problems.

Implement as an engineer

Agree on hypothesis before building a solution. Define requirements and functionality for implementation. Test, control quality of deliverables and debrief lessons learnt upon completion.

Serve as a butler

Anticipate the needs of your customers. Be humble and irreproachable during the service. Check if you meet customer's expectations and make sure that the quality delivered is perceived.

Act as an entrepreneur

Evaluate viability of a request. Identify responsibilities and get commitment. Control alignment of expectations before initiating. Once you get the start, the rest is inevitable.

Our systems

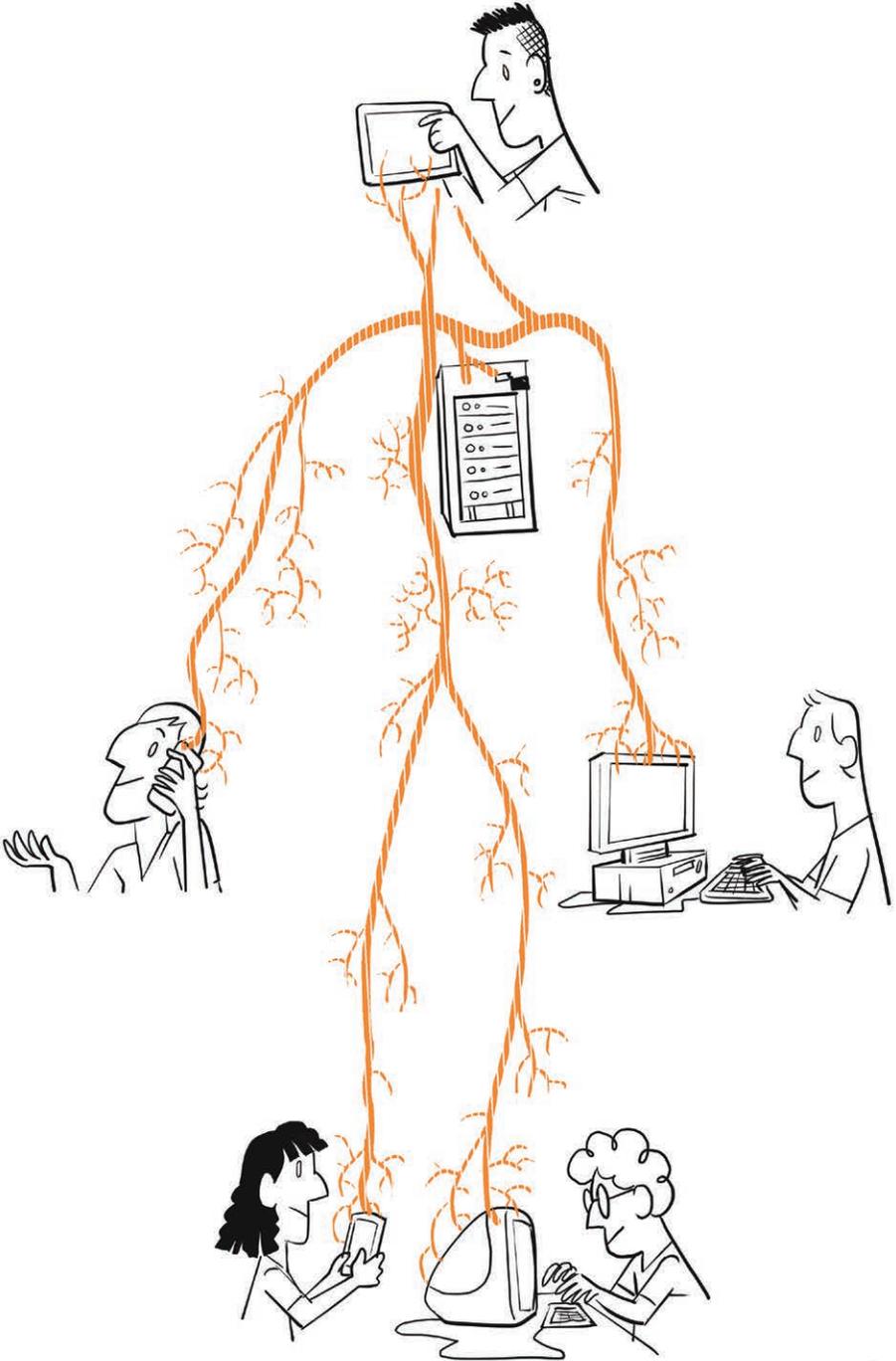
Our systems provide us with the **rigueur** and **flexibility** that permits users **add value** at each step, focus on exceptions and funnel new ideas to increase constantly the **level of maturity** of our business.

