

BRAND BOOK v4

March 2023

ELASTACLOUD

WHO WE ARE

OUR VISION

Global industry transformation through data and next generation AI

We believe every business has immense power in its data. The power to unlock growth, to unleash intelligence, and to accelerate outcomes – responsibly, and with the help of AI.

We're playing in a new game – where data is the fuel for your future growth, and AI is the accelerator to your destination.

In this new era of AI, the power of data and AI is no longer limited to the few companies with skilled data scientists and experts.

Now, every business has opportunities to do things better, smarter, faster – to become more intelligent.

Elastacloud will lead this new era and help democratise intelligence – empowering businesses to grow sustainably – by unleashing the power of their data with intelligent solutions and services.

OUR MISSION

To pioneer through data for the greater good

– utilising cutting-edge data science and intelligence to create a better, more connected, and sustainable world.

OUR VALUES

Pioneering through data and next generation AI

Trust and transparency

Accountability

Community and sustainability

Diversity and inclusion

WHO WE ARE

OUR BRAND POSITIONING

Elastacloud are data pioneers and industry-leading innovators

who challenge the limits of possibility to accelerate transformation and deliver game-changing insights and outcomes to some of the world's leading brands. With a culture of pioneering for the greater good, and utilising cutting-edge data science and intelligence, we unleash the power and opportunity hidden within data through the design and implementation of world-class, enterprise-grade solutions.

OUR BRAND PROPOSITION

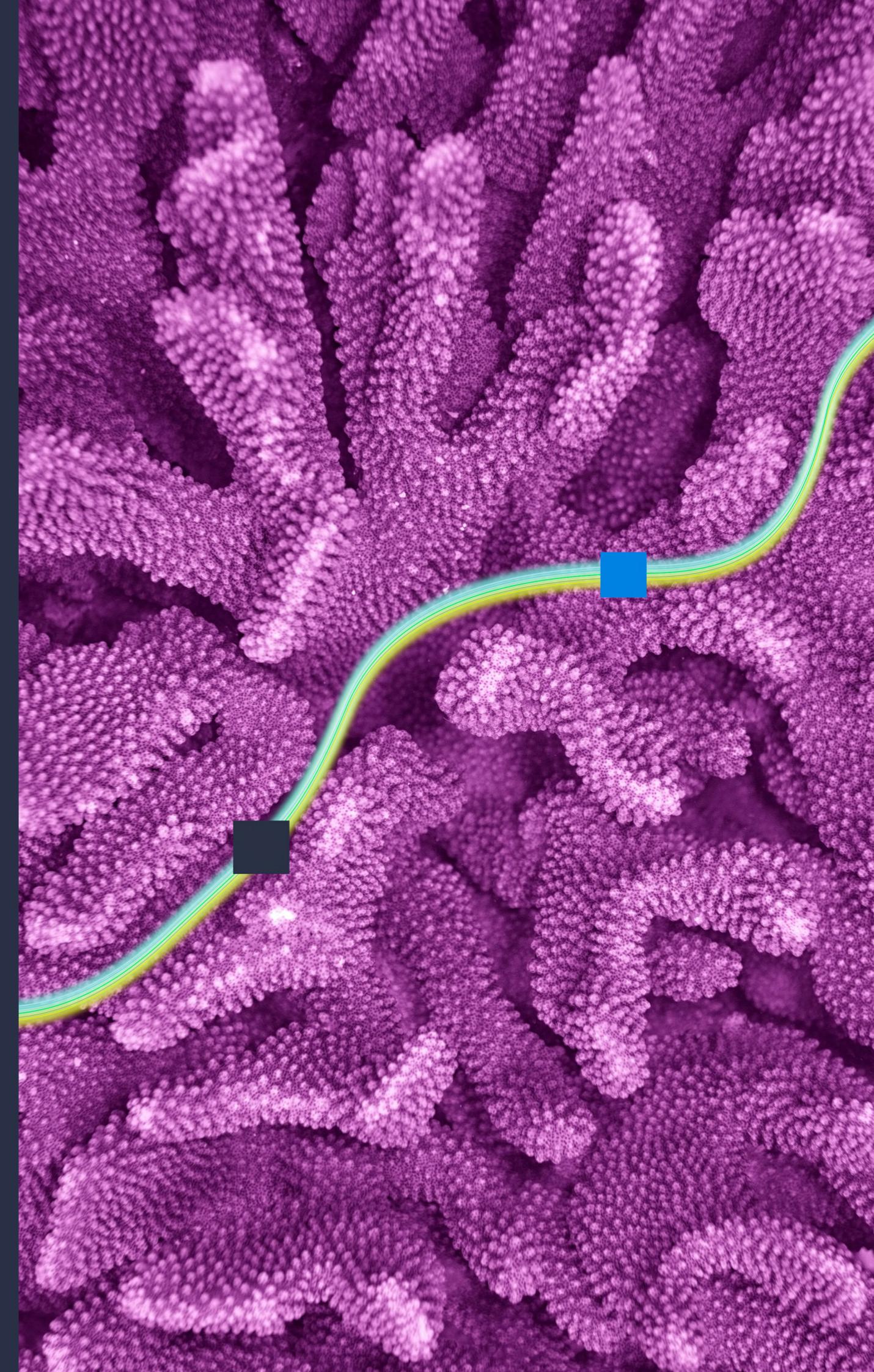
Utilising pioneering techniques, data science, intelligence, and innovation, we will unleash the power and opportunity hidden within your data to accelerate transformation and deliver game-changing insights and outcomes to your business, fast.

