

Pluribus Networks Cultural Tenets

Not just for decoration

Many companies have a list of guidelines or important principles for each employee to live by at work, but in many cases, that is as far as it goes – a poster on the wall, a quick mention at a meeting, or a soon-to-be-forgotten handout for new hires. But that’s not what we have at Pluribus.

For us, the tenets form an inherent philosophy that employees embrace and adopt—not because we have to, but because *that’s just who we are*. The tenets establish a set of principles and characteristics that describe how we do business: how we work, how we treat our customers, and how we collaborate with each other. And a key filter for whom we hire.

Innovate continuously



Innovation is what we are about. We don’t just look at something and say, “that will do,” we strive to make it better time and time again. We will never answer the question “why?” with simply “because it has always been done that way.” We constantly seek to improve, to challenge, and to change the rules of the game.

Put our customers first...do what it takes!



Each one of us is a representative of our company to our customers. The customers come first and it is our responsibility to make sure that we do what it takes—every time—to show them that they are our top priority. If a question comes up and you don’t know the answer, never say, “it is not my job.” Find out who can help and direct accordingly. Make our customers believe that each of our employees has a vested interest in their experience and our mutual success. Remember, customer service shouldn’t be “a department.” It should be the entire company.

Do the impossible with small teams



It is amazing what a small team of game-changers can accomplish. A team that is free to drive a project with everyone involved and pulling together can accomplish more than ever thought possible – unleash your “creative genius” at Pluribus. And have fun doing it!

Strive to exceed expectations



A huge part of being a successful innovator is constantly seeking to exceed expectations. People often get comfortable and stop challenging themselves in regard to their work. Don’t let yourself get stuck in a rut—the world around us is constantly evolving and so must we. We must also push to excel when it comes to our customers—in whatever ways possible, deliver results that exceed the customer’s expectations.

Constantly seek to grow as an individual, a team, and an organization



Especially in a startup environment, we are all constantly learning, honing different skillsets, and wearing multiple hats. While some might feel overwhelmed at the thought, we look at this as an opportunity to thrive. It is also important to remember that while we certainly always focus on improving *individually*, it is equally critical to learn and grow with your respective teams, *together as a team*. When those teams come together to flourish, we grow as an *organization*.

Measure your effectiveness with communication, collaboration, teamwork, and community



Anyone can say, “I’m a team player!” Ok, so how do you actually do it? How well do you “support the success of others?” (i.e., *it’s not just about your own success*) Our spirit of community means we’re effective at teamwork, community, and collaboration, but that doesn’t mean we don’t also value individual contribution. Don’t be afraid to take initiative—that’s just where the “communication” part comes in. So, personally invest in measuring how well you do both!

Proactively problem-solve



When you encounter an issue, don’t just react to it—initiate a solution. Whether the issue is social, technical, business- or customer-related, “be the change.” If there is a decision needed, either make it and move on, or locate a decision-maker who can. We don’t just sit on things here—in fact, we feel uncomfortable if we are not on top of anything unresolved. Be proactive and ask the questions that need to be asked—complete what needs to get done!

Think economically – practicality matters



It is important to recognize, especially in a startup environment, that being economical about cost is key. Spend company money as if it were your own and be practical about your expectations, wants, and needs. Frugality counts, but be wise! For example: the lowest airfare that is also non-refundable may not be wise if there is >50% chance your trip will change.

Celebrate success



While we are constantly innovating, exceeding expectations, and accomplishing the “impossible,” celebrating success is absolutely necessary. It’s important to stop and acknowledge these accomplishments on both an individual level and a team level; laterally, bottom-up, and top-down. Before launching immediately into critique-mode, be thankful and appreciative of other’s efforts. A simple “thanks for the great work” can go a long way. It’s motivating and a great reminder that the work we are doing is worthwhile. Give recognition generously!

Strive for no technology religion



In our world of competitive technologies, there is the tendency to shy away from anything “not invented here.” There is a certain amount of pride that comes with “reinventing the wheel” in your own flavor—but, it’s important to remember that having this “technology religion” can sometimes be detrimental to growth. At Pluribus, our goal is to stay humble. Be open-minded about a better way doing it!

About Pluribus Networks

Pluribus Networks provides data center solutions that allow your business to run unconstrained. Our software-defined, open networking, fabric-based solutions transform existing network infrastructures into flexible and strategic assets fully aligned with today’s digital business needs. Our Virtualization-Centric Fabric (VCF™) architecture provides unprecedented insight, agility and security to customers seeking to simplify operations, run more cost effectively and bring new applications online faster.

Learn more at www.pluribusnetworks.com and [@pluribusnet](https://twitter.com/pluribusnet)