Like blood transports oxygen and nutrients within our body, platforms vehicle **information** and **decisions** across businesses.

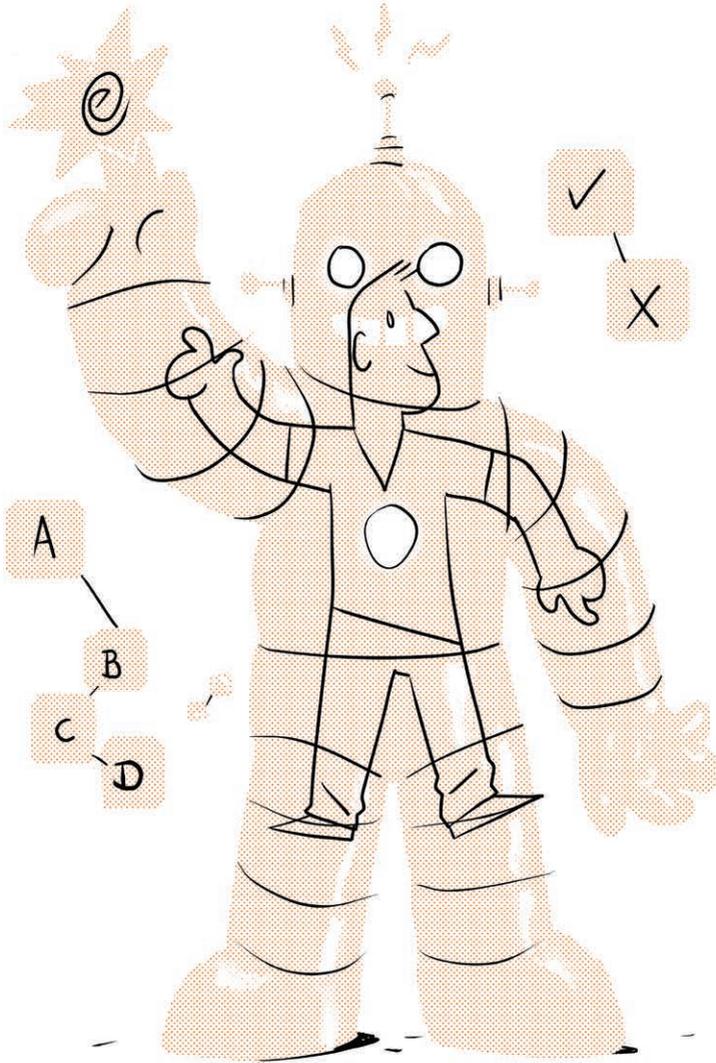
In a healthy business, decisions muscle operations and information feeds collaboration, pumping progress of operations throughout teams and stakeholders.

Processes are designed, as vascular systems are, to pipe and dynamise activity, connecting to a brain that senses progress and directs achievement towards goals.

Digital blood



Since its very first version, our platform was built to support user activity, to automate tasks when possible, to embed notifications, to track progress, to replicate steps, ... and, above all, to remain hyper-flexible in adopting new ideas and responding to new requirements.



