



AURA ADVANCED TECHNOLOGIES

.....Leveraging your business

Our Guiding Principles

- **We** provide products and services of the highest quality and the greatest possible value to our customers, thereby gaining and holding their respect and loyalty.
- **We** encourage flexibility and innovation.
- **We** support the diversity of our people and their ideas.
- **We** strive to be acclaimed by customers as a service leader and view customer satisfaction as essential.
- **We** participate in those fields of new computer technology that build upon our existing talents and customer base and that offer opportunities for continuing growth and profit.
- **We** view leadership as a service rather than a status.
- **We** emphasize shared responsibility.
- **We** support learning from failure rather than blaming for failure.
- **We** pay attention to process as well as objectives and results.
- **We** provide our staff with liberal access to the tools they need to get the job done.
- **We** practice what we preach.