OUR BRAND STRAPLINE

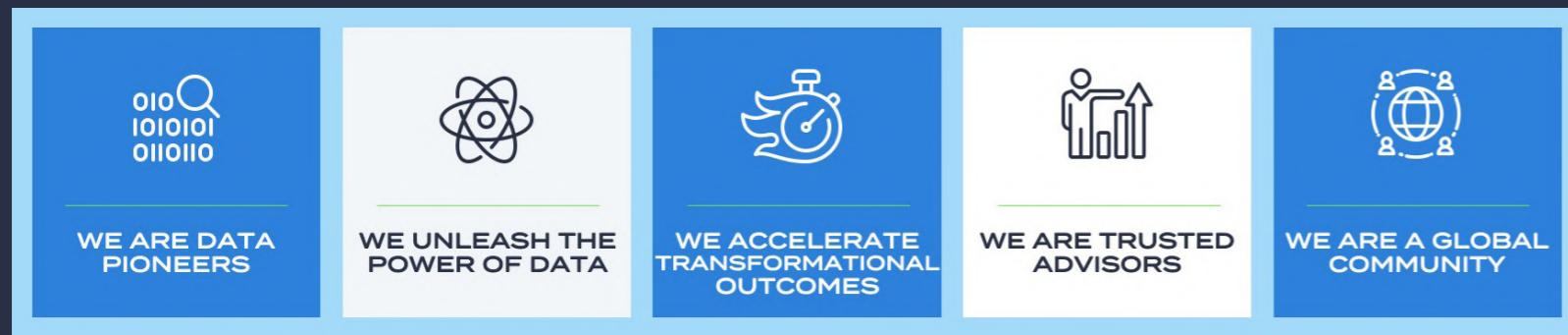
Pioneering Through Data

OUR ELEVATOR PITCH

We can unleash the hidden power within your data to elevate your business, accelerate outcomes and deliver game-changing insights, fast.



OUR FIVE CORE MESSAGES



1. We are data pioneers

Through the design and implementation of world-class, enterprise-grade solutions, Elastacloud are pioneers in the way data is gathered, structured and harnessed. Our revolutionary approach and steely determination to innovate, consistently delivers game-changing insights, outcomes and transformation.

2. We unleash the power of data

When it comes to data, we are masters in the art of the possible. Whatever the business objectives – from sustainability and growth to transformation – our teams of technologists have the vision, knowledge, and expertise to unleash the power and opportunity hidden within any data.

3. We accelerate transformational outcomes

Elastacloud are accelerators, empowering businesses to get where they're going faster, securely and cost-effectively. Because we design and implement bespoke intelligence-led data solutions within weeks, not months or years, we deliver accelerated outcomes and transformation faster than anyone else.

4. We are trusted advisors

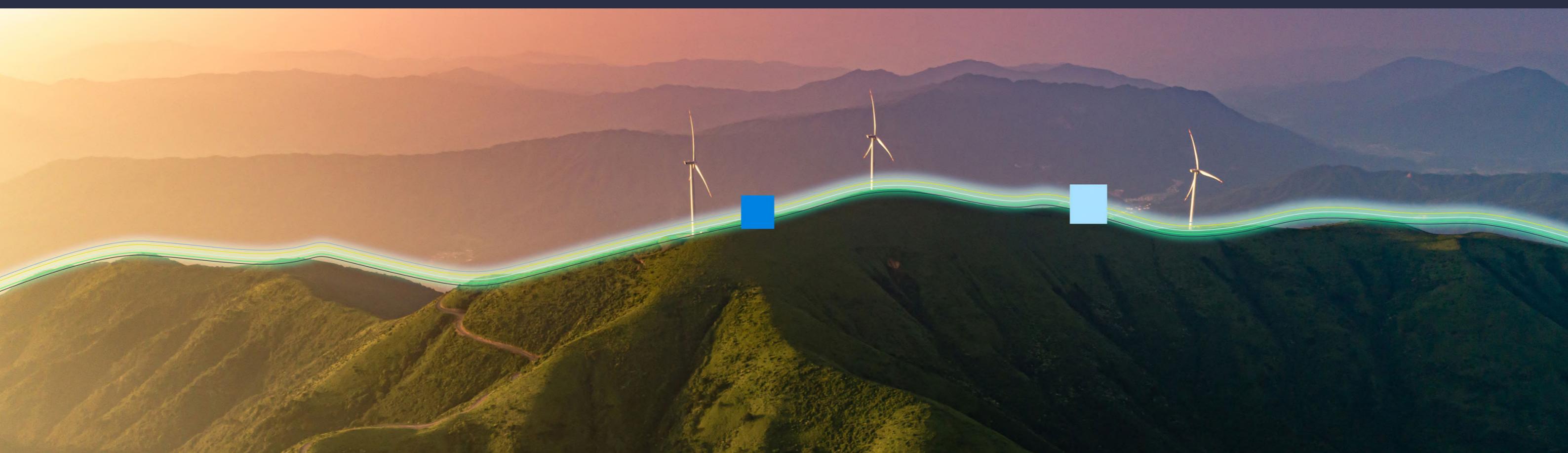
Elastacloud serve as strategic partners to global brand leaders; employing some of the finest talent in the world to advise, innovate and embed cutting-edge, ground-breaking data science and intelligence.

5. We are a global community

Although our people are spread across the world, we are united by a culture of pioneering for the greater good. We love to solve big problems and give people the freedom to experiment, learn quickly, and share ideas with others. We are not afraid of the unconventional and encourage our teams to take on big challenges that could fail, so we can learn and continue striving for breakthrough outcomes.

OUR BRAND TONE OF VOICE / PERSONALITY

- Overall, Elastacloud speaks with a voice that is confident, clear, direct and concise: always cutting through noise and conveying a clever and playful personality that builds rapport with each specific audience. Language should be tailored to reflect and be appropriate to whomever is being communicated to, for example the business decision maker versus the tech decision maker.
- We are trustworthy and dependable, and that can be validated by some of the accolades we have received and brand names we have as clients. But we need to give people reason to trust and believe what we say by demonstrating our knowledge and leader role in the industry.
- We are successful, knowledgeable, expert, respected by our industry peers, accomplished and self-assured... but we must never sound 'cocksure' or arrogant.
- We call ourselves pioneers because we are brave, bold, adventurous, curious and always willing to challenge. We see ourselves as disruptors, even maverick at times, and some might describe us as anti-establishment. We don't just accept things as they are if we believe there is a better way to do things, but we are never belligerent or aggressive. Determined with self-belief yes, rail-roading never.
- We are collaborators and partners. This means we are flexible, co-operative, open-minded and non-judgemental. We are extremely 'human': friendly, approachable and accessible, not a faceless digital behemoth. We are proud of our playful, creative, sometimes quirky culture and personality.
- We are 'woke', passionate and caring. We genuinely believe that data can be used to build a better world and to improve outcomes on a local and global scale. We want to be a force for good and we lead by example. We care deeply about the welfare of our planet and humanity, firmly believing that we have an important role to play.
- The language we use shouldn't be overly jargon-heavy although the audience will generally be knowledgeable in the fields of data and technology so needs to be respectful and mindful of that (not condescending or too dumbed down). Text needs to talk the language of CIOs and data professionals, but also give them the language to speak to their CEO, CFO, Sustainability Officer or ESG Committee. It must strike a balance between clarity and over-simplification.
- We always speak in the plural (we, us, 'what we do', 'who we are'). We can however refer to ourselves as Elastacloud and Elastaclouders.



