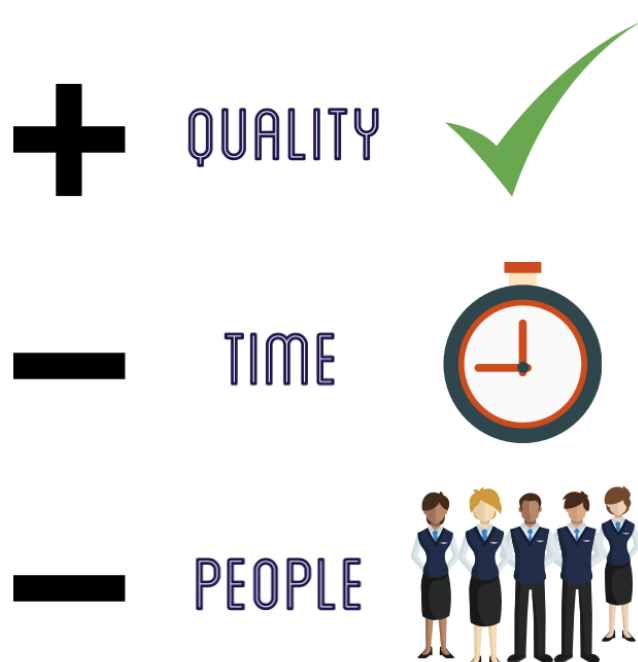


# KNOWING THE VALUES OF THE DIGITAL WORLD

## Software Architect & Digital Company VALUES

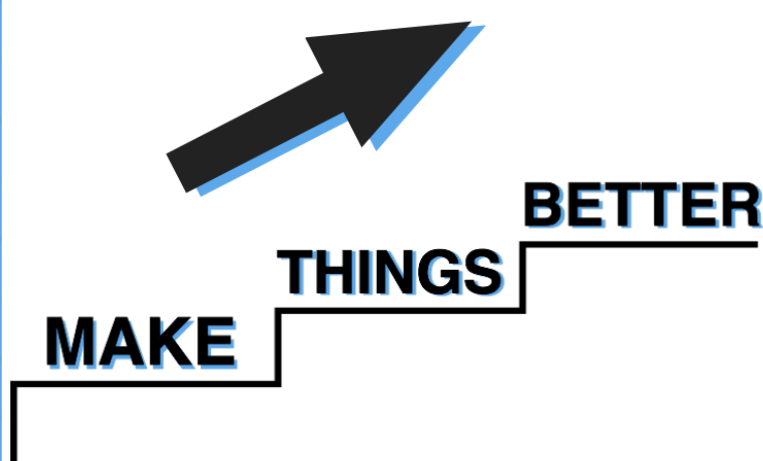
These values form the Digital World Culture.

### 1. QUEST FOR EFFICIENCY & EFFECTIVENESS



**PEOPLE**  
use good practices to make the right product in the most productive way, with less time, less effort and with fewer people.

### 2. CONTINUOUS IMPROVEMENT. MATURITY



**ORGANIZATIONS**  
improve their capabilities to become learning organizations

### 3. SOFTWARE AS A STRATEGIC VALUE



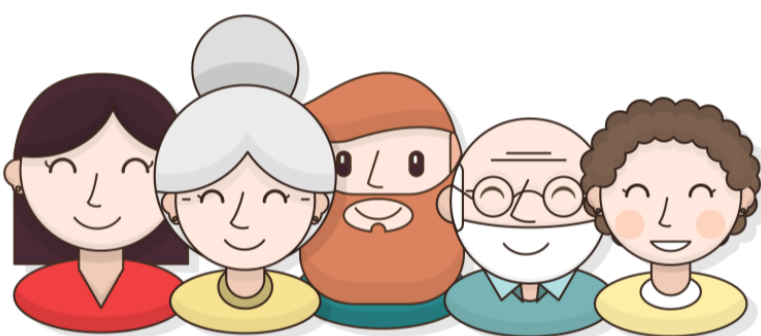
**DIGITAL ORGANIZATIONS**  
use software to enhance their business activities

### 4. ACCESSIBILITY & IMMEDIACY



**DIGITAL PEOPLE**  
work anywhere, anyplace at anytime

### 5. CREATIVITY & INNOVATION



**INNOVATIVE PEOPLE**  
love to work in organizations where team collaboration, trusting, happy relationship and sharing personal and professional life is the norm

### 6. PEOPLE. THE ENGINE OF THE CHANGE



**SOFTWARE ARCHITECTS**  
integrate a variety of knowledge areas, own human values and are agents of creativity and innovation in organizations

#### SOURCES

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