

Purpose, Vision and Values

Our Purpose:

Enhance businesses by promoting advanced, simple, pleasant and safe technology. Our Vision:

To be the preferred body on any business to accomplish their potential by facilitating technological ability.

Our Values:

- Customers

The knowledge, expertise and professional accompaniment we provide our customers in achieving their technological and business goals are the key to our success. We listen and attend to our customers' needs, and we'll do whatever is in our reach to provide and complete and comprehensive response to their needs, as quickly as possible, while always trying to improve and exceed previous service records and provide new information and services. We bear the responsibility to build a fruitful relationship with our customers, based on trust, respect and mutual understanding, and serve them as good as possible, above their expectations each and every time.

- Technological innovation

In a competitive market and ever changing environment, innovation is one of the most critical factors to business success.

PurePeak's flexibility, experience, technological qualities, expertise and uniqueness provide an added value and total commitment to lead and find the best way to implement the most advanced and innovative ideas and technology.

- Success driven people

Our commitment toward each and every one of our family at PurePeak is to develop a productive working environment based on mutual trust and respect, to enable challenges and opportunities for self growth, to provide more than decent rewards, and to allow for the important balance between the work place and the personal life. The creation of kinship and co-operation in a professional way in order to achieve combined goals is the key to success. We believe that satisfied and blissful employees strive to make satisfied and blissful customers. We believe that each and every one of us has their special saying. Together we bring a more fruitful variety of options for success.

- Excellence, initiative and leadership

We strive, and we'll do whatever we can, to make the leadership, victory, and success ways inherent in all of PurePeak's employees. We want our employees to smile and feel content that their work is contributing to the making and promotion of technology in a simple, pleasant and safe way.

It requires that each and every one of us abides to excellence in both the professional and business levels, while taking initiative and calculated courage in an original way.

- Simplicity and flexibility

We seek to promote the customers' needs in the most simple and flexible way. We'll provide maneuverability and encourage free expression in order to change and improve actions among our customers, in order to root in a culture of combined thinking.

- Community

We recognize the responsibilities we bare, and the options we have to support the community in which we all live. By doing so we wish to significantly affect and improve the way of living.