

CULTURE HANDBOOK

A group of approximately 12 people are in a gym, performing a yoga or stretching routine. They are in various poses, some standing and some on the floor. The background shows gym equipment and a window with a city view. The text 'WELCOME TO OUR WORLD' is overlaid in large, bold, white letters. The word 'WELCOME' is in a larger font size than 'TO OUR WORLD'.

WELCOME TO OUR WORLD

Make yourself at home. Feel free to take off your shoes. If you are anything like us, you will do your best work when relaxed and comfortable.

We will now give you a short tour around our company culture.

(Seriously, take those shoes off and put on these wool socks. The natives are getting restless.)

Let's begin...



BEGINNINGS

In 2010, cloud services were commonly used by consumers, but most Finnish businesses were lagging behind. Here, a group of students saw an opportunity: why not help Finnish companies reap the benefits of cloud.

This was the beginning of Gapps.

Our humble goal back then was to help Finnish companies succeed. But as Gapps grew in size, we outgrew our original purpose.

Today, we find purpose in creating a more flexible, accessible and enjoyable work experience for our customers. Helping Finnish companies succeed is a mere side effect of serving this purpose, and cloud is what enables us to do so.

With this larger purpose in mind, we want to do groundbreaking things.

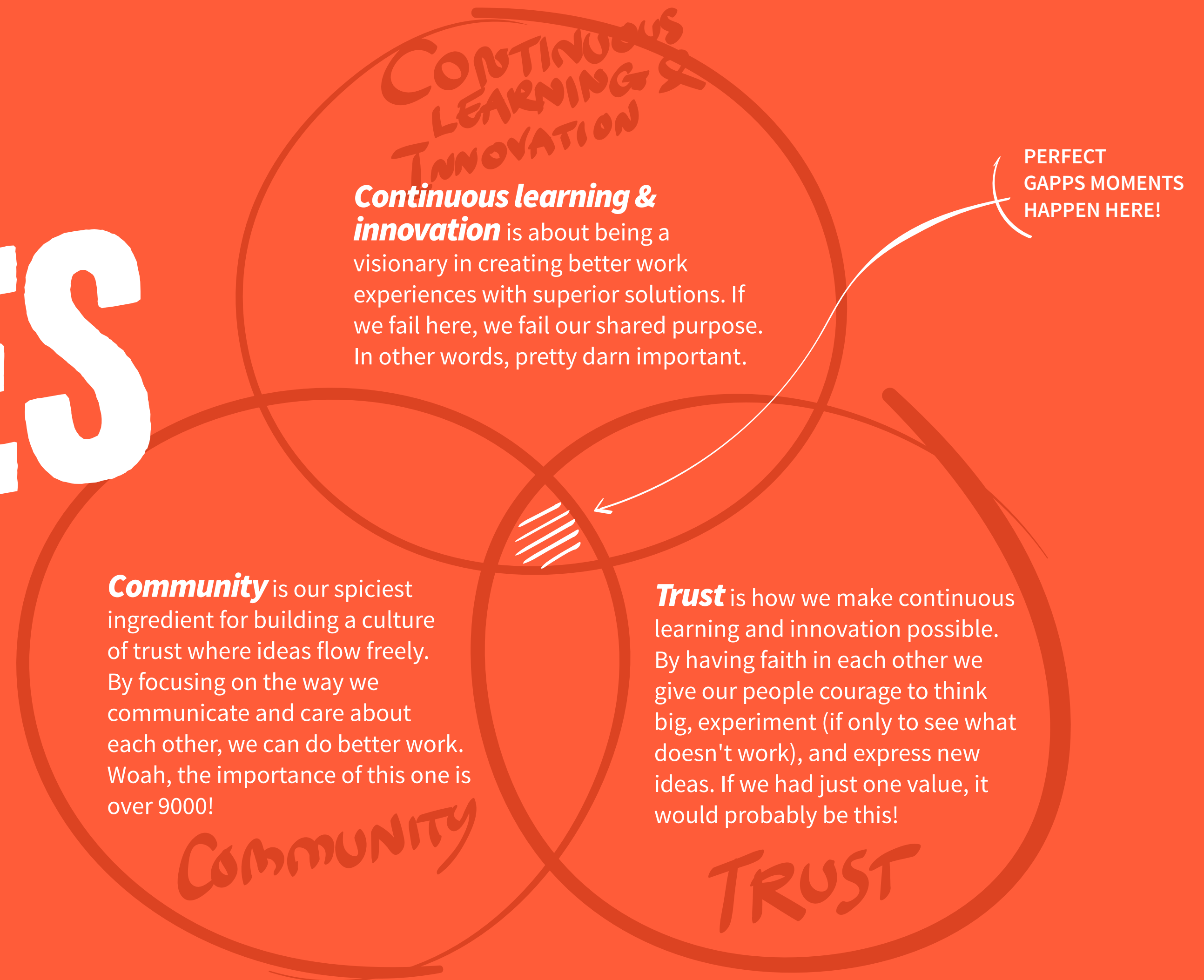
We are hungry for new beginnings.