Augmented users

Human must sit at the **center** of any platform. Users are the **origin** of our platform. Our purpose is to have them achieve **more, better.**

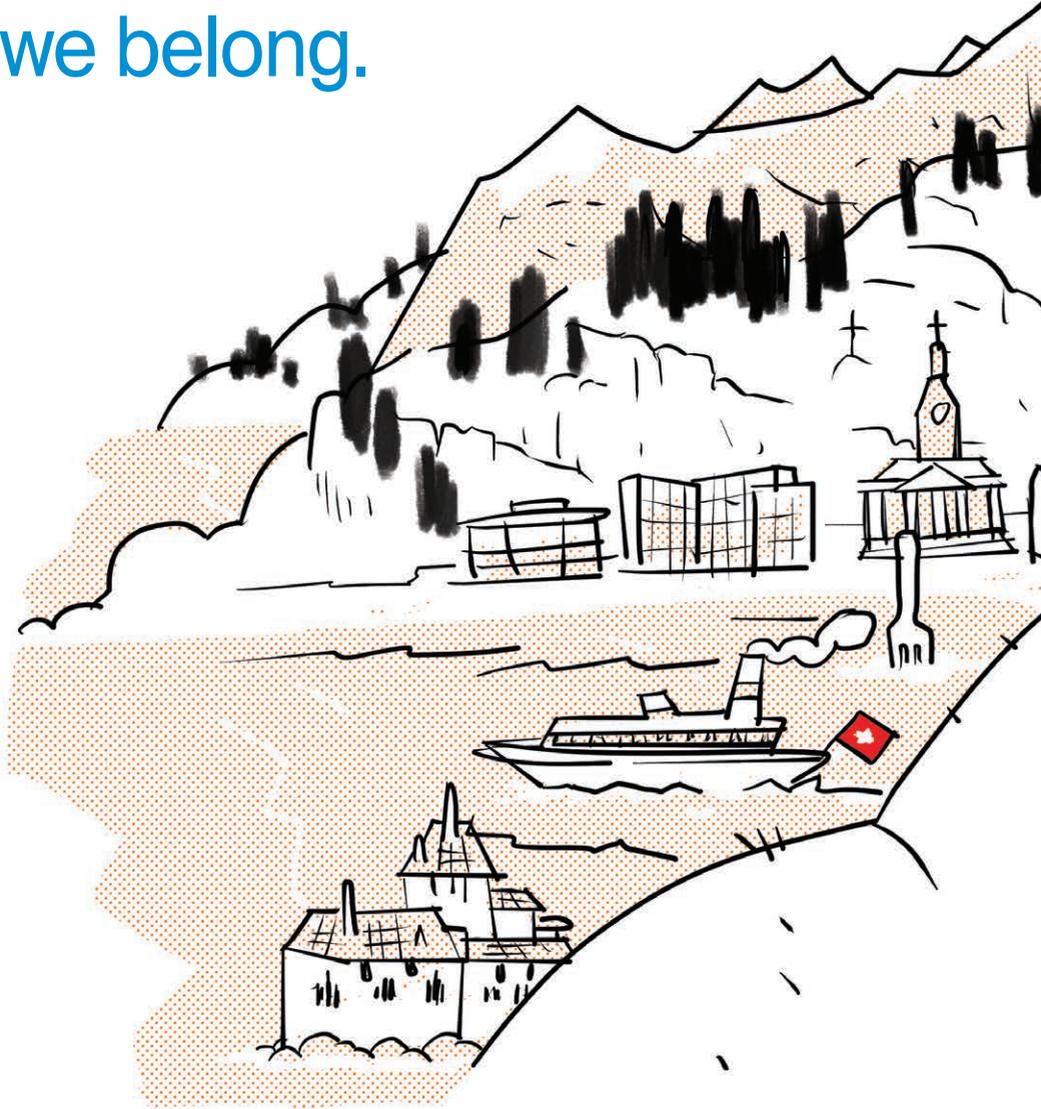
Tasks are automated, achievement is facilitated, willingness to innovate gets fostered... users become augmented as they expand their capabilities to leverage the opportunities that open to them.

The integration of our platform with flowTAG brings us a step further by pursuing pure native user centricity.