OUR BRAND STORY

We're pioneering through data

Elastacloud have always been data pioneers: unleashing the power hidden within data through the design and implementation of world-class, enterprise-grade solutions. We are accelerators, empowering businesses to get where they're going securely, cost-effectively, and faster – often deploying within days and weeks, not months or years.

Our founders, Richard Conway and Andy Cross were the first pioneers; sharing an extraordinary talent for finding the hidden power and untapped opportunities in data and then unleashing its potential. If anyone said "it can't be done", they said "just watch us", challenged the limits of what 'other experts' claimed was possible and usually did it faster than anyone else.

Through advanced analytics, data science, best practice development in AI and cloud data architectures – as well as research and development of sustainable business practice and green technologies – Elastacloud continue to pioneer through data to deliver accelerated transformation and game-changing insights and outcomes, fast.

The Elastacloud way

Since 2011, we have been building our commitment to innovation, intelligent solutions and accelerated outcomes into a global business with teams of over 300 data experts across the UK, Spain, Brazil and India.

We generally refer to our team members as 'Elastaclouders'. Our Elastaclouders consist of some of the finest data technologist talent around, and serve as strategic advisors to several of the world's leading brands. We are highly respected and accomplished leaders in the data industry, with Richard and Andy recognised as present Microsoft Regional Directors and retired Microsoft Most Valuable Professionals.

Just like our founders have always done, we look at things differently and are willing to push against convention to improve outcomes: pioneering through data to deliver more sustainable operations and elevate our clients with a competitive advantage and commercial edge. Whatever their objectives – from sustainability

and growth to transformation – we push the boundaries of possibility with a revolutionary approach and steely determination to unshackle their data and harness the opportunities it offers.

We're always searching for the beauty in data, operating at a granular level and getting 'up-close' with it, so that we are able to identify and unlock the gateways that sit in plain sight. We look at every challenge from multiple perspectives, never losing sight of the bigger picture or of both micro and macro points of view.

We love to solve big problems and give people the freedom to experiment, learn quickly, and share ideas with others. We see ourselves as challengers and disruptors, even maverick at times. We are not afraid of the unconventional and encourage our teams to take on big challenges that could fail, so we can learn and continue striving for breakthrough outcomes.

We champion shared experience, innovation, collaboration, imagination, creativity, adventure, and opportunity. This is because we actively encourage our people to look for bold, alternative, and creative solutions – not just in delivery of our ground-breaking, data solutions for clients, but also through our unconventional recognition of the importance of play and imagination.

One example of this is the way that Elastaclouders working across four countries are encouraged to participate and compete in company-wide 'Dungeons & Dragons' tournaments, run by our own in-house Dungeon Master. Such gameplay enhances 'out-of-the-box' thinking, problem solving and confidence building as well as strengthening relationships between teams.

It's all of this combined that gives us a unique 'magic sauce'.

A culture of giving back

Elastacloud firmly believes that data can break boundaries and benefit humanity, which is why we are heavily invested in projects and actions that improve outcomes for individuals and the planet. One way we do this is by empowering our Elastaclouders to contribute to the wider community through sharing their digital skills.

For well over a decade, Elastacloud has established and maintained various industry user groups: joining together more than 12,000 people around the world for community-based learning and innovation. This includes one of the largest data science communities in Europe.

We are also proud to sponsor computer labs at Shanti Bhavan, a residential school in India for children born into the lowest socioeconomic class, which aims to uplift from poverty through education and opportunity. Our team in India run coding labs for the students there, sometimes held in the Elastacloud offices.

Elastacloud has a deeply embedded commitment to inclusivity, support, collaboration, nurturing and valuing its people. Across the world, we actively encourage Elastaclouders to find a healthy balance of work and personal life: promoting time for self, family and friends, for leisure and wellbeing. In India for example, we don't allow our teams to consistently work outside of standard operating hours, despite this generally being the expectation that people experience within Indian corporate culture.

We take on graduates and experienced individuals from all over (including from Shanti Bhavan) who possess the passion and mindset to make a difference. 'Elastaclouders' are encouraged to invest at least an hour of their own time each month to mentor and support children, teaching them how to code and advance their IT literacy. This instils our graduates with a sense of community: ensuring that our values are passed on to more people and helping to embed sustainable social equity within the technologies we work in.

Since 2020, Elastacloud has been a foundation sponsor of The National Museum of Computing, which is based on the famous Bletchley Park estate where the Enigma code was cracked, turning the tide of the war. We're active in a wide variety of events and activities at this inspiring educational venue; one that carries so much historical value and significance to our industry.

Although our Elastaclouders are widely spread geographically, we are united by a culture of pioneering for the greater good: harnessing data to break boundaries and benefit our people and our world.

OUR BRAND BOILERPLATES

Boilerplate - short version (60 words)

Elastacloud are data pioneers, designing and delivering world-class, enterprise-grade solutions that unleash the power hidden within data. United by a culture of pioneering for the greater good, we fuse data science, intelligence, and innovation, to enable businesses to accelerate transformation, achieve strategic outcomes, meet goals faster, and benefit from the game-changing insights that their data can provide.

Boilerplate - longer version (409 words)

Elastacloud are data pioneers, unleashing the power hidden within data through the design and implementation of world-class, enterprise-grade solutions. Through advanced analytics, data science, best practice development in AI and cloud data architectures – as well as research and development of sustainable business practice and green technologies – we pioneer through data to deliver accelerated transformational outcomes and game-changing insights, fast. We are accelerators, empowering businesses to get where they're going securely, cost-effectively, and more quickly – often deploying within weeks, not months or years.

Our core competencies are in design and delivery of enterprise data platform and AI solutions:

- Enterprise Data Platform delivery
- Azure Architecture
- Machine Learning Operations
- Digital Twins and IoT
- Sustainability Solutions and Reporting
- Intelligent Apps and Enterprise Search Development
- Web and BI Data Visualisation

The Elastacloud team consists of some of the finest data technologists around, and serve as strategic advisors to several of the world's leading

brands. We are highly respected and accomplished leaders in the data industry: our co-founders are recognised as Microsoft Regional Directors, alongside our team of Microsoft Most Valuable Professionals and Databricks Champions.

