

Our manifesto

BSOLVE builds, automates and connects systems to help businesses run better.

This is our manifesto. It puts into words why we exist, what we do and what we stand for. We believe that strong opinions should be weakly held, so we welcome [comments, questions and criticism](#) at any point. Let's build a better world together with systems!

Our work

- We build processes which automate repetitive, easy-to-forget or complex administrative tasks.
- We build systems which store large amounts of information in a structured way and help people input, retrieve and use that information productively.
- We help organisations understand the impacts new developments in the systems world have on them.
- We help organisations to select, design, plan, configure and deploy cloud platforms and applications to achieve specific business goals.
- We help organisations get the most out of complex cloud systems by monitoring and continually optimising them.
- We design and build the connections between platforms and applications to enable them to work together efficiently.

Our principles

1 Vagueness harms clarity

Being specific can make the difference between understanding or completely missing the point. In a world of systems, ones and zeros matter, but being on exactly the same page as the person you're talking to matters even more. Every time we explain what we're doing, what we're delivering, or what we're expecting, we try to describe it as simply and specifically as possible. When everyone knows exactly what they're giving and getting, everyone wins.

2 We don't always know, but we can always figure it out

It would be pretty incredible if we always had all the answers immediately, but they would very likely be the wrong answers. No one always knows. We very often don't, but we pride ourselves on our ability to figure out even the most complex questions and solve the toughest problems. In many instances, this is our primary value proposition. We're experts at figuring things out.

3 Tell short stories, but tell them well

Short, to-the-point explanations are just easier to understand. We respect that time is valuable, so we spend a little more of it when structuring our explanations so that everyone else can spend less time reading and understanding.

4 Strong opinions should be weakly held

Diverse, interesting conversations about both technical stuff and life are important. We thrive on new ideas, on breaking down existing boundaries if they don't make sense, on considering contrarian opinions if they do. All of this means that we have strong opinions and we take a stand based on the ones which seem most logical to us. More importantly, we're absolutely ready to change those opinions when they stop making sense.

5 Less formal, more human

If the change to remote working has taught us only one thing, it's that we're all human. We're not impressed by suits anymore (not that anyone really was, let's be honest). Being professional isn't about how you dress, about job titles, about robotic salutations. It's about delivering. More comfort means more productivity and better delivery. Incidentally it also leads to a happier life. Isn't that what we all want?

6 Celebrate accomplishments

Everyone likes making someone else's day. When a team member makes a client's day in even a small way, we smash the like button and send kudos. Why? Because size doesn't matter when it comes to victories.

7 It's fine to say no sometimes

Over the years, we've politely said no to many more projects than the ones we've ended up taking on. If something about a piece of work will prevent us from delivering our best, we say so. If we're asked to do something which doesn't make sense, we say so. Our reputation and the satisfaction we get from delivering quality work sometimes overrides a potential invoice; we play the long game where this translates into a net positive for everyone.

8 Team members are family

Most people spend as least as much time with their colleagues as they do with their family. We pick our team very carefully and make a point to be open, honest and respectful at all times. On the other hand, we've also been known to very regularly be a group of jesters. A few laughs a day never hurt anyone!

9 Give the kind of service you'd want for yourself

Everyone has a poor service horror story they tell their friends about. We try to put ourselves into our clients' shoes and imagine what would make us happy if we were them. Empathy helps us discover what creates this happiness and then deliver it to everyone's benefit.

10 It's not all about work

Work is a means to an end. No one wants to work *all* the time. We hear this regularly, because it's true. Time spent with family, exercising, running chores and even simply doing nothing is important. This is why, during work days, life event interruptions are perfectly fine. We grant our fellow humans the time to get personal stuff done because we trust each other enough to know that we'll still honour our work promises.