Our office

Whether we office-work
or tele-work, office
is **where we come
along** to discuss, to get
things done, to align for
decisions, to learn
and so on.

This is where we come from. This is where we belong.



Location



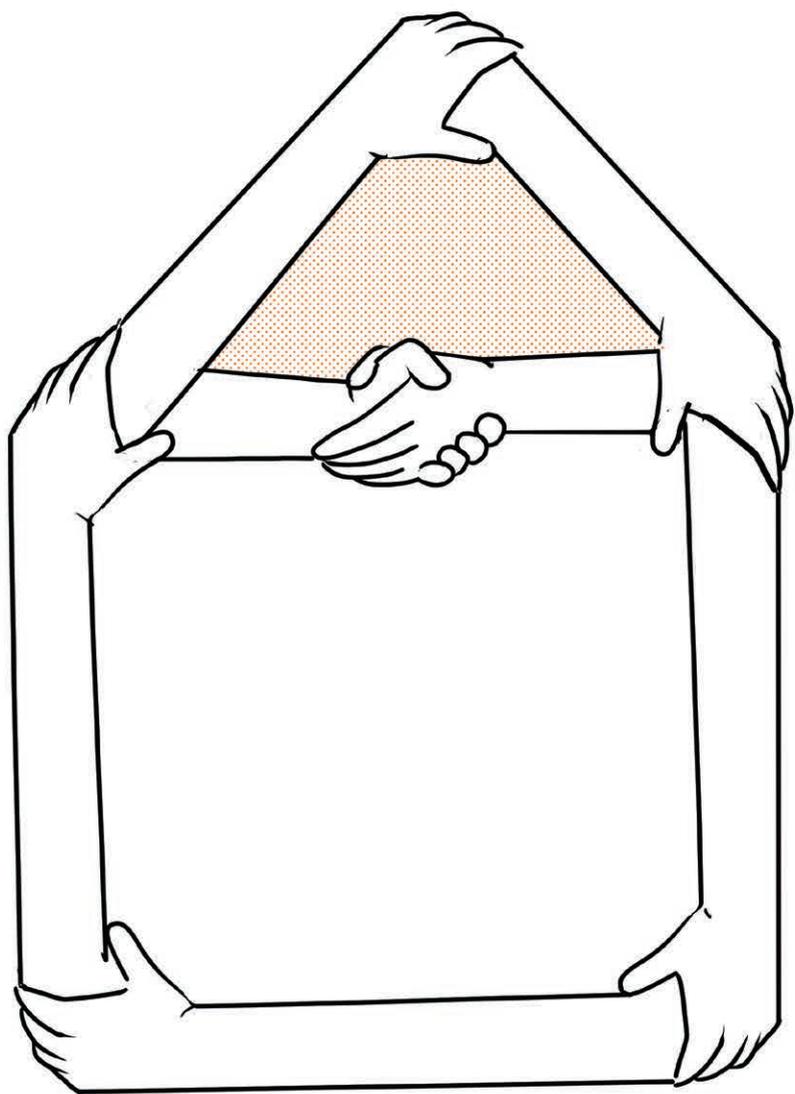
Vevey is a small cosy international town sitting in the heart of the Swiss Riviera.

We contribute to some of the most prestigious brands who are neighbours. We assist to emerging startups incubated in our local Valleys. We get inspired by the landscapes, the institutions, the schools and the people that make our location such a great place.

It's a **common space**
that each one of us
shall treat as owned
and borrowed at the
same time.

It's the professional home
we share with our office-mates
and that shows who we are
to our customers, partners
and guests.

Place



Whatever the location, whatever the team, we expect each member to comply with certain rules that secure a healthy professional environment where we can balance autonomy and collaboration.



