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What the Centific Name and Logo Mean

Art and science, soft and hard, come together in this very modern and creative name that immediately positions us in a competitive set among the industry's most forward-thinking and trailblazing minds.

The Centific logo represents the coming together of ideas (brain waves) to solve our clients' most complex business challenges. In the word Centific, the letter "f" and the second "i" are joined together to represent the inseparable partnership.

Why We Are Rebranding

The change in our brand identity is the culmination of the many milestones we have achieved together and with everyone's support during the past few years.

In early 2020, we spun off from our parent company Pactera and became Pactera EDGE. Since then, we cemented our leadership position in the market place by doubling down on our data, intelligence, and global experiences capabilities. We also brought in fresh new talent, invested in market-leading intelligence solutions, and refined our processes to provide our clients with greater efficiencies, all

with a human-centric philosophy.

Our business model is also evolving. Soon we will be launching a core platform that will serve as a marketplace for clients to match their project needs with a supply of resources composed of both our own employees and well as a carefully curated gig workforce.

So, the time is right to launch a new brand that more accurately represents who we've become and where we're going.

Who We Are and What We Stand For Today

A rebrand is more than a logo and a name. It's a restatement of who we are and what we stand for.

At Centific, our **vision** is the main driver of our thriving corporate culture: We believe in the symbiotic relationship among humans, businesses, and technology.

Our **mission** is to harness the power of technology to enhance business value and the human experience.

Our everyday decisions adhere to our **values**:

- **Exploration**: we look ahead to see what's next.
- **Empathy**: we listen and learn from others' perspectives. Inclusiveness: we celebrate diverse ideas and people.
- **Collaboration**: we achieve more by working together.
- **Drive**: we win by staying excited about our work.
- **Trust**: we build relationships by being reliable and accountable.

Guided by this brand philosophy, we have carved a unique position in the market as the leading platform where data, intelligence, digital engineering, and user experience capabilities are matched to the exact needs of our clients as they tackle the business challenges of today's modern enterprise.

What's Next for Centific

We'll continue to do what we've always done: deliver on our brand promise. Every day. For our clients. For our people. For the world we live in. We're Centific. We harness the power of technology to enhance business value and the human experience in everything we do.

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