

Culture Book

Building an Uplifting Environment for High Achievers



We are creating the next automation giant.

We've redefined factory automation.
Now we're building a legendary company.

Mission

We give every manufacturer the tools to automate. Delivering the hardware, software, and expertise that turns ambition into operating reality.

Vision

To be the defining automation company of our generation, the platform that powers every factory of the future.

Our culture drives results and builds proven leaders.

We are a performance-driven culture that cares just as deeply about the people who drive it. We set ambitious goals and value disciplined execution, facts, data, and honest debate. But we deliver our best in an environment that invests in people and gives them room to grow and work to be proud of. Those two sides feed each other, and we protect both with equal attention.





Our Values and Principles

01

We are execution first.

Ideas are cheap: execution is hard.

Relentless execution is how we win. We set ambitious goals for ourselves and are energized about meeting them. We move projects forward using deep expertise, pragmatic decisions, and extreme ownership. When it gets difficult, we don't make excuses, but instead roll-up our sleeves. We never shy away from getting our hands dirty to deliver, no matter our role. We recognize and elevate employees that have a strong execution track record.

- ✓ We create a crisp vision of the future and prioritize decisively
- ✓ We raise the level of ambition on pace and deliverables
- ✓ We bring deep technical expertise and unbiased data
- ✓ We demonstrate stamina, ownership, and accountability





02

We build what makes us proud.

We are relentless builders of the products, customer experiences, and business systems that make our customers unstoppable and Vention unmatched. Even under pressure to deliver, we refuse to build with duct tape, we release only what makes us proud.

We build foundations that are right-sized for today and ready to scale for tomorrow.

- ✓ We are builders of our respective functions
- ✓ We develop innovative solutions that help customers succeed
- ✓ We challenge the status-quo when it no longer scales
- ✓ We build what drives the factory floor for our customers

03

We do more with less.

We think and act like owners.

We put our funds and resources where they create real impact for customers. We're resourceful enough to make that impact go further than anyone expects. We are disciplined in how we spend our dollars, our focus, and our time.

- ✓ We pursue opportunities without regard to resources controlled
- ✓ We manage our funds as if it were our own
- ✓ We find resourceful way to execute before asking for more
- ✓ We avoid waste on things that don't positively impact our clients





04

We make our clients successful.

Every individual is accountable for delivering for our customers. Each function strives to create exceptional customer experiences, looking at ourselves from their point of view. We do what's right for our customers, even when it makes hard on us.

- ✓ We provide top-tier customer service
- ✓ We put ourselves in the customer's shoes
- ✓ We own the customer experience end-to-end
- ✓ We look for solutions and avoid the blame game

05

We collaborate to achieve more.

Across hierarchy and function, we work as one team to achieve more than we would achieve on our own. We seek others' perspectives and build cross-functional alignment to ensure we are collectively successful. We proactively help colleagues who would benefit from our expertise.

- ✓ We leverage the collective wisdom
- ✓ We build cross-functional alignment
- ✓ We prioritize collective success over our own
- ✓ We give and seek candid feedback across the team





06

We debate, then commit.

We like to challenge our own perspectives and ideas in pursuit of the best solution.

We expect our team members to have an opinion and feel comfortable defending it, no matter with whom. We listen to each other's points of view and can disagree and commit when it's time to move forward.

- ✓ We have strong opinions, and are open to debate them
- ✓ We listen actively to our colleagues' perspective
- ✓ We test our hypotheses with the contrarian point of view
- ✓ We anchor clear decisions and next steps

07

We develop our future leaders.

We empower our team with impactful missions, transparent information and learning opportunities that accelerate their growth. We deliver frequent, constructive feedback because we care more about making each other better than being comfortable. We hold ourselves to high standards and we pause to celebrate the progress that gets us there.

- ✓ We create development opportunities and stretch goals
- ✓ We share information transparently
- ✓ We give constructive and candid feedback
- ✓ We celebrate success together





**Join us in building the
next automation giant.**