

Your brand playbook

This is your friendly Neighborhood guide.

In here, you'll find everything you need to know about who we are, what we stand for, how we talk and what we talk about.

WHO WE ARE

We are **The Digital Neighborhood**.
Your go-to destination for deep tech expertise.

WHAT WE DO

We're a community of tech companies focused
on all things Microsoft, data, and the cloud.

WHY PARTNER WITH US

Partner with one of us and you can call on all of
us. Just pick and choose the expertise you need.

Cmotions

dnp



TRUE



equality



2FOCUS
DATA & ANALYTICS

projectum

**All proudly
independent.**

**All seamlessly
connected.**

**All part of
something bigger.**



Our **specialisms vary**

But we all share
the same values

01

We're only as strong as the **talent**
in our neighborhood.

02

It's our diversity of **expertise**
that sets us apart.

03

Our **entrepreneurial** fire
will never go out.

04

We **don't** do corporate nonsense.
Ever.

The Digital Neighborhood brand

Proud to be different, we let our community take center stage – celebrating all our people and companies for **who they are, as they are.**

is built on these values.

In this Neighborhood we

look out for each other
speak our mind
run to the future
grow together
let our geek flag fly

make bold moves

look out for each other
speak our mind
run to the future
grow together
let our geek flag fly

A male performer with dark hair, wearing a white polo shirt with a black collar and a black sash that reads "BROADWAY ZANDVOORT 2022", is singing into a microphone on a stage. The stage is illuminated with bright purple and blue lights. In the foreground, the silhouettes of a crowd are visible, with several people holding up their smartphones to record the performance. The background features a large screen displaying various logos, including "SULAVA", "FOCUS", and "TRU".

How we talk about **the Neighborhood**

Our voice is your voice

There's no set way to write for us.
Just be clear. Get to the point.
And let your passion shine through.

Audience messaging
Employee proposition

Bold moves. Made together.

We are The Digital Neighborhood. A growing movement of diverse I.T expertise. All harnessing the talents of our neighbors, we speak our minds, embrace new ideas, and help each other progress. Working in close-knit teams, we feel the difference we make for our customers every day — and are proud to be part of such a powerful collective.

Example headlines

Scale up your career in
The Digital Neighborhood

Surround yourself with experts

People first. Tech second.

Officially a Great Place to Work

Audience messaging
Customer proposition

Your destination for deep tech expertise

The Digital Neighborhood is a growing community of 11 independent tech companies. Focused on Microsoft services, we're experts in data, applications, the cloud, and business intelligence.

All proudly independent. All seamlessly connected. We all share the same approach. Forging strong, personal partnerships, we call on each other's specialist expertise to help your business embrace what's next, realize your digital ambitions, and stay ahead in a changing world.

Example headlines

A fast growing European
tech movement

Pick and choose the
expertise you need

Partner with one of us.
Call on all of us.

Exponential expertise

Audience messaging
M&A proposition

The next step is your biggest yet

Everything you've done so far has led to something even bigger. Long may it continue. The Digital Neighborhood is a growing community of 11 independent tech companies... and counting. Big on collaboration, we harness each other's expertise to ensure all our next moves are bigger, better, and bolder than what's gone before. Together, we're taking things to the next level. Join us.

Example headlines

Together, we go further

A shared entrepreneurial spirit.

There's power in our differences.

Bigger, better, bolder moves

Speed up your progress
as part of a fast growing
European tech group.