And new beginnings call for forward-thinking people who enjoy working together. This is why building and fostering a great company culture is so fundamental for us.

In the following pages, our three core values will act as your tour guide to our culture. Before we go deeper into how the values work in practice, here's a quick look at how they support each other.

OUR VALUES

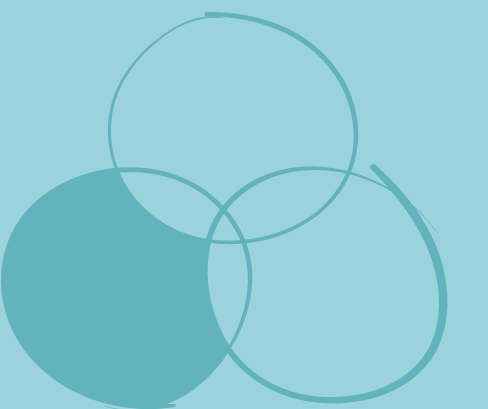
and how they work together

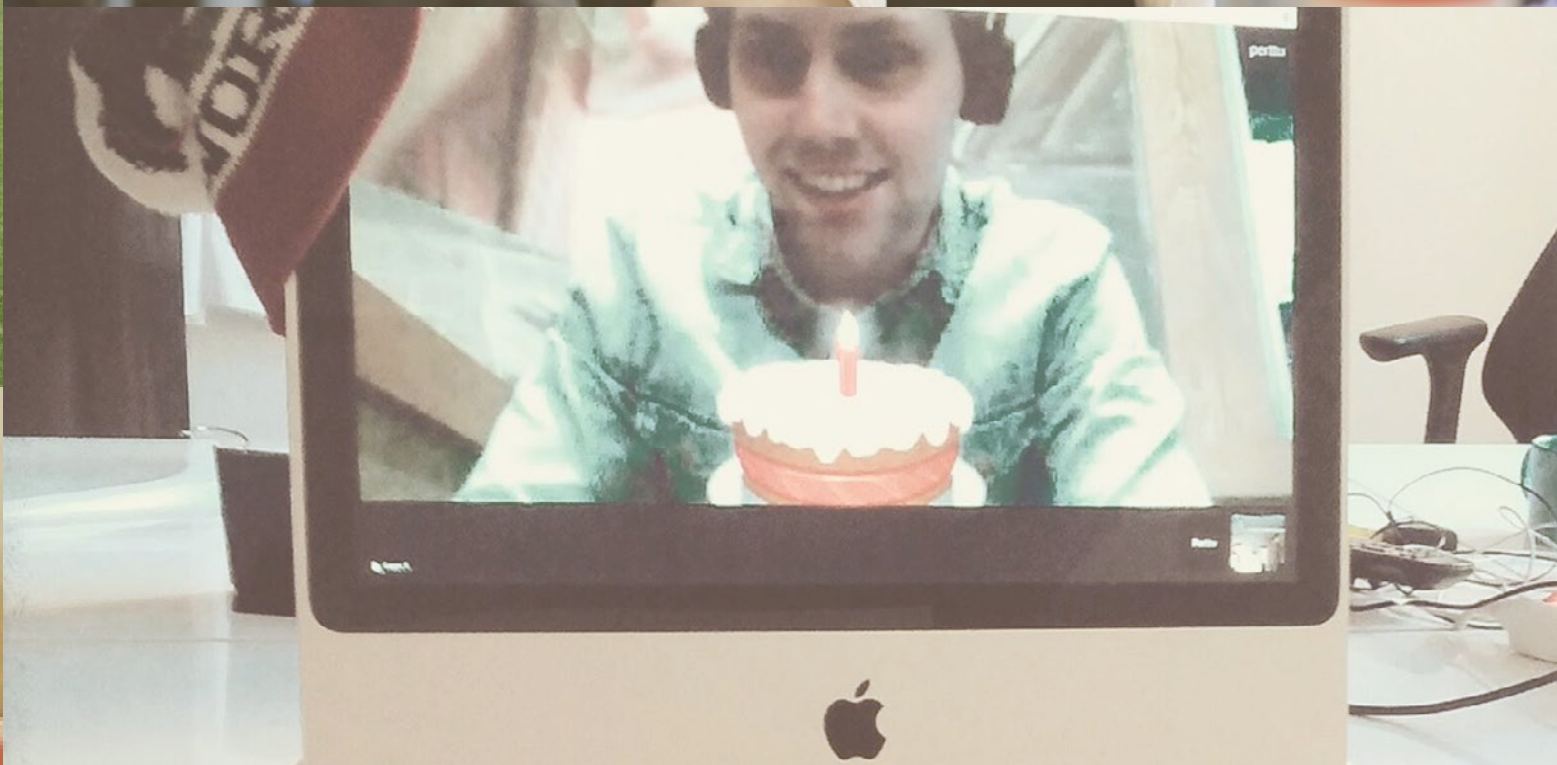


As human beings we have an intrinsic need to belong. Simple enough, but so many companies get this wrong. They let their community wither and die while wondering why trust and transparency go down. Not us. Our secret sauce for building trust lies in fostering an authentic community where people feel comfortable and invested in. But a community doesn't happen by accident. It is created by people who care about each other, and who bring their own personality to the table – dry humor and bad jokes included!

COMMUNITY

= caring and communicating





Taking care of our fellow gappsians

In Gapps, we never just “fill a position” when hiring – we carefully choose whom to invite to the Gapps family. When the community is alive and well, people are more likely to work coherently towards our shared goals and aspirations.

Help when being asked and even without having to ask

If your spidey sense tells you that a fellow Gappsonian needs help, be there for her or him. We all need help from time to time, but some of us are hesitant to ask for it.

Talk about everything, not just work-related things

Having a community means that we know more about each other than just our job role. Talking about your life and personal interests makes you a three-dimensional human being. We like 3D human beings, not cardboard cutouts.

Genuinely care about people’s well-being and happiness

Organizations as institutions are bad at spotting how people are feeling. Luckily, organizations are made of people, who are better at this. That’s why it is every Gappsonian’s job to ask how people are doing, and be there for one another.

COMMUNITY

/ in practice

Taking care of our customers

We see our customers as being our extended community. This means that we do not hesitate to speak our (expert) minds to them.

