

Prodapt,

Red Book TWO

US



In this ten minute read, you will discover what makes us special. What we believe in, and the spirit we encourage at Prodapt.

What we're proud of. Where we are going.
And your part in it.



Why we're special

Specialisation is power.
We're special because we specialise in
the domain of Connectedness. It gives
us many advantages.

Deep knowledge

We know things about the Connectedness domain that our competitors do not.

Specialised experience gives more insight into our clients' problems. We know the nuances.

We can spot patterns and apply past experience to their situation. This lets us build solutions faster and better.



Concentrating resources

We can focus more relevant resources on the client's problem than less specialised companies. It's an advantage. **Our teams concentrate knowledge, and are empowered to act quickly and effectively.**



How to become an expert

Specialisation is an investment in your career.

Over time, you will join an elite group who can tackle the hard problems in the Connectedness domain. Your words will carry weight.

It goes beyond financial rewards. **Once you have experienced the satisfaction of applying deep expertise to impact clients, you will never want it any other way.**



Not a product company

Specialisation is our strategic choice, and strategies require sacrifice. We do technology and operations services; we don't go to market with our own products.

Our clients and partners build great products, and we're proud to help engineer them. We like it when they get the limelight.

▼ **Sacrificing making products lets us be the best services company in the Connectedness domain.**

How we've grown

In 2010, we decided to specialise. Since then we have become a 100 times bigger, growing at 30% CAGR.

We operate on 6 continents, in 30 countries,
serving more than 40 global companies.

We are in 20 time zones.

There are only 3 hours in the day when there
isn't a light on at a Prodapt office somewhere in
the world.



Three important acquisitions came about during the pandemic.

In 2022, just emerging from the pandemic, revenues grew 55%.





Knowing our clients

Our clients help the world connect, be entertained, and collaborate.

Our clients connect 1.1 billion people and 5.4 billion devices. The largest telecom infra company is a client. Two of the largest Big Tech companies, too.

▼ **Four of the world's top seven telecom operators are our clients.**





What we believe in

Our name, Prodapt, comes from compacting the words “proactive adaptation”.

▼ Prodapt frequently organises initiatives to benefit society and the environment.

Why do we have values?

Prodapt's role in building the connected world will only get bigger. This section is about what it will take, beyond technical ability.

And how your role matters.

What it takes to build Connectedness goes beyond contracts, rules, procedures or systems.

These are necessary, but not sufficient.



▼ **What's more important is the spirit in which we work. It's how we listen and how we respond.**

Call it traits, behaviours, attitude, culture; whatever influences the spirit in which we work. We have thought about this spirit and defined it in words.

Remembering these words and using them as a compass for our everyday actions has worked very well for us.

Values and you

Our values describe the kind of people who tend to do well at Prodapt. The kind of behaviour, effort and ultimately the work we want you to put in.

Even when no one's looking.

Next, the four big pillars of our attitudes at work →

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Speed

In the connected world, **first to market matters** as much as best in class.