Although our people are widely spread geographically, we are united by a culture of pioneering for the greater good: harnessing data to break boundaries and benefit humanity and the planet. We love to solve big problems and give people the freedom to experiment, learn quickly, and share ideas with others.

We see ourselves as challengers and disruptors, even maverick at times. We are not afraid of the unconventional and encourage our teams to take on big challenges that could fail, so we can learn and continue striving for breakthrough outcomes.

We're always searching for the beauty in data, operating at a granular level and getting 'up-close and personal' with it, so that we are able to identify and unlock the gateways that sit in plain sight. We look at every challenge from multiple perspectives, never losing sight of the bigger picture or of both micro and macro points of view.

Just like our founders have always done, we look at things differently and are willing to push against convention to improve outcomes: pioneering through data to deliver more sustainable operations and elevate our clients with a competitive advantage and commercial edge. Whatever their objectives – from sustainability and growth to transformation – we push the boundaries of possibility with a revolutionary approach and steely determination to unshackle their data and harness the opportunities it offers.

OUR LOGO



Our logo shows two data squares dropping into, or emanating from the E of our name. This is to represent how we unleash the power and opportunity hidden in plain sight within data, to elevate businesses, accelerate transformation and deliver game-changing insights and outcomes.

Our logo is one of the ways that people will recognise us. It is a valuable asset to our business and must not be altered, re-shaped, redrawn or used in any other colours or applications other than as shown within this brand book.

There are three acceptable colour variants for our logo - no other variations can be used or created.

When placing the logo against a solid colour background, use only the corresponding colour combinations shown here.

When placing the logo on top of a photograph, please use the version that achieves the greatest legibility.



OUR ICON



Our E icon is a valuable asset to our business and must not be altered, re-shaped, redrawn or used in any other colours or applications other than as shown within this brand book.

The E icon can be used as an avatar or profile image, or when there is not enough space to include the entire logo.

There are three acceptable colour variants for our E icon - no other variations can be used or created.

When placing the E icon against a solid colour background, use only the corresponding colour combinations shown here.

When placing the E icon on top of a photograph, please use the version that achieves the greatest legibility.



OUR STRAPLINE

ELASTACLOUD
PIONEERING THROUGH DATA

Our strapline is 'Pioneering Through Data' and this can be used as a logo lock-up as shown here.

RESPECTING OUR LOGO



When using the logo, there is a minimum amount of clear space (the exclusion zone) that must always be left around the logo. Nothing else should ever encroach within this space. This area is equivalent to the E icon as illustrated on this page.

The minimum sizes that the logo can be used are set at 25mm for print applications and 100px for digital applications.

To ensure the logo is always legible and accessible, especially with printed materials, our logo should never appear at sizes smaller than this.

ELASTACLOUD

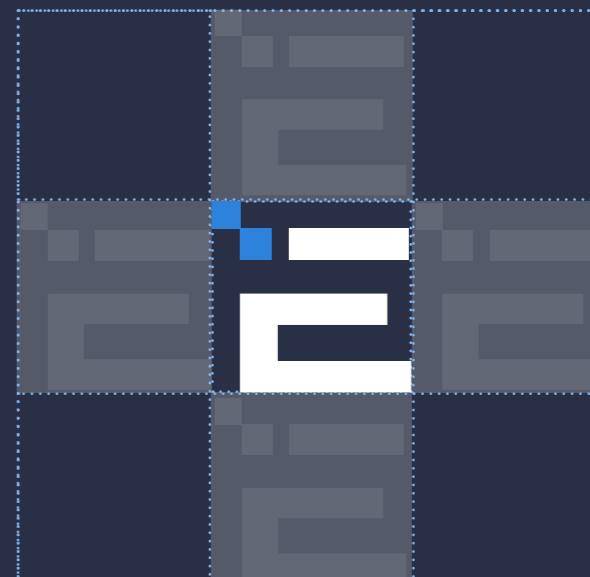


Minimum width: 25mm

ELASTACLOUD



Minimum width: 100px



KEEPING OUR LOGO TRUE

We're very proud of our logo and this brand book helps us to ensure there is always consistency in the way it is used. Please only ever use the logo in the correct colours and fonts as outlined within this document and never distort or change any part of it. We must ensure that our logo always looks as good as we intended it to, across everything we do.

Here are some examples of how our logo must never be altered or presented:

Do not use the wrong colour variation



Do not add a drop shadow



Do not change the opacity



Do not change the colours



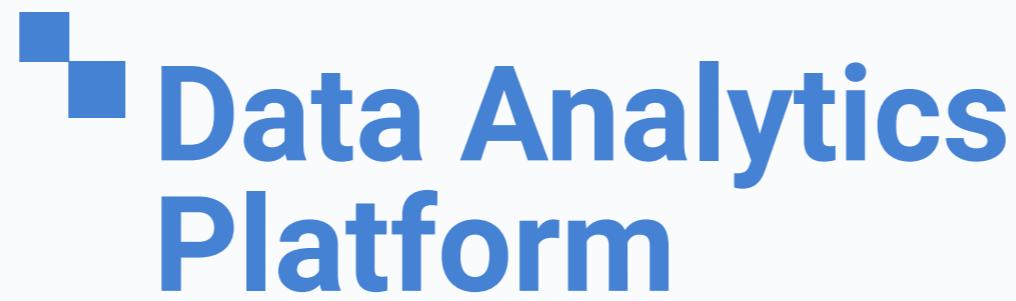
Do not squeeze or stretch



Do not use on an angle



OUR SUB-BRAND (SOLUTIONS) LOGOS



OUR SUB-BRAND (SOLUTIONS) LOGOS

■ Intelligent Spaces

■ Intelligent Spaces

■ Intelligent Search

■ Intelligent Search

■ Intelligent Apps

■ Intelligent Apps

■ Sustainability

■ Sustainability

OUR COLOUR PALETTE

Core brand colours

Elastacloud navy

C:87 M:75 Y:45 K:49

R:41 B:48 B:69

#293045

Elastacloud blue

C:75 M:38 Y:0 K:0

R:45 B:130 B:219

#2D82DB

Elastacloud sky

C:33 M:2 Y:0 K:0

R:178 B:223 B:255

#B2DFFF

Accent colours

Elastacloud yellow

C:20 M:0 Y:78 K:0

R:277 B:247 B:82

#E3F752

Elastacloud green

C:56 M:0 Y:91 K:0

R:110 B:235 B:71

#6EEB47

This is our approved colour palette. Please ensure that the right colour references are used for each application e.g. CMYK for print, RGB for screen and Hex for web.

