

Stakeholders

We are passionate about what we do and care for every stakeholder. We understand that at the end of the day, the ultimate objective of each of our stakeholders is their well being and that of their families. As such, we agree that we should be better, at achieving that goal, together, rather than apart. Our ultimate objective is to delight every stakeholder associated with our company.

Associates

As Value #1 states, Digitech is determined to hire and develop GREAT people. To that end, we seek people who are corporately committed to living the Goals and Values and personally committed to exercising all the Attributes of Success. Each of us is personally responsible for monitoring organizational accountability and creating a culture of trust. We understand that people do business with people they like and trust. To foster a trusting environment, Digitech is committed to open and honest communication throughout the organization. We want every Associate to draw energy from working on our team.

Distribution Partners

Digitech is aware of our reliance on our indirect distribution partners for our success. Without them, we would not have achieved the success we have enjoyed to date. We understand our distribution partners rely on our products and services to earn a living and that they put their reputations on the line every time they endorse our products. As a company, we should do our best to meet or exceed their expectations and always consider the affect our decisions have on these trusted partners. We want to be easy to do business with and be the preferred vendor of choice for each of our partners.

Customers

Digitech recognizes that distribution partners and end-users of our products and services are our customers. Our value proposition to our customers is to offer them the inherent competitive advantages of utilizing our software and services and to support them with legendary customer service. Digitech also understands that as a manufacturer we determine the products we will offer. We depend upon our customers to ultimately decide if they "are good" or if they "are bad". We must never forget that. The life blood of our company is acquiring and keeping satisfied customers.

Vendors

We understand and value the vendor/customer relationship and recognize our dependence on our vendors for our success. Digitech strives to be a good customer to our vendors. Our philosophy is that we will not feed our families by taking food off of their tables. As such, we will make every effort to pay our bills on time and always seek win-win solutions when differences arise. We want our vendors to enjoy working with us and make money so they can enjoy financial stability. We can only be successful when our vendors are successful.

Stockholders/Creditors

Digitech recognizes that our capital partners have put their faith and trust in us and we are committed to earning that trust everyday. We further recognize that investors and creditors have choices in investment partners, and so do we. Our focus is on creating synergistic relationships and meeting our commitments by doing what we say we are going to do and we expect our partners to do the same. In doing so, we want all capital partners to fairly share in the assumption of risk and enjoy healthy returns for their efforts.