Principles

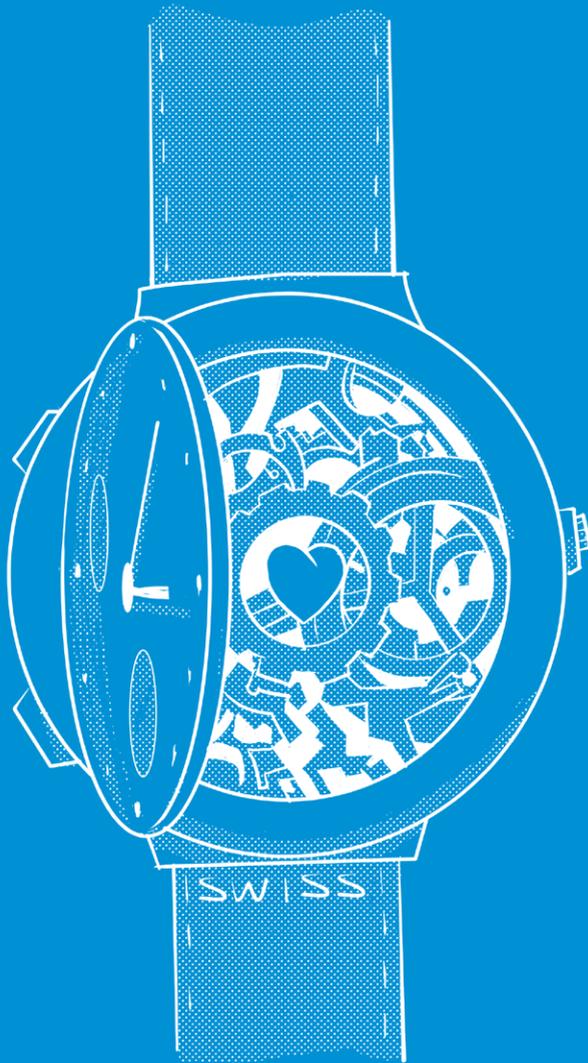
By embracing these following **simple principles**, we are sure you will be able to find your personal meaning to sharing, adding value and having fun, as much as you will let office-mates find theirs.

Quality

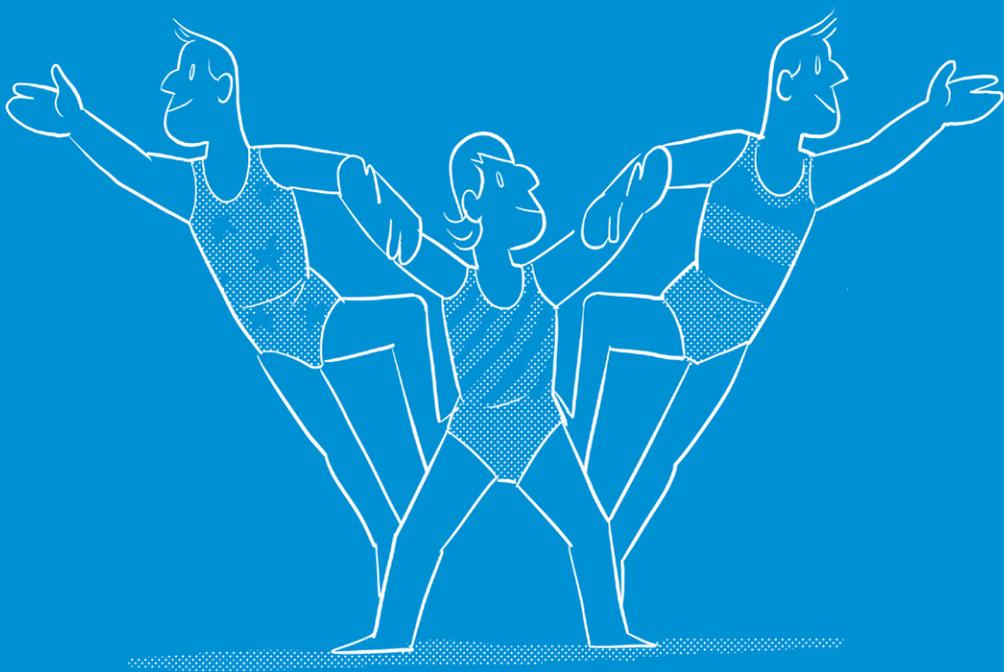
Quality is inside our purpose.
We commit to **swissness**
as a Swiss company and as
individuals working in it.

