

IT STARTS WITH YOU.



MISSION

DELIVER INNOVATIVE SOLUTIONS THAT IMPROVE
THE EFFECTIVENESS AND SECURITY OF
THE PUBLIC SAFETY COMMUNITY.

VISION

TO BE RECOGNIZED
AS THE NATIONAL LEADER
FOR IMPROVING PUBLIC SAFETY



INTEGRITY

WE ARE HONEST, TRANSPARENT, AND COMMITTED TO FOLLOWING THROUGH ON OUR PROMISES.



LIVING IT

- We honor our commitments by completing them as promised.
- We do the right thing, even when no one is watching.
- If we make a mistake, we turn it into an opportunity for learning.
- We hold transparency in the highest regard by sharing potential risks.
- We strive for absolute clarity of the company's goals and expectations.

NOT LIVING IT

- Failing to communicate openly.
- Refusing to accept responsibility by making excuses or blaming others.
- Rejecting teamwork and fearing delegation.
- Refusing help when it's available.
- Hiding mistakes or potential risks from customers, team members, and management.

PASSION

WE CARE ABOUT THE WORK WE DO FOR OUR CUSTOMERS AND EACH OTHER.



LIVING IT

- We understand the importance of our customers' needs and how our products support their mission.
- We carefully hand-select our teams in order to create an enjoyable workplace.
- We celebrate the triumphs of individuals, our team, and our customers.
- We support a healthy work-life balance so we can consistently perform at our best.
- We allow our company's mission and vision to guide all of our decisions, big or small.

NOT LIVING IT

- Engaging in behavior such as cynicism or laziness that is contrary to the public safety-driven mission of the company.
- Disregarding successes and only focusing on the negatives.
- Putting in the minimum amount of effort.
- Ignoring opportunities for helpful knowledge sharing.
- Being concerned only with individual growth at the expense of organizational growth.

CUSTOMER SERVICE

WE STRIVE TO PROVIDE THE BEST SOLUTIONS AND SUPPORT IN THE INDUSTRY.



LIVING IT

- We foster an environment where kindness and respect can thrive.
- When a customer calls for help, we listen actively and with empathy.
- We have the courage to provide the best solution, even if that means navigating unfamiliar territory.
- We maintain a positive outlook.
- We are proactive about potential issues and follow up with customers and coworkers.

NOT LIVING IT

- Being unavailable, unapproachable, or inflexible to our customers and team members.
- Talking to and about our customers with negativity.
- Not listening actively to customers' needs to find the root cause of an issue.
- Publicly airing grievances with customers or coworkers in an unproductive manner.
- Relying on assumptions to resolve issues, leaving our customers and coworkers to feel unheard.

INNOVATION

WE ARE ALWAYS SEARCHING FOR WAYS TO IMPROVE PUBLIC SAFETY AND OUR WORKPLACE.



LIVING IT

- We allow our curiosity to drive new products, services, or strategies.
- We welcome change by promoting a culture of courage and teamwork.
- We foster "big dreams" and think differently, not just better.
- We analyze the pitfalls of new ideas while remaining positive about achieving the benefits.
- We get to the root of our customers' needs and seek maximum clarity by asking "why."

NOT LIVING IT

- Allowing ourselves to coast or simply play catch-up with our competitors.
- Failing to update our skills and technologies so that we're forced to make unnecessary and redundant changes.
- Fearing change and becoming close-minded to new ideas, people, or resources.
- Becoming complacent and getting into a pattern of not challenging ourselves.
- Not providing opportunities for our staff to innovate, experiment, and grow their skills.

ENGAGEMENT

WE FOSTER CONNECTIONS WITH OUR COMPANY, COMMUNITY, AND CUSTOMERS.



LIVING IT

- We demonstrate the positive power of mentorship by facilitating learning relationships within our teams.
- We build relationships in our communities that expand our network and promote goodwill.
- We create opportunities to engage with actual customers and users.
- We balance hard work with fun, meaningful activities in and out of the office.
- We actively seek feedback from employees in order to continually improve our culture.

NOT LIVING IT

- Isolating ourselves or our team members from the unique perspectives of other departments.
- Failing to consider how our work impacts every aspect of our lives and the lives of our customers.
- Becoming disconnected from the needs of our customers and the industry.
- Allowing new hires to get lost in the shuffle.
- Hindering employee growth, improperly assigning roles, or resorting to fear-based management tactics.