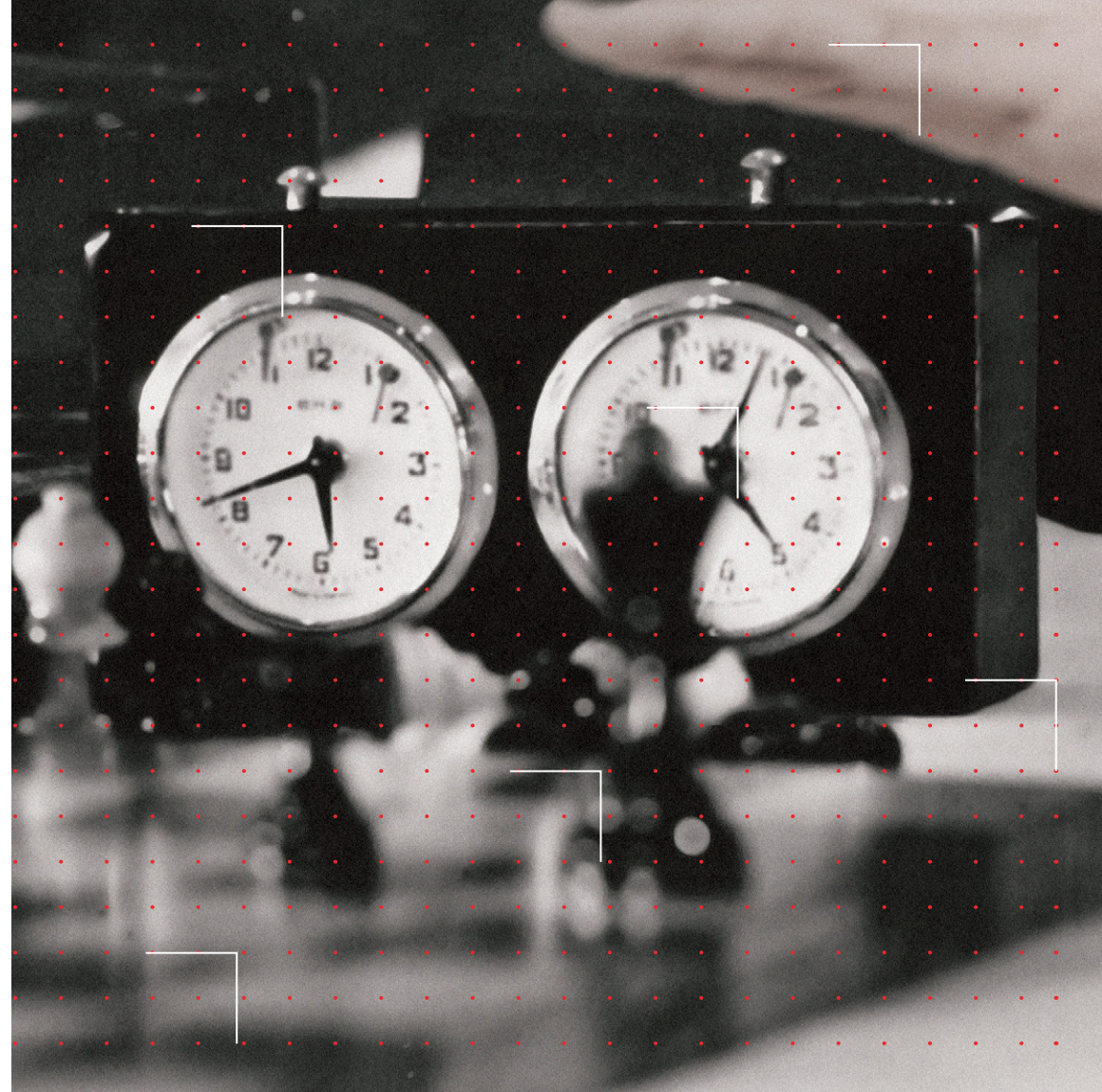
What is speed?

Speed is about learning fast and reacting faster.

A responsive and light-footed way of working.

A bias for action.

What it is not ill-thought, instinctive reactions; cutting corners.



A detailed microscopic image of a plant stem cross-section, stained with a blue dye. The image shows various layers of cells, including the epidermis, cortex, vascular bundles, and pith. The cells are arranged in a regular, grid-like pattern, with some larger, more rounded cells and others that are more elongated and densely packed. The overall appearance is that of a complex, interconnected network of biological structures.

Depth

In the connected world, **relevant services result from deep thinking** about valuable problems.

What is depth? **Attention to detail.**

Details are our job, not our customer's.

Lasting value comes from total immersion in your client's problem and how your work will solve it.

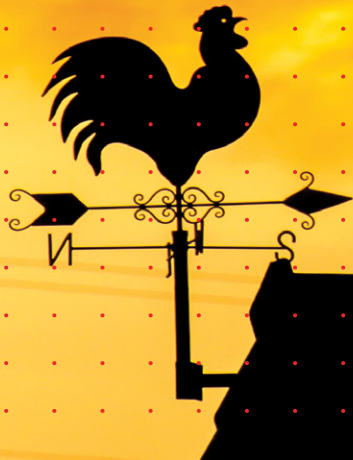
Master all facets of what you do.

What it is not singular focus at the cost of the big picture, having blinkers on.



Futuristic

In the connected world, businesses need to **be sensitive to signals of change** and anticipate its course.