Being autonomous does not
mean working in silos.

Use your skills to their
maximum and ask for help
when you need it. Reversely,
be attentive to others that
may need your help and share
your skills at turn.



Attitude



Attitude can make collaboration smooth and easy, but it can also turn it into a constant fight.

Keep professionalism in your tone, tenue and involvement. There are no opera-primadonas allowed. We are all in the same boat.

Keep shared assets accessible to you and to all. Kitchen, toilet, printers, dispensers, recycling, desks, archives... consider them as yours, consider them as borrowed.

Keep security on top of your mind. Physical and digital.

Keep your desk clean and your computer blocked. Ask for things you do not understand and communicate things you feel strange or inadequate.

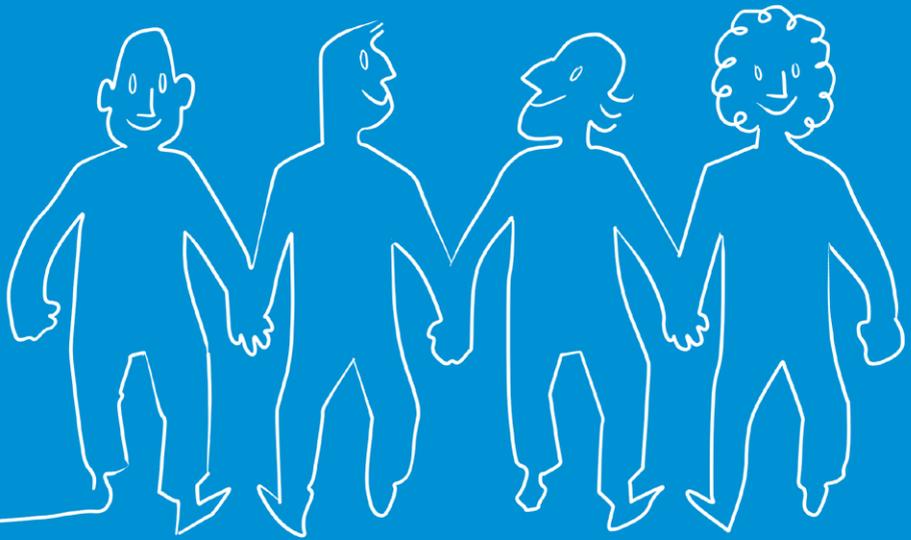
Respect

Respect makes human interaction positive. It is not limited to preventing bullying or harassment. It starts with the basic daily interaction.

Consider people nearby when they are concentrated. Your calls, discussions or jokes may disturb them. Wait acknowledgement before interrupting someone.

Consider people outside your direct circle. They are impacted too.

Consider yourself. Be tolerant, but do not be over-tolerant.