Understanding the customers' true needs


Sometimes a customer states clearly what they want, but deep down we know there is a more fitting solution to their problem. In these situations, it is our responsibility to challenge our customers perspective, and make other options visible and tangible for them. This holds true regardless whether you work in sales or deployment.

Truly adding value for the customer

This connects with understanding the customer. We try to dig deeper because we respect the customers' time and money. Our primary goal is not to pat our customers on the back, but to find solutions that create better work experiences for them.

Proactive solution-oriented mindset and 'usefulness' in all actions

We try to be one step ahead in locating and solving problems for the customer. Every interaction with the customer should be useful or bring some clarity to their situation.

A man wearing a blue denim shirt with red plaid pockets is holding a smartphone. He is smiling slightly. The background is a plain, light-colored wall.

To paraphrase my favorite movie The Dark Knight, that might be the solution you deserve but not the one you need right now. Here is a better way of solving your problem...

COMMUNITY

/ in practice

High-quality communication

We take pride in being clear and effective communicators, especially when it comes to dealing with our customers. As much as we love using technical acronyms and cloud-lingo, the customer often prefers the clarity of plain Finnish or English.

Quality in all our customer-facing material

We have high standards in communications, including materials such as contracts, offers, blog posts, emails and such. Don't half-ass it, even if you are in a hurry. Have another pair of eyes to look at it.

Striving for transparency in all internal and external communications

Helping our customers begins by listening and talking. As a company, we would rather ask stupid questions than create stupid solutions. When communication goes wrong, projects go wrong. This holds also internally: we like to share access to documents early on, so people can iterate on each other's ideas before the deadline is due.

Sounds great, but how do we communicate it to our customers?

GCP SV GCDS
SaaS
GSPS POC
ML AI

WTF?



