

NOA Core Company Values

A. Sustainable Product Quality

Value:

“We develop solutions with substance – durable, relevant, and meaningful.”

Narrative:

In a world of fleeting trends, we build products that endure.

Every decision is guided by one question: Does this truly help our customers, and will it remain relevant in ten years?

Our ambition is not a flash in the pan – but a lasting contribution to the digital archiving world.

B. Entrepreneurial Thinking in Action

Value:

“We act entrepreneurially – with responsibility, foresight, and sound judgment.”

Narrative:

We think ahead, balancing quality, economics, and our brand.

Sometimes that means doing things ourselves, sometimes it means sourcing the best available solution.

But it always means taking ownership, as if it were our own company – ensuring that our decisions are both sustainable and profitable.



C. Going the Extra Mile

Essence:

We go beyond the minimum – because quality, responsibility, and shared success drive us.

What this value means:

We contribute beyond our own roles, take ownership, and improve what we notice – without waiting for instructions.

Going the extra mile is not about heroics, but about mindset: proactive thinking, initiative in solving problems, and sharing insights.

It's how we ensure lasting quality and create results that matter for everyone involved.

D. Partnership-Based Customer Proximity

Value:

“We build strong partnerships – by listening, advising wisely, and creating lasting mutual value.”

What this value means:

We listen carefully and understand our customers' needs.

True partnership means not simply implementing requests, but providing honest advice and solutions that deliver long-term value.

Our role is to recommend what makes sense – avoiding unnecessary complexity and ensuring investments pay off.

Trust comes not from short-term deals, but from sustainable success – for our customers and for us.