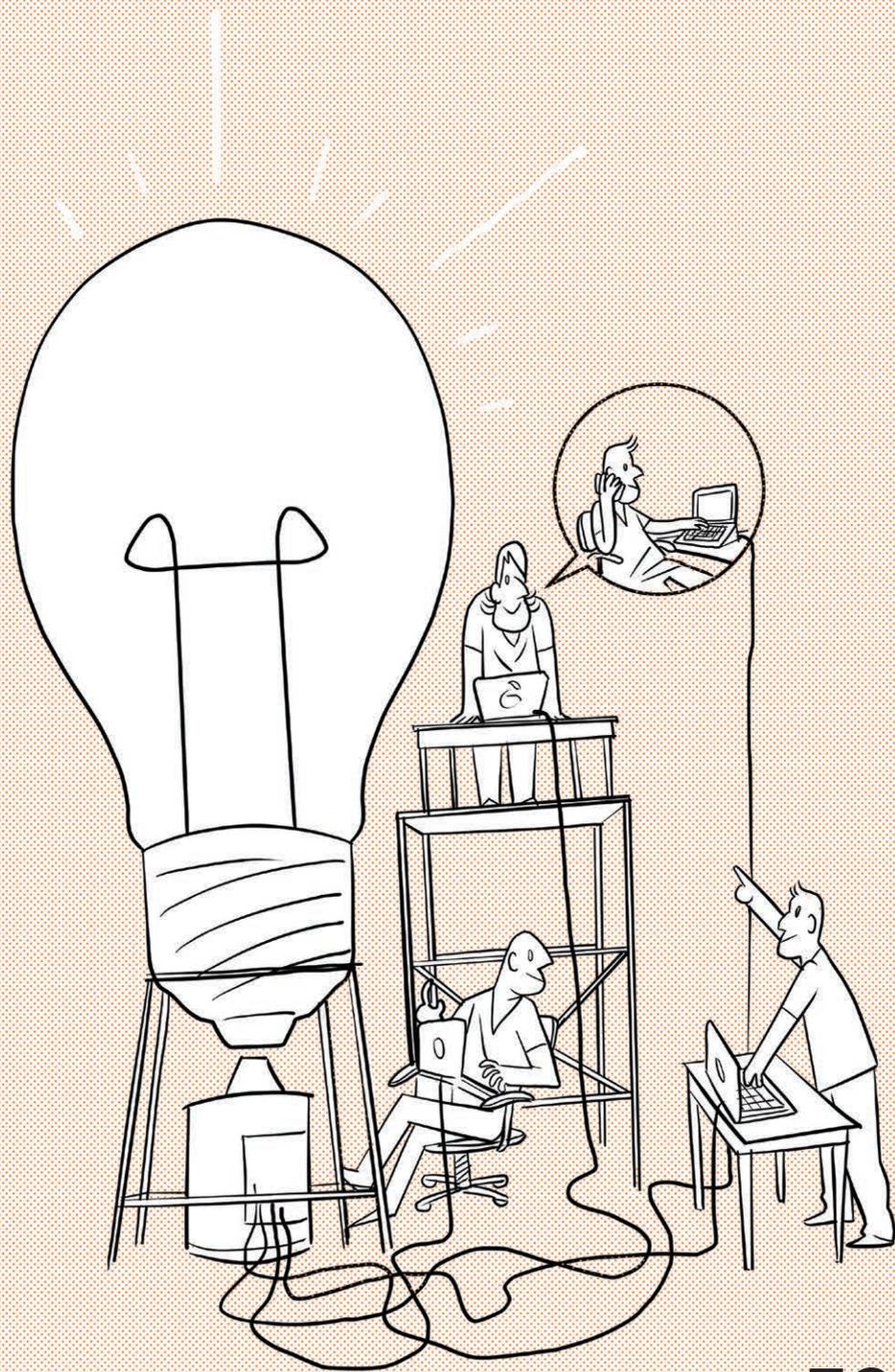
All teams share ideas and opportunities, for their area and for other areas, to **grow the maturity** of our operations and of our company.

Our teams are small groups specialised in particular areas. They may be process oriented and contribute to readiness, supplier quality, customer response, ... They may be function oriented and contribute to control, administration, systems, ... In all cases, they collaborate to respond to precise customer needs.

Some teams office-work, some teams tele-work, some work in remote offices but, independently of the location, their interaction is important and focused in achieving common goals.

Whatever the team, whoever the person, we all bring **innovation@work** to feed maturity as an enabler for the permanent growth of our business.

Teams



Our people

We believe in **small structures** that connect one to another. Networks where people integrate with each other, where organisation is **lean** and hierarchies are **flat**.

Edge people are open
to share and open
to receive, professionally
and personally.



Edge people

Edge people add value at work and to others, individually and in teams.

Edge people have fun because they feel the satisfaction of achievement and the comfort of recognition.



Texts

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Are you
one of us?