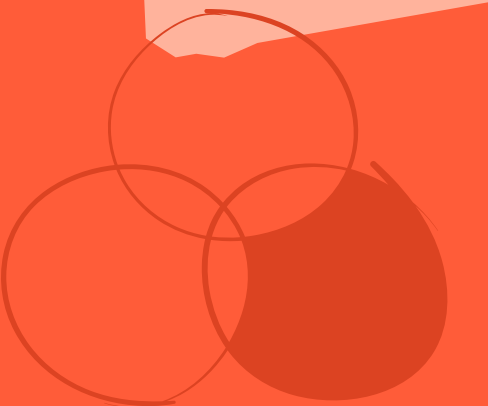
Google



We all know that feeling: you are trying to find a creative solution for a problem, and someone is constantly looking over your shoulder and telling what to do and what not to do. Pretty annoying, huh? We avoid micromanagement like the plague, and we hope you do too. Trusting our people and their ideas has enabled us to help our customers in deeper ways, and to produce innovative spinoffs like Happeo.

TRUST

= freedom + responsibility



TRUST

/in practice

We preach about flexibility to our customers, so it is important that we live by it ourselves. But with great flexibility comes great responsibility.

Trusting, taking responsibility and being self-reliant

If you work here, we trust in you. Simple as that. Time spent on policing each other is time wasted. In Gapps, no one will micromanage your work. That's the good and easy part. The hard part is that you have to figure out how to balance freedom and responsibility in your own work. (Yikes!) And have the courage to admit your own inadequacies to yourself and ask for help when necessary. The Gapps family will always have your back when you need it, and oftentimes even without asking.

Empower people with information and genuine flexibility

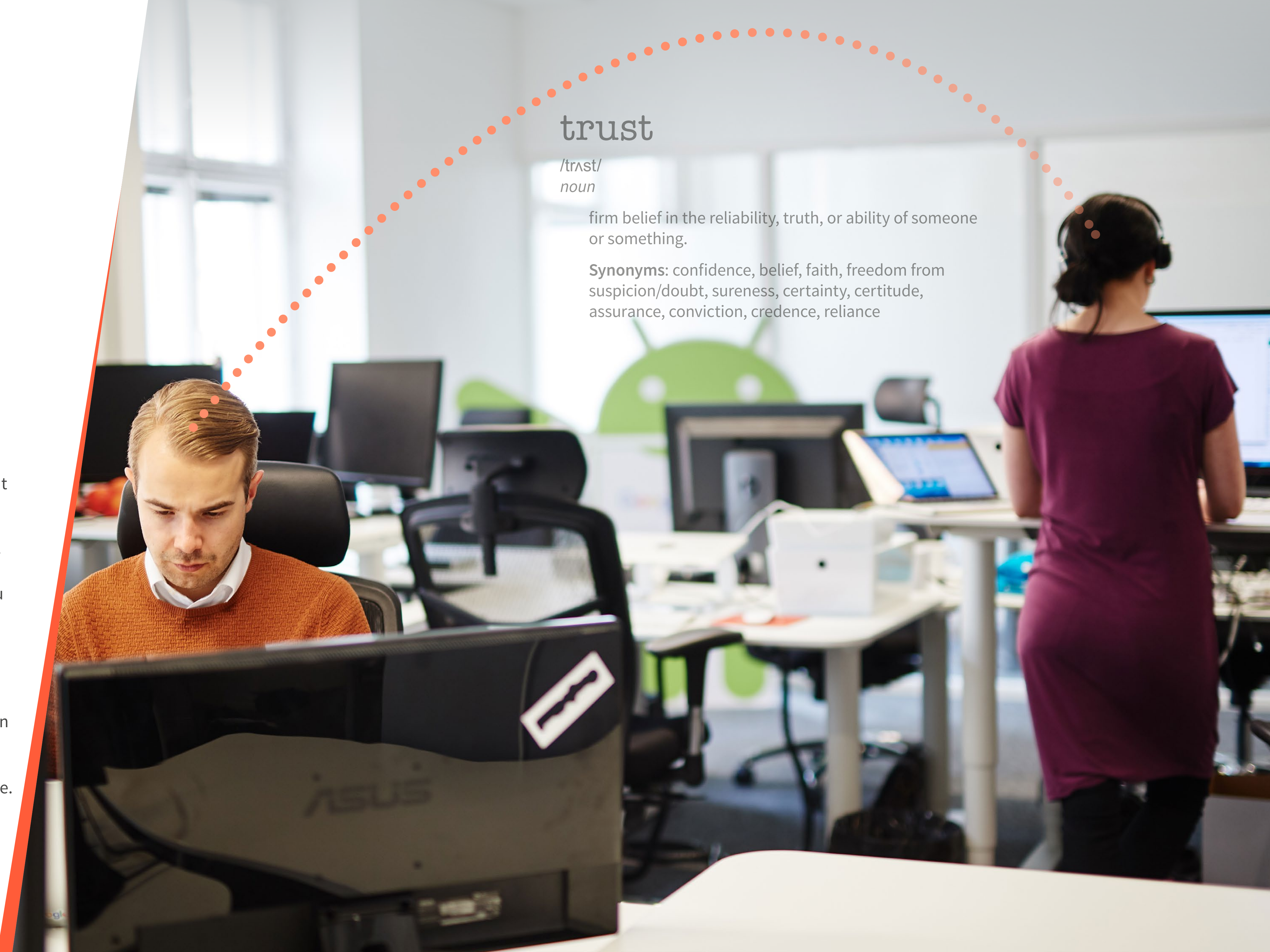
Transparency and free access to information is important to us for many reasons. One such reason is that it makes flexible work easier by removing barriers between you and our work. We all have moments when we can concentrate better at home. So don't feel weird about doing your work from god-knows-where you want to do it.