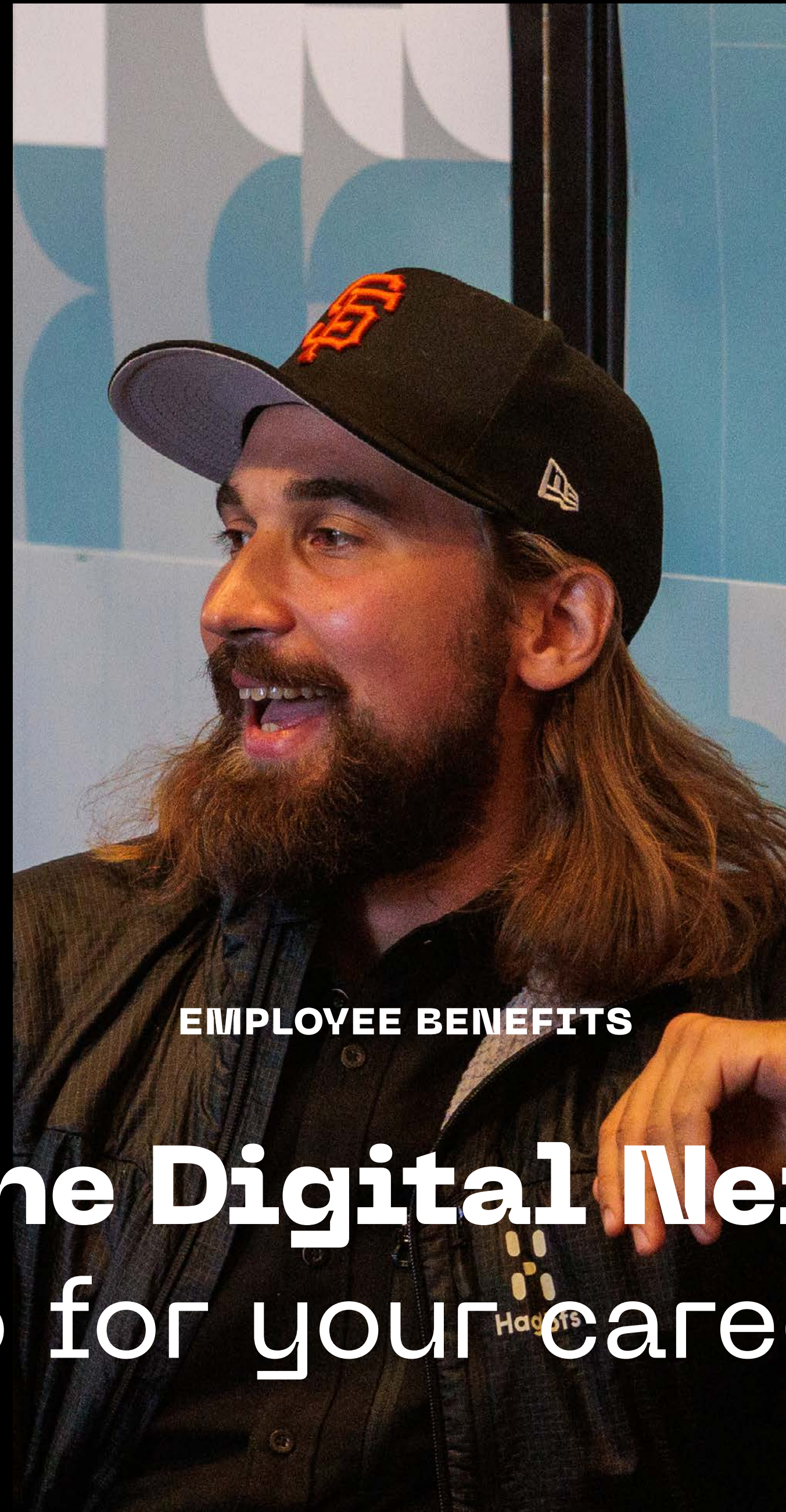
Grow your personal network
by connecting you with like-
minded people in your industry.

Give you access to international
opportunities with pioneering
companies in seven countries.

Surround you with
inspirational experts in a
whole range of IT fields.

Give you the flexibility to
work wherever and however
suits you best.

Provide access to great
mentoring schemes to pass on
or grow your expertise.



EMPLOYEE BENEFITS

What can **The Digital Neighborhood**
do for your career?

Open up new opportunities
through cross-selling in
the Neighborhood.

Boost your profile by being
part of a fast growing
European tech movement.

Plug in expertise from other
companies to solve more of your
customers' IT challenges.

Share in the success
of all our companies and
grow as they do.

Stay in control of your company
while gaining valuable extra
support from experienced partners.

Help you win the war for talent
by giving you a bigger, more
compelling story to tell.

BUSINESS BENEFITS

What can **The Digital Neighborhood** do for your business?



Get actively involved in
our growing community
both online and in person.

Share your expertise,
ideas and insights in our
Communities of Interest.

Connect with your neighbors on
social media to strengthen the
bonds in our Neighborhood.