OUR TYPEFACES

SHORT HEADLINES TERMINA - DEMI, UPPERCASE

Long headlines and subtitles

Roboto - Bold, Sentence case

Roboto - Light, Sentence case

Body Copy

Roboto - Regular, Sentence case

Termina font can be activated through
Adobe Typekit at fonts.adobe.com/fonts/termina

Roboto can be downloaded for free from Google Fonts
at fonts.google.com/specimen/Roboto

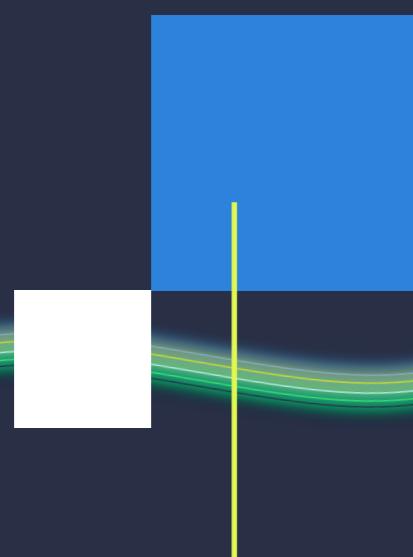
OUR BRAND TOOL KIT

BRAND ASSETS

In addition to our logos, colour palette and fonts, there are other assets in our brand tool kit that help to make our communications distinctively Elastacloud. These include:

- Data square graphics
- Data bridge graphics
- Images
- A combination of all of the above

The following pages provide more insight about how these should be used.



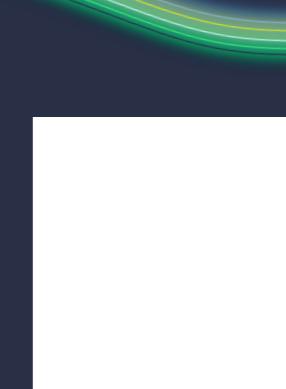
DATA SQUARES

Can be made up of any of the colours in the approved brand palette. Can be single squares or adjacent squares touching on the corner points only, but never placed side by side. Squares can be used effectively as design features, as shown in 'Five core messages' above.



DATA BRIDGE

A blend of colours from the approved palette. Instructions for how to replicate this effect are available.



OUR VISUAL LANGUAGE

Elastacloud unleashes the power and opportunity hidden within data, through the design and implementation of world-class, enterprise-grade solutions. We use and connect data to build a better world and we're always searching for the beauty in data. We operate at a granular level by getting 'up-close' with data, so that we can identify and unlock the opportunities that lay hidden in plain sight. We look at every challenge from multiple perspectives, never losing a sense of the bigger picture or of both micro and macro points of view. We always apply the Elastacloud 'magic sauce' to deliver accelerated outcomes.

These sentiments should, wherever possible and appropriate, be represented through the unique styling of the visuals, brand assets and 'hero' imagery that we use in external (and internal) communications and brand touch points (such as our website or sales and marketing material). The way we present our visual imagery is by implementing a **combination of three key components**:

1. Use of solid brand colour '**data squares**' to represent how Elastacloud intersects with and benefits our world (whilst directly echoing the two data squares that drop into the E of our logo).
2. Use of a distinctive brand asset that we refer to as a '**data bridge**'. This 'rainbow-like' coloured line (comprising a blend of the Elastacloud colour palette) is a visual

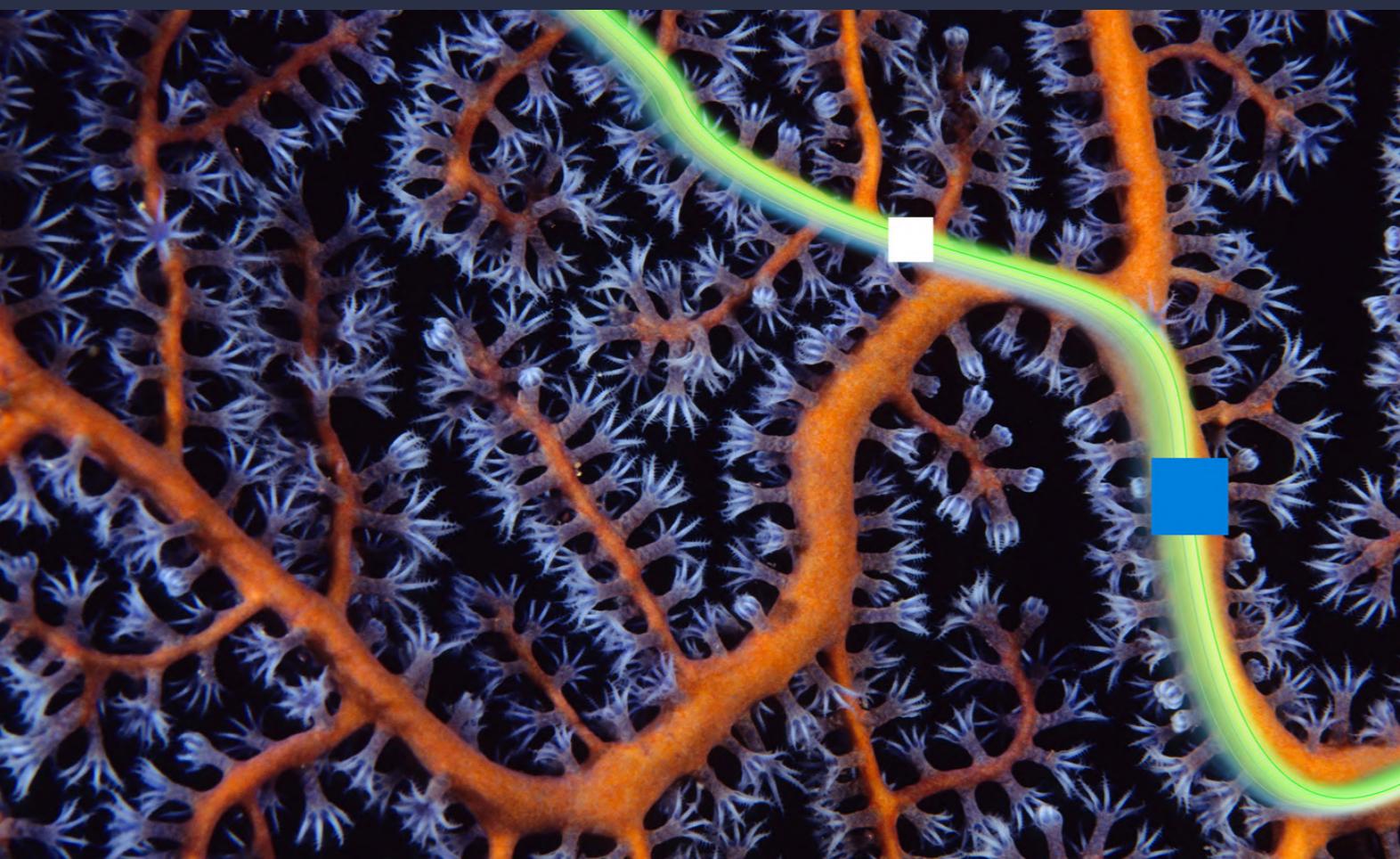
representation of data flowing between points and intersecting with smaller '**data squares**', overlaid on top of our hero images.