trust

/trʌst/
noun

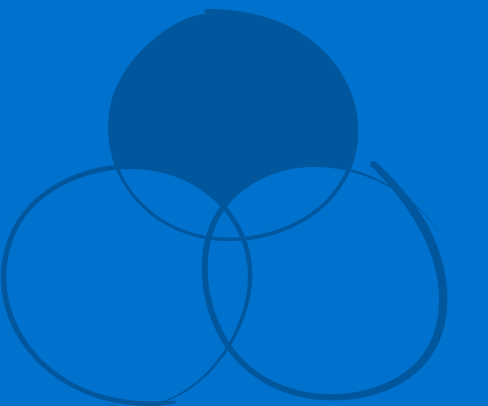
firm belief in the reliability, truth, or ability of someone or something.

Synonyms: confidence, belief, faith, freedom from suspicion/doubt, sureness, certainty, certitude, assurance, conviction, credence, reliance



Continuous learning is, first and foremost, an attitude. Sadly, not all people have this attitude. They see the value that learning has brought them in the past, but fail to see what learning could bring them in the future. Innovation is the result of brilliant people trying to learn something together and of them having the courage to set themselves on a course of probable failure for the sake of growth and betterment. It might look like a mess from time to time, but it pays off in the long run.

= going beyond what
works for now



CONTINUOUS LEARNING AND INNOVATION

/in practice

Our mission is to enable better and more flexible ways of working. This cannot be done by simply selling cookie-cutter solutions. We have to innovate to act as problem solvers for our customers.

Appreciating and continuously developing personal expertise and skills

We like to hire people who are constantly developing their personal expertise. The downside is that these people are the first to walk if they feel that there are more interesting challenges for them elsewhere. But that's ok. The time you spend here should be a journey of self-discovery. If you help us reach our goals, we will help you reach yours.

Fostering innovation of new products, capabilities and new business opportunities

Even with the right people in place, innovations rarely come easy. Sometimes you just have to roll the dice and see. When we fail we laugh it off, learn our lesson, and get better. Embracing failure and celebrating new ideas is how we keep up our innovative spirit.

We don't have a warp drive, but maybe we can **build** one.

Engage warp drive!!!



When all three of our core values work together, we get perfect Gapps moments.

These are the moments when we do our best work and find joy in doing it. These are the moments that create the foundations for new beginnings.

A good example of how our values create new beginnings is Happeo, our most successful spin-off so far.

Happeo began with us noticing a problem, and answering it with a bold idea. As we saw it, most companies had a wide array of digital tools scattered around, each tool

How it all comes together:

CASE HAPPEO

in a different place from the others and often disconnected from the intranet and shared workspaces. Having tools siloed this way was draining their efficiency.

While working with a client, we came up with a solution. This solution was iterated into what is now known as Happeo, a linking layer in the Google ecosystem that answers the common intranet and digital workspace needs while allowing a smooth access to productivity and communication tools.

Happeo was launched in 2016 and is growing fast with offices in Helsinki and Amsterdam. It was made possible by trust, community and continuous learning.



~~CULTURE~~ HANDBOOK

Yes, we have some cult-like qualities like all great company cultures.
No, our cult-like qualities do not include sacrificing goats or other livestock.