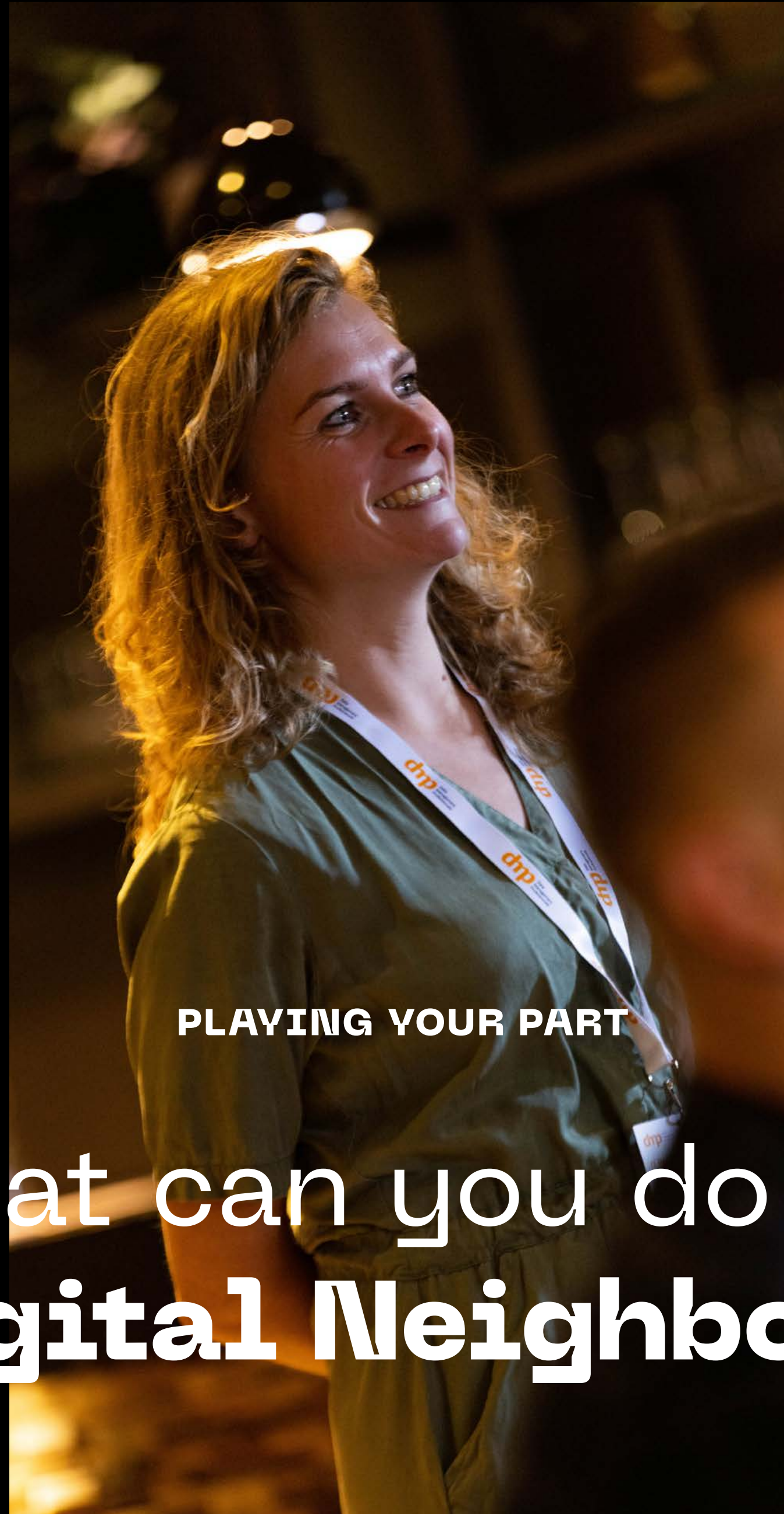
Let your customers know you're
part of something bigger to open
up cross-sell opportunities.

Read up on what all our companies
do so you can recommend their
expertise to customers.

Volunteer to pass on your knowledge
by taking part in mentoring schemes
or writing thought-pieces.