3. Use of exciting, intriguing, engaging, and stunningly detailed **hero images** of i) **close-up nature shots** and/or of ii) **clients, people and industry**. These images are interchangeable depending upon the context they are being presented in and what they are being used for, e.g. on a case study, sales deck or LinkedIn advert. Hero images can be either:

i) **Close up images of nature** to represent how Elastacloud gets up-close with data and operates at a granular level, to gain the understanding required to provide effective, fast solutions. We use super close-up natural images (flora and fauna: animals, birds, plants, food etc.), to reveal the hidden detail, colour, texture, pattern and beauty (as well as repetition and connection) that becomes apparent when magnified. This is a metaphor for how we work with data and is also a reflection of our sustainability focus.

and/or

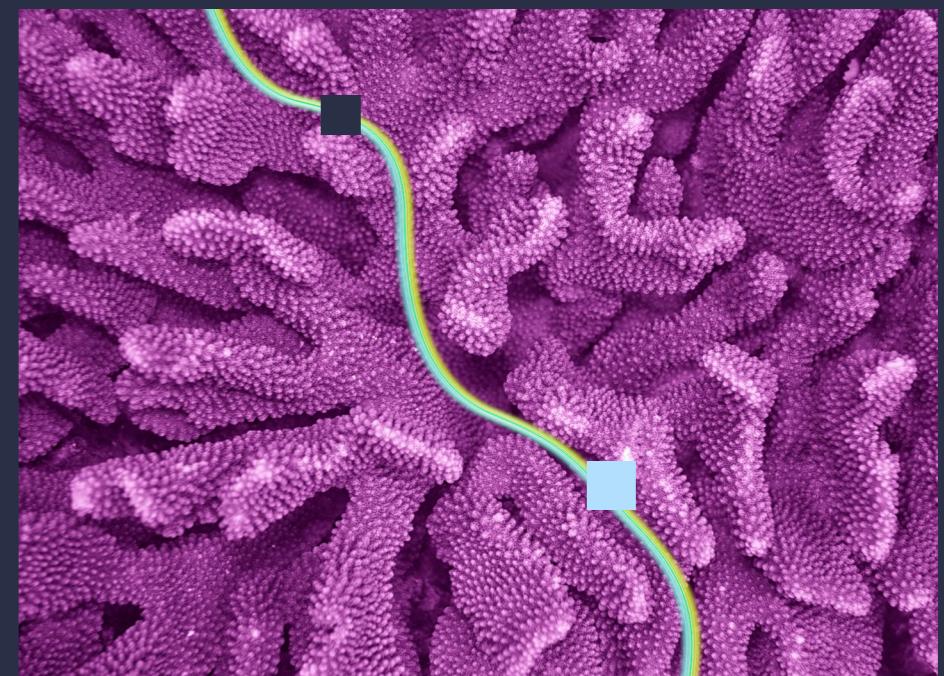
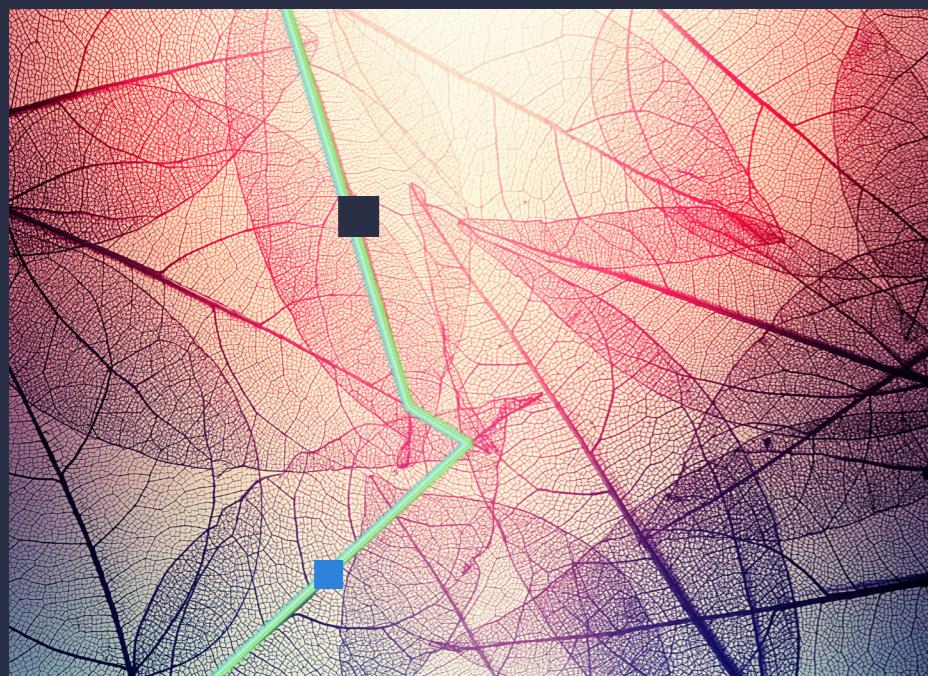
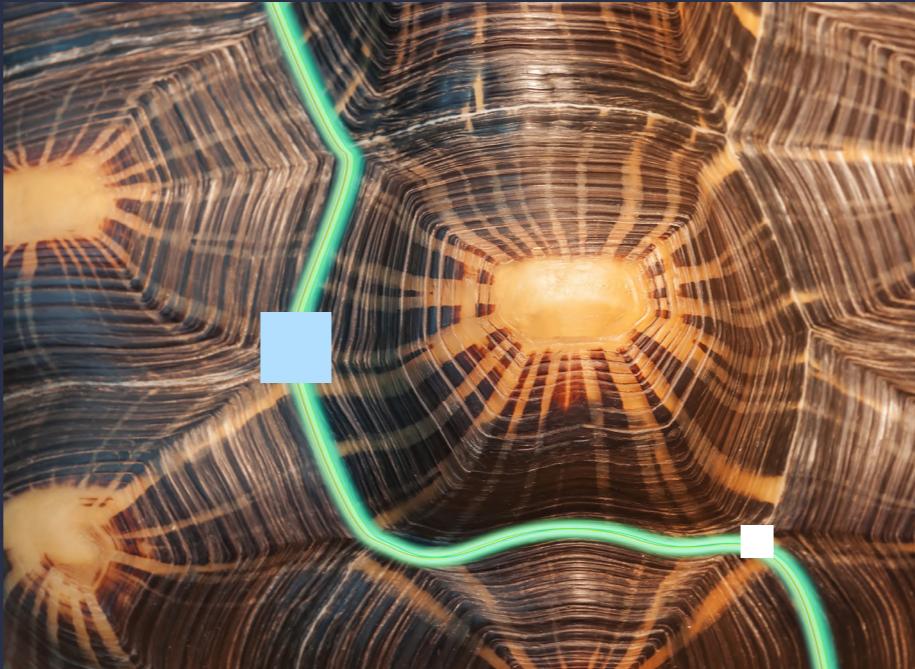
ii) **Macro images to reflect our client, people and industry** expertise and experience, in order to show real-world applications of what we do and the impact we have on people and the planet.