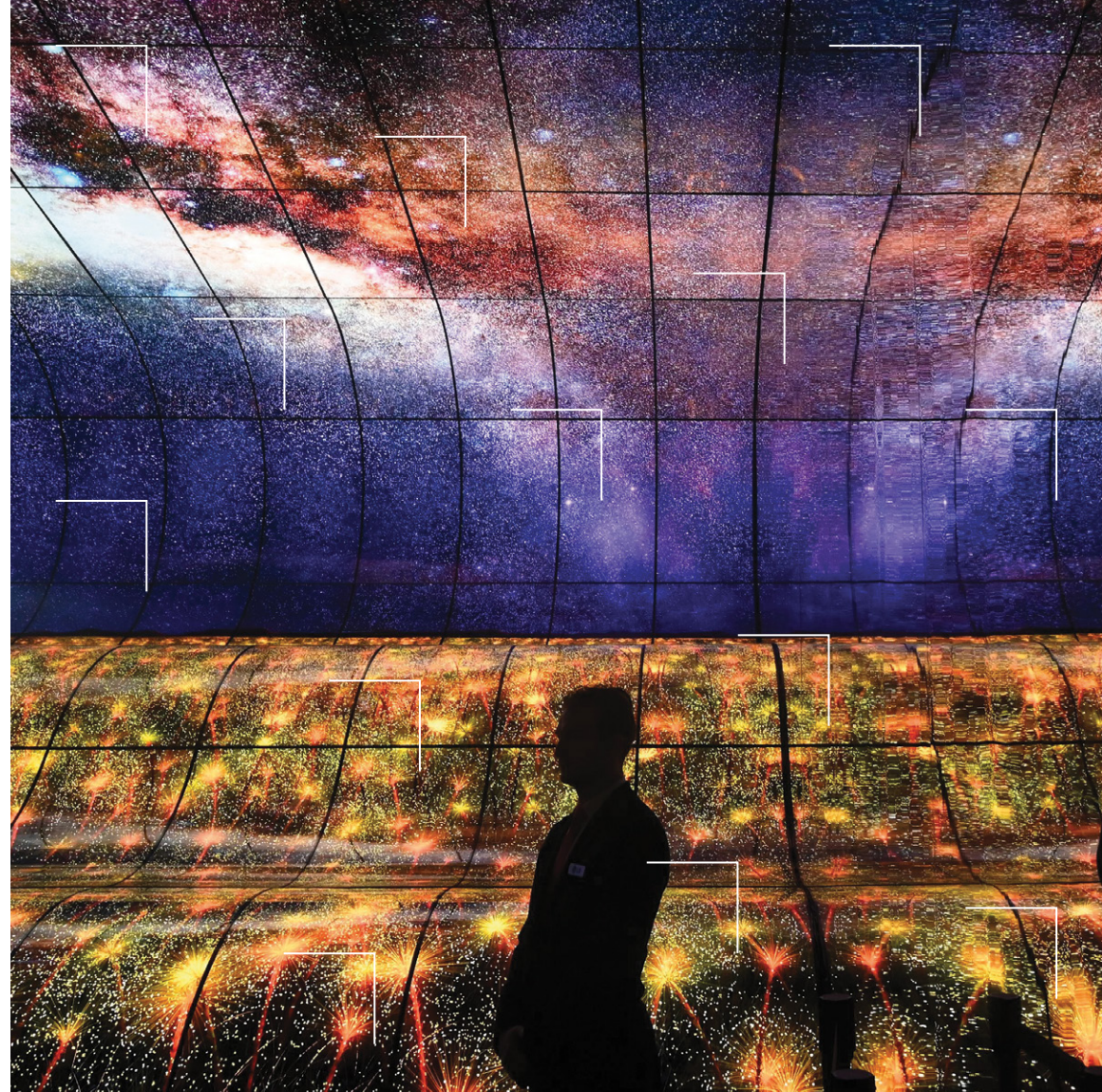


What is futuristic? Proactively identify and embrace the change that's on the horizon.

It could be opportunity. We are here to take our clients into the new digital reality.

Investments in capability now will give dividends in growth later.

What it is not idle speculation, without seeing the signs of the future in today's reality.



A photograph of a bull rider in a rodeo arena. The rider is wearing a white helmet, a white protective vest, and a long-sleeved shirt. He is riding a dark brown bull that is bucking. The rider's right arm is raised. In the background, there are wooden bleachers with spectators. The scene is lit with warm, golden light, suggesting sunset or sunrise. A red grid pattern is overlaid on the entire image.

Persistence

In the connected world, businesses need to tolerate, even embrace failures, **learn and move on.**

What is persistence?

To keep going even when success seems distant.

Difficult situations precede tremendous breakthroughs. Stay on course.

To show up everyday, no matter what.

The best way out is working through it.