PLAYING YOUR PART

What can you do for **The Digital Neighborhood?**



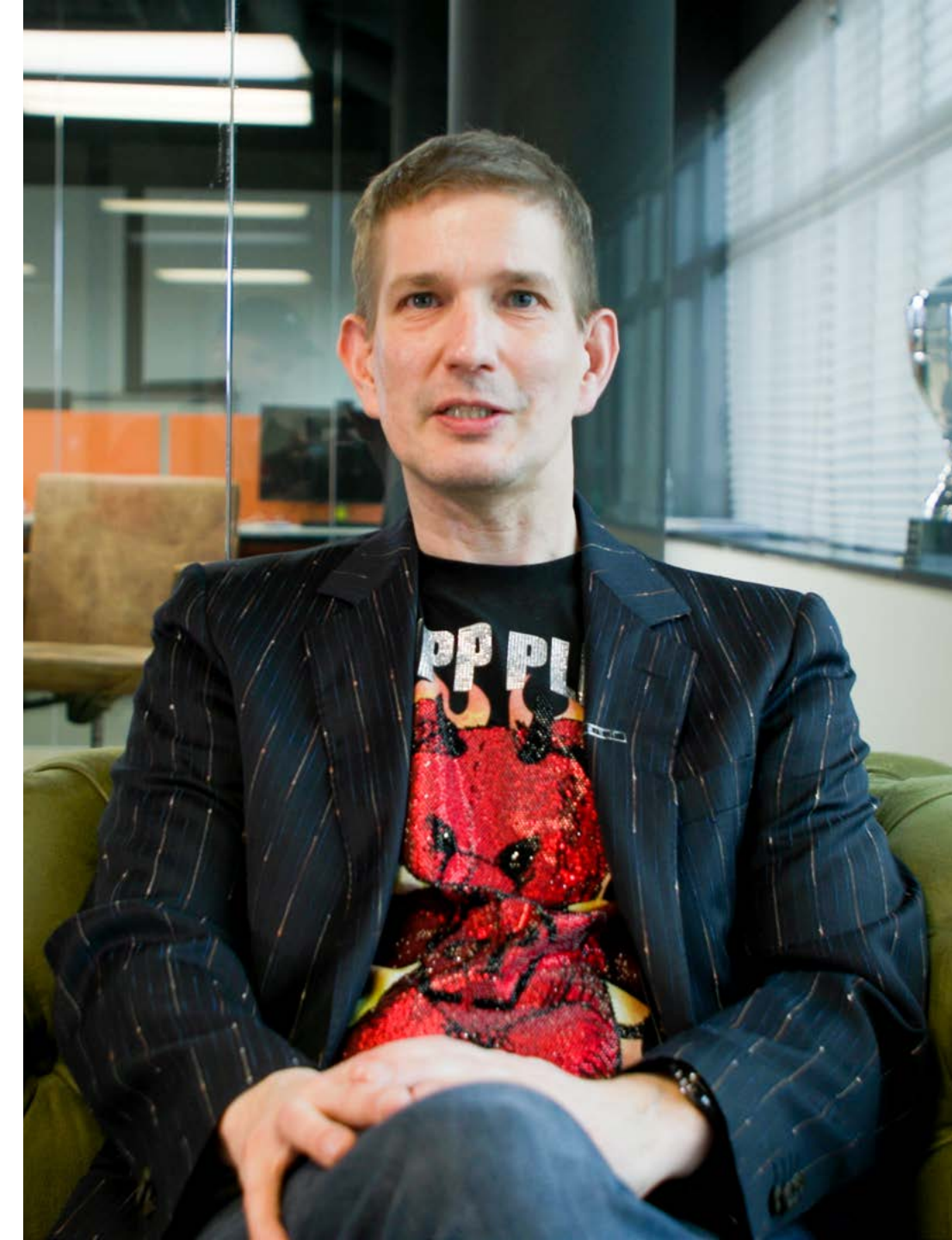
Meet the Neighbors Campaign

Our ongoing campaigns celebrate the people and companies that make up our Neighborhood.

Externally, they build awareness of who we are and what we do. Internally, they help us get to know each other. After all, the more connected we are, the more likely we are to share expertise, insights, and cross-sell opportunities.

In our **Meet the Neighbors** content, we always:

- Strike a balance between the person and their expertise
- Celebrate each neighbor for who they really are
- Keep questions relevant and insightful for our audience



"The future of work life is in the metaverse. My job is to figure out how to commercialize it."

Karoliina Partanen

Chief Future Scientist, Sulava

Figuring out the future

Over the past decade, Karoliina has led pretty much every department on Sulava, from HR to sales, to talk careers, cottages, and OpenAI.

So, what do you do around here?

I work at Sulava as Chief Future Scientist (CFS). This means I'm leading the team that will meet the new demands of the cloud services market. The future of work is in the metaverse – my job is to figure out how to commercialize it.

At the moment, I'm most excited about OpenAI. It can help our clients do things in new ways, but there's a lot of work to be done discovering all these possibilities.

When did your career really get going?

I've been lucky to have a new career at Sulava every second year! When I started in 2012, I learnt the basics as a social media consultant. Then I did my MSc in business practice to become an intranet expert, eventually leading the business development team. Since then, I've led our employee and customer experiences as CXO, our HR as CMO, and now our future offerings as CFS. Meanwhile, I've had two kids. Being away from work definitely gives you perspective and renews your thinking.

That's quite the CV. What's your biggest project right now?

It's an internal development project to commercialize the best innovations from our brilliant colleagues.

Moving away from work, where's your favorite holiday destination?

I visited over 40 countries before the realities of climate change hit me. My family only does one short-haul flight every three years and one long-haul every seven. We recently bought a summer cottage 33 km away from home. That's our happy place.

Very jealous! This year we want to increase knowledge sharing in our Neighborhood. What can you teach people?

I've been very lucky recently to be involved in a transformation project. I learnt how to measure and forecast our business to improve all our processes. I believe I could help other companies going through something similar.

To be honest, I would also love to meet my neighbors just for a chat. That's always a highlight of my workdays!

Lovely stuff. How can people get in touch?

< Powerful Apart >

We are **The Digital Neighborhood**

> Unstoppable Together <