USE OF PHOTOGRAPHY

Here are some example nature and people/industry images incorporating the '**data squares**' and '**data bridge**' assets. A full gallery of images has been created and is available to be used in presentations and on the web.

Which images should be used and where, is purely at the discretion of the designer or producer of the item. In real world applications or case studies, relevant images of people and industry may be most appropriate. When concepts are broader or more abstract, then nature images may work best. Images are interchangeable but consistently linked in visual language by the integration of the '**data squares**' and '**data bridge**' assets.



EXAMPLES OF APPLICATION



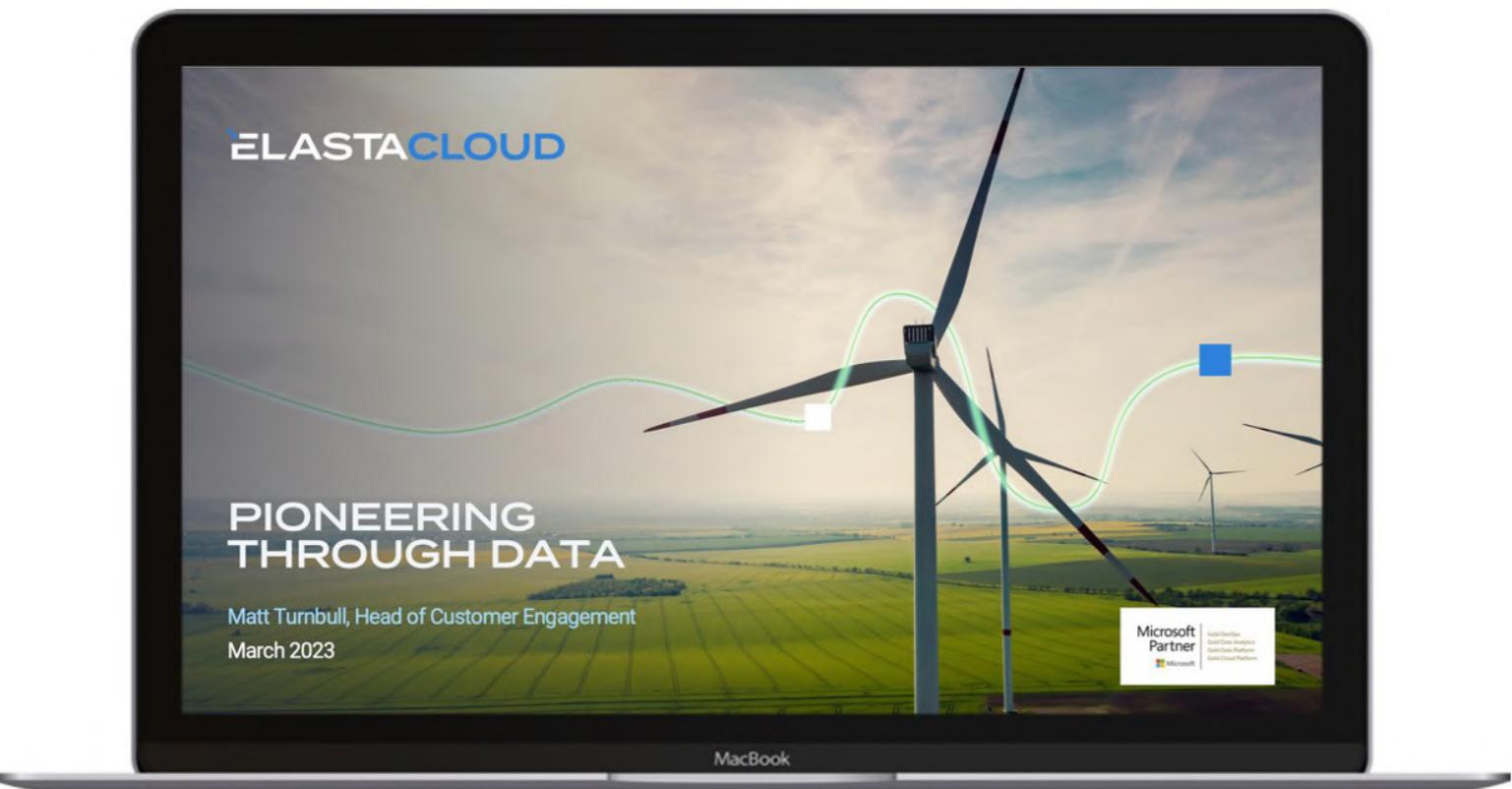
BRAND PROPOSITION

WE ARE DATA PIONEERS

Utilising pioneering techniques, data science, intelligence, and innovation, we unleash the power and opportunity hidden within data to elevate businesses, accelerate transformation and deliver game-changing insights and outcomes, fast.



