

Mission Statement

To enable our customers to achieve their digital transformation goals by delivering secure, high-performance networks using integrated, state-of-the-art technologies and world-class expertise.

Section 1 – Values Statement

At Switchshop our overarching goal is to 'do the right thing'. That means do the right thing for our customers and do the right thing for our employees.

We aim to act with integrity and honesty at all times; expect and require high standards; build relationships; and conduct ourselves with compassion and friendship.

1 Quality

1.1 Technical excellence

We pride ourselves in having a large but tightly knit professional services team made up of exceptional engineers, including individuals who rank amongst the best in the world in their disciplines.

We invest heavily in our technical capabilities, both in terms of lab facilities and training for our engineers and sales team to ensure that we are at the cutting edge of technological developments.

We think it is vital that all our engineers have the time and resources to be able to do what they enjoy, which is play with the products that we sell. That includes, testing their capabilities, breaking them, fixing them, getting them to work with other hardware.

As an organisation we aim to continuously improve our knowledge, processes and systems to ensure we are at the cutting edge of technology. This is vital to stay relevant for our customers and staff.

1.2 Focus on a small number of technologies and vendor partners

We don't try to be all things to all people. We have selected a small number of manufacturers that we feel offer best-in-market solutions for our customers and we have worked very hard develop a deep knowledge of their portfolios from a sales and technical perspective. We have obtained the top-level partner certifications with all our primary manufacturer partners and we want to be the best partner and a trusted advisor for our customers within our focused-disciplines.

We recognise that the technology professionals of many of our customers have a broad portfolio of responsibilities across their digital estates with a wide range of disciplines and vendors to deal with. We offer specialised support to our customers across networking, wireless, cyber security, servers, storage and VoIP from a sales and technical perspective.

1.3 Added Value

We promote our #notjustashop tag. We truly believe this. Although we are rarely beaten on price, we really distinguish ourselves by the standard of service and level of expertise that we deliver to our customers. This is true of all of our teams throughout the sales and post-sales cycle from sales and pre-sales, through logistics and finance, to engineering and support.

The world of IT throws up all kinds of unexpected events. We believe the measure of a trusted partner is not how they behave when everything goes to plan but what they do when things go wrong. We really do care about helping customers and finding solutions to their problems. This is engrained in the philosophy that we promote amongst everyone that works at Switchshop.

2 Integrity

2.1 Technically-led

This means that all our sales and systems architecture is focussed on delivering the right solution at the right time for the customer using the most appropriate technology available. We will never propose a solution to our customer unless we think it is the best fit for their needs. We will not oversell or try to make a quick sale if we do not think it is in the long-term interests of the customer. We would rather not make the sale (or lose the sale to a competitor) than promote a solution that we think is wrong or does not provide good value for the customer.

2.2 Honesty and transparency

Long term relationships are built on trust and trust can only be built through honesty and transparency.

We are plain-speaking and transparent with all customers and suppliers. We make our views clear and we are willing to stand by them at the expense of short-term gains.

Where there is an issue we will flag it as soon as we can (even/especially where it is our fault). Our focus is on getting the best outcome for our customers and that means putting all our focus on resolving issues as quickly as possible when they arise.

2.3 Do the right thing at the right time

We have spent decades understanding our markets and our technologies. We understand technology cycles and the pressures that customers face. Our solutions are always designed with the holistic technology strategy in mind and the goal of maximising the long-term customer benefits of any customer purchase.

3 People

3.1 Our people are our most valuable asset

We recognise that our people are what makes Switchshop what it is. We want Switchshop to be a fun and rewarding place to work. We invest heavily in our staff through training and resources and want our people to build a career at Switchshop.

We want everyone to take pride in Switchshop, share in our successes and be able to grow professionally with the company. We treat our employees with trust and respect, we are open to feedback and we are constantly looking for ways to improve.

This is reflected in our excellent staff retention. It is rare that people move on from Switchshop and we receive consistent feedback from staff is that they feel like they are part of a family regardless of their role in the company.

3.2 Relationships over profit

We value our long-term relationships with our customers, our suppliers and our employees above short-term profit for the company and will always make decisions on that basis.

3.3 Environment

Sustainability and environmental responsibility is at the heart of our ethos at Switchshop. We have held ISO14001 certification for over 10 years and our environmental and sustainability management system is deeply embedded in the company.

We have a long-standing commitment to running our business in a way that minimises our impact and the impact of our supply chain on the environment which includes a detailed plan to achieve Net Zero emissions by 2035.

3.4 Making a difference/Community

We truly believe that Switchshop offers a platform to make a difference, in the professional and personal lives of our team along with the communities around us. We take great pride in being able to deliver positive outcomes in projects directly related to our business and those which cross our paths as we move through our journey.

We support a number of charities and local good causes including local schools and sports teams.

Our head office is near Luton and we are also proud to be a long-term sponsors of Luton Town FC, whom many of us have supported since childhood.