

uqudo

# IDENTITY BOOK



[www.uqudo.com](http://www.uqudo.com) [u:'b:bo]



uquds

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BASED ON THE ZULU  
WORD (uqodo) FOR  
TRUTH, REALITY OR SELF.



# Our story



We are built to embody the essence of trust, uqudo was born of a mission to rid the digital world of fraudulent identities. We aim to instil trust in digital transactions on the internet where interactions were essentially based on anonymity.

Founded by a team of Identity experts, uqudo has a long heritage of delivering large scale high quality projects as a consultancy with success stories in digital federal national identity programs, national driving licence systems and even national electronic passport programs.

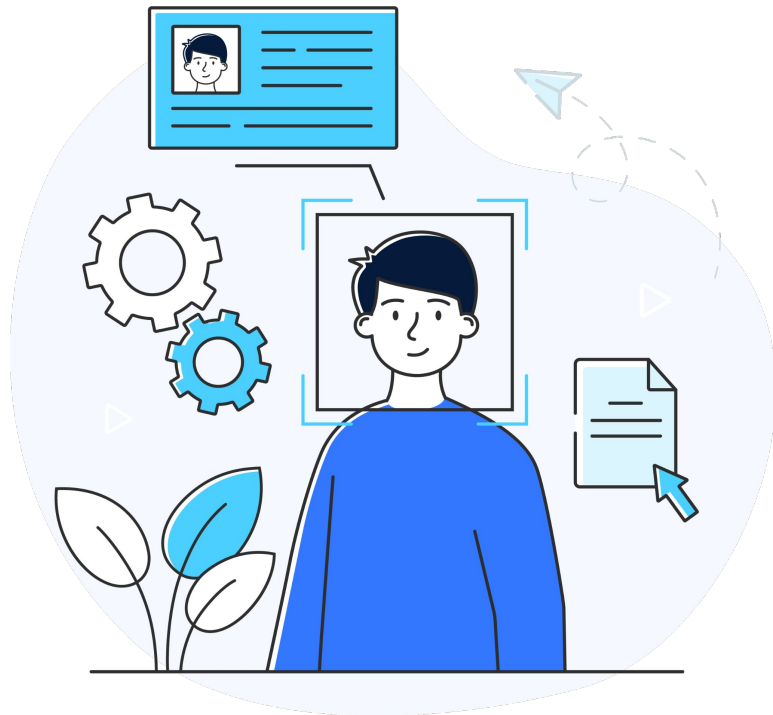
As a natural progression to these successes, uqudo has reinvented itself as an identity layer accessible by all organisations empowering them to get to know their customers in ways they have never been able to do before. An intelligent AI based identity layer that's future-proof, dynamic and secure.

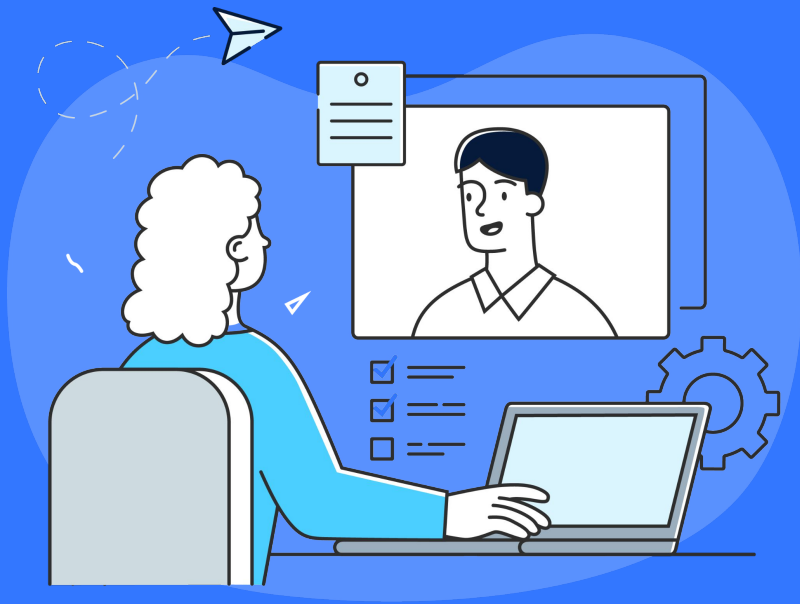
With the latest and smartest technologies, superior customer experience, and a culture centred around trust, excellence and innovation, uqudo is building the identity layer that drives trusted transactions in the digital world.



TO BRING **TRUST**  
TO DIGITAL  
TRANSACTIONS

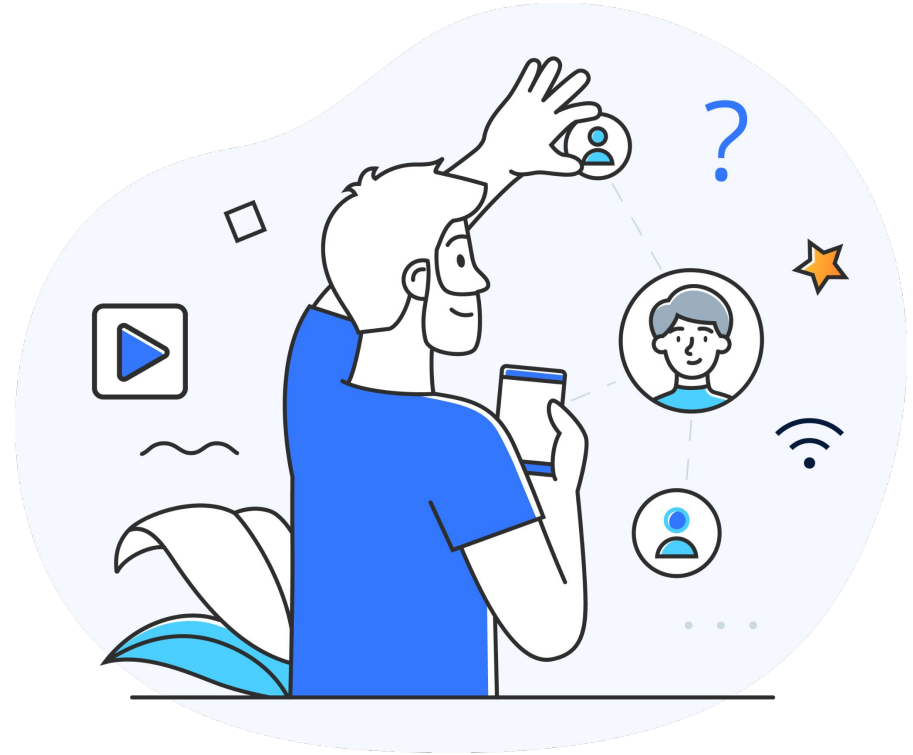
# TO BUILD THE IDENTITY LAYER THAT WILL REDEFINE THE IDENTITY INDUSTRY



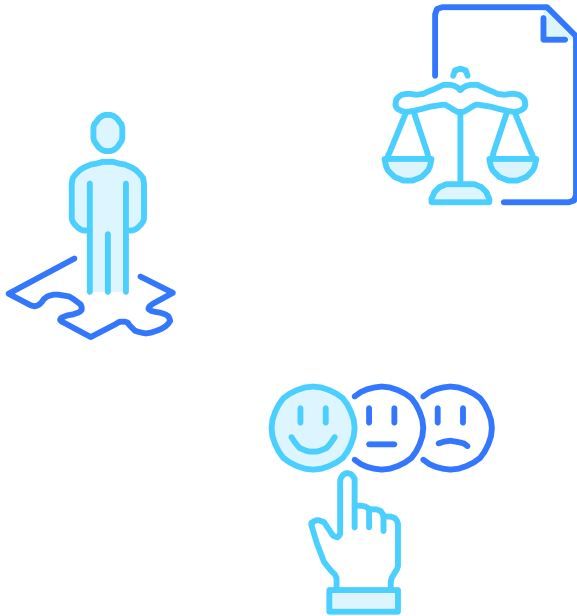


**WE RECRUIT,  
RETAIN, &  
RELEASE BASED  
ON OUR  
COMPANY  
VALUES.**

# SO WHAT ARE THEY?

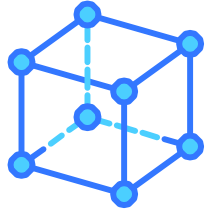


# Trustworthy & accountable



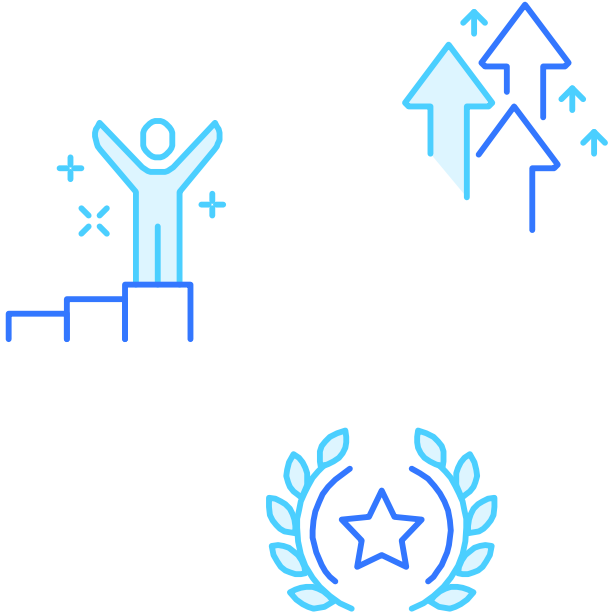
- We embody trust, & practice it.
- We are honest, ethical, and fair.
- We know, trust and abide by our company's values & code of conduct.
- We trust that everyone is doing their job right
- We keep away from negative attitude and stand up for one another.





- We think outside the box.
- We come up with new & creative ideas that have the potential to change the space & pursue them.
- We pioneer, because we can.

# Excellence



- We know we can do things better, and we do.
- We pursue excellence in everything that we do and strive to be the best.
- We hold ourselves accountable to high standards and aim to continuously raise the bar.

“

I always did something I was a little not ready to do.

I think that's how you grow. When there's that moment of '*Wow, I'm not really sure I can do this,*' and you push through those moments, that's when you have a breakthrough.

”



Marissa Mayer

CEO of Yahoo

# Efficient & Effective

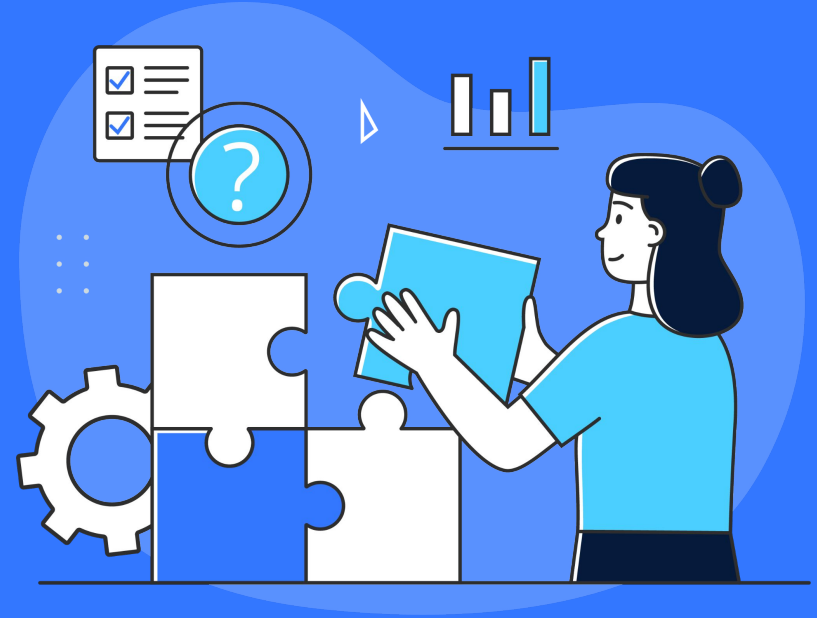
- We move quickly and in the right direction.
- Efficiency and effectiveness is central to our service.
- We get excited by the prospect of helping our partners and their customer achieve their goals faster.





- We are friendly, approachable, and care more, always.
- We put our customers first.
- We are hands on and aim to take our customers step by step on a journey.
- We align employee, partner and company success to achieve win-win with a personal approach.

GOT IT...  
BUT **HOW** DO I  
APPLY THESE  
VALUES?





**GOOD  
QUESTION!**

# HERE'S HOW...

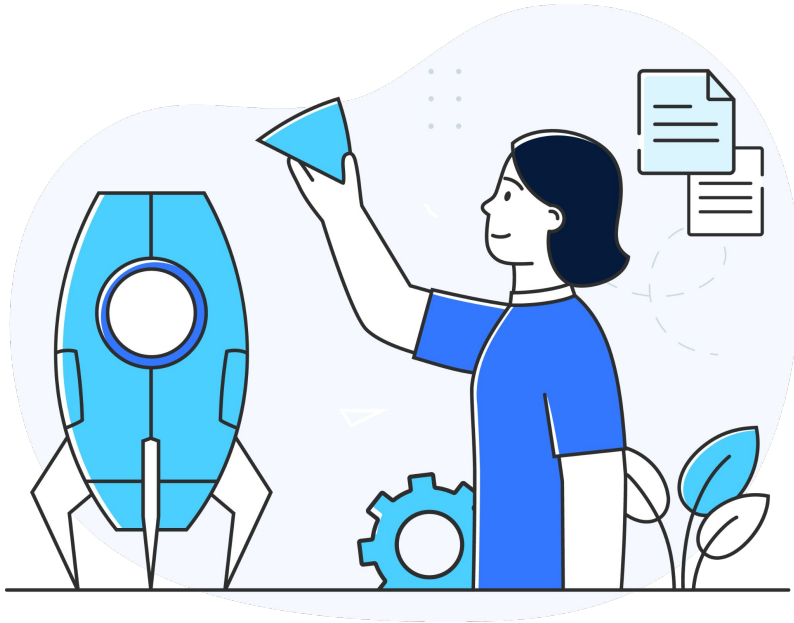






# FIND YOUR uquds IDENTITY





**YOU SHOW  
INDEPENDENT  
THOUGHT & A  
PIONEERING  
ATTITUDE**

**YOU AREN'T  
AFRAID TO SPEAK  
UP & CHALLENGE  
THE STATUS QUO**