EXAMPLES OF APPLICATION



message Insert Format text Options

Pages Layout Density Immersive reader Print

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Job Title
Mobile: 07771 000000
Follow us on: [Twitter](#) or [LinkedIn](#)

ELASTACLOUD

Microsoft Solutions Partner | databricks

131 Finsbury Pavement, London, EC2A 1NT
Company Reg: 07900393. VAT Number: 127973874

Arial 11 B I U Send Discard



THE SHAPE OF ELASTACLOUD

- We are built on a culture of pioneering for the greater good – utilising cutting-edge data science and intelligence to create a better, more connected world.

WE ARE DATA PIONEERS WE UNLEASH THE POWER OF DATA WE ACCELERATE TRANSFORMATIONAL OUTCOMES WE ARE TRUSTED ADVISORS WE ARE A GLOBAL COMMUNITY

ELASTACLOUD SOLUTIONS

- We unleash the power and opportunity hidden within data through the design and implementation of world-class, enterprise-grade solutions.

Data Analytics Platform	Intelligent Spaces	Intelligent Search	Sustainability	Intelligent Apps	Data Academy
Rapid best practice deployment Data Governance Machine Learning ML Ops best practice adoption	Create Digital Twin Leverage RIM Machine Learning IoT Analytics	Connect your data Feature-rich UI Custom Reporting	Cognitive Search Build and Assist Centre of Excellence	Genome Power Apps Extend capabilities	Augment your team 12-week program Leverage global expertise Offshore rates

DATA ANALYTICS PLATFORM APPROACH

Elastacloud propose a phased approach to enable adoption of the Data Platform:

ANALYSIS AND DESIGN	IMPLEMENTATION AND PILOT	PRODUCTIONISE AND SCALE OUT
<ul style="list-style-type: none">Understand business requirementsUnderstand technical requirementsProduce Solution DesignEstimate Azure CostsScope Pilot Use Case	<ul style="list-style-type: none">Setup Azure for implementationImplement solutionIngest pilot data sourcesTransform pilot dataModel pilot dataDevelop additional use cases	<ul style="list-style-type: none">Setup additional Azure environmentsConfigure CI/CDProductionise pilot use caseDevelop additional use casesTransfer skills

GLOSSARY OF TERMS

HERE'S A GUIDE TO SOME OF THE THINGS WE TEND TO TALK ABOUT AND PHRASES WE USE WITHIN AND BEYOND THIS DOCUMENT. IN SOME CASES, THIS INCLUDES PROOF POINTS AND 'REASONS TO BELIEVE' IN ORDER TO VALIDATE STATEMENTS AND CLAIMS MADE:

Accelerators – in relation to outcomes, at Elastacloud we're known to 'accelerate' processes to scale for customers with our expertise.

Advanced analytics – Goes beyond historical reporting and data aggregation of traditional BI, mathematical, probabilistic, and statistical modelling techniques to enable predictive processing and automated decision-making.

AI – Artificial Intelligence is a field that combines data science and robust datasets that enable problem-solving. (refer here for types of AI)

AWS – Amazon Web Services

Azure Architecture – process of creating, deploying, operating and managing cloud-based application.

Data bridge – An Elastacloud-coined term used as a way of naming the 'rainbow-like' graphic device used in some of our visual imagery and branding.

Data insights – Deep understanding/knowledge on the value gain and what it means for an organisation from analysing sets of information (analytics).

Data lake – Data which is cleaned, enriched, and transformed so it can act as the 'single source of truth' that users can trust.

Data pioneer – Our founders are pioneers in data: authoring a data science degree on academy.microsoft.com, co-founding the UK Azure User Group, and a key contributor to Apache open source projects, with countless public contributions to Azure from our wider team.

Data science – Combines statistics (and maths), programming, advanced analytics, artificial intelligence (AI), and machine learning to uncover actionable insights hidden in an organisations/customers data.

Data squares – An Elastacloud-coined term used as a way of naming the solid colour graphic squares that appear in our logo and in our visual imagery / branding.

Digital twins – a virtual model designed to accurately reflect a physical object. (Not to be confused with Azure Digital Twins [PaaS]).

Elastaclouders – An Elastacloud-coined term used as an affectionate and unique way of referring to Elastacloud employees and team members across the world.

Enterprise data platform – Central data repository of an organisation where all intelligence data is unified.

Enterprise search development – refer to 'Knowledge Miner'

ESG -- An investment risk management framework and tool to encourage more responsible investing. It is important that Environmental, Social and Governance factors are considered when making investment decisions.

Faster – We help businesses to achieve their goals faster than a business would normally by delivering actionable insights and more efficient processes and services.

IoT: 'Internet of Things' - Physical hardware that is embedded with sensors that allow the exchange of data with other devices and systems over the internet. (Azure IoT – refers to the above but managed by platforms such

as Azure IoT Hub and Azure Digital Twins to construct a solution.)

Knowledge Miner – also known as 'Intelligent Search' is propitiatory search tool power by Azure Cognitive Services that allows advanced search capabilities across an organisation's dataset.

Machine learning – A process that a computer follows to achieve artificial intelligence. It uses algorithms to identify patterns within data and those patterns are then used to create a data model that can make predictions.

'More quickly' – See 'Faster'

Power BI – Interactive data visualisation software.

SQL (also known as Sequel) = Structured Query Language – standardised programming language that's used to manage relational databases and perform operations on the data in them.

Sustainability – Shorthand for Sustainable Development, defined in the 1987 publication of the UN's Brundtland Commission's 'Our Common Future' as a value-system based on personal and organisational values needed to "meet the needs of the present without compromising the ability of future generations to meet their own needs".

Unleash / Unshackled – Elastacloud language used to reflect how Elastacloud identifies, unlocks, releases, harnesses and utilises the potential opportunity and power that lies hidden within the data it works with, to great effect and in order to deliver accelerated outcomes.

THANK YOU FOR ADHERING TO THESE GUIDELINES

For further questions and styling advice, please
contact Emma Benjamin at Creative Clinic:

emma.benjamin@thecreativeclinic.com