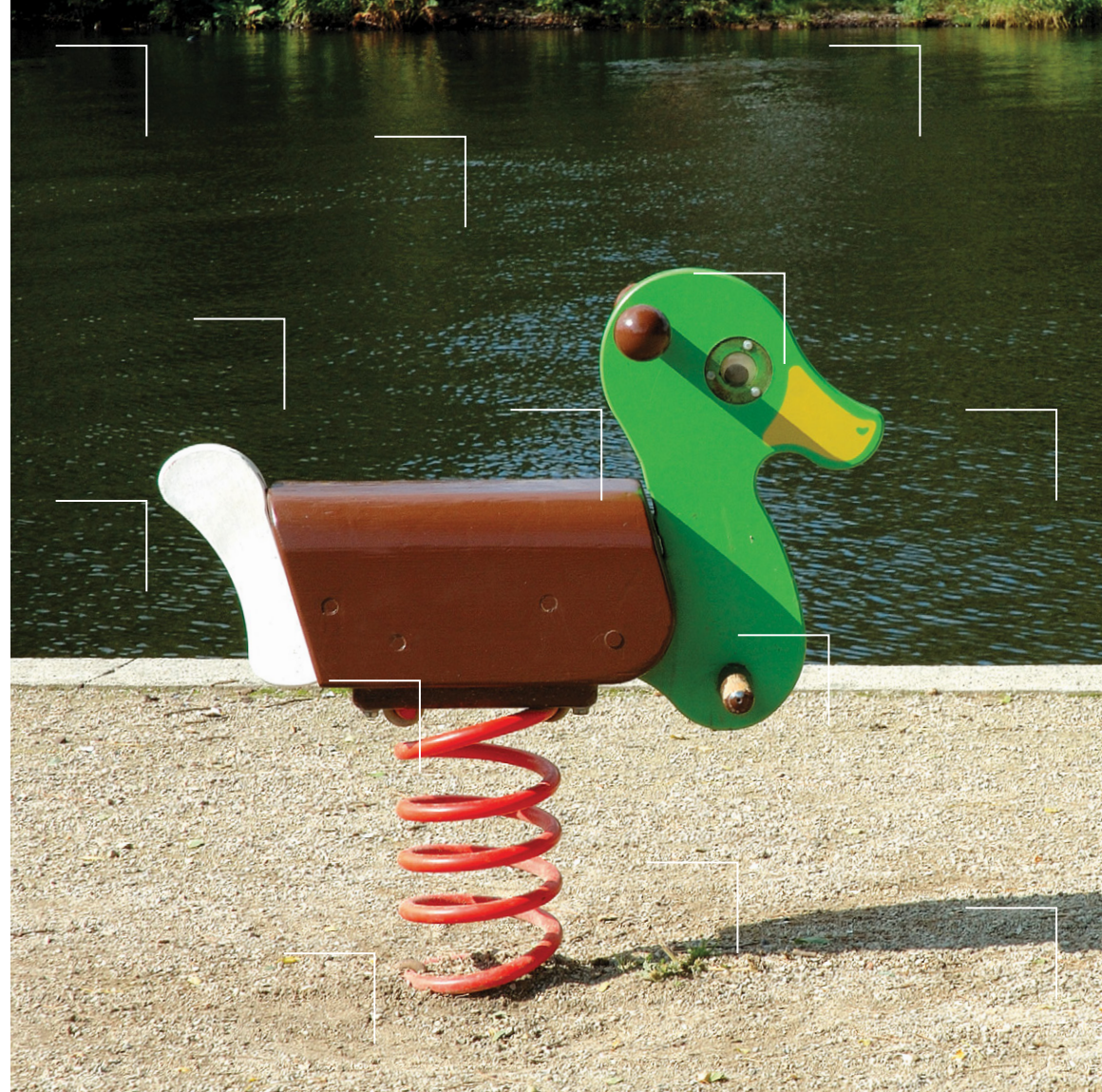
What it is not irrational attachment to ideas based on the effort sunk into developing them.



Our past, present and future.

Our past

is one of **dogged resilience**. We started in a small apartment in San Francisco. Our first client went bankrupt. A year after 9/11, Prodapt nearly did, too. But we stuck to our guns, shrank our spread and powered through.



Our present

is one of **spirited growth**. Our biggest and strategically most critical acquisitions have occurred in this period. We now have a much bigger share of work for clients—old and new.

New offices and more people have come up in the last few years.



Our future

Prodapt is pursuing the technologies of the future—those that are already having a visible impact.

They carry the promise and problems that have been present at every great leap in man's story.

AI, to name one, can challenge what it means to be human—what it means to be just, or creative.

A connected world will spread to inanimate things that humans touch every minute. Its contours are unknowable, and endlessly exciting.

Prodapt will ride these waves with an eye to technology but also towards humanity, making people's lives richer and safer, and making our client's businesses more meaningful.

Maybe that green duck is telling us something.

Prodapt is leading people and
businesses into this world.

**A truly connected world
will be an extraordinary
collective reality.**

PRINTED IN: DECEMBER 2022. *We* are a fast moving company,
in a fast moving world. The information in this book is correct
as of the date of printing.

Prodapt,

www.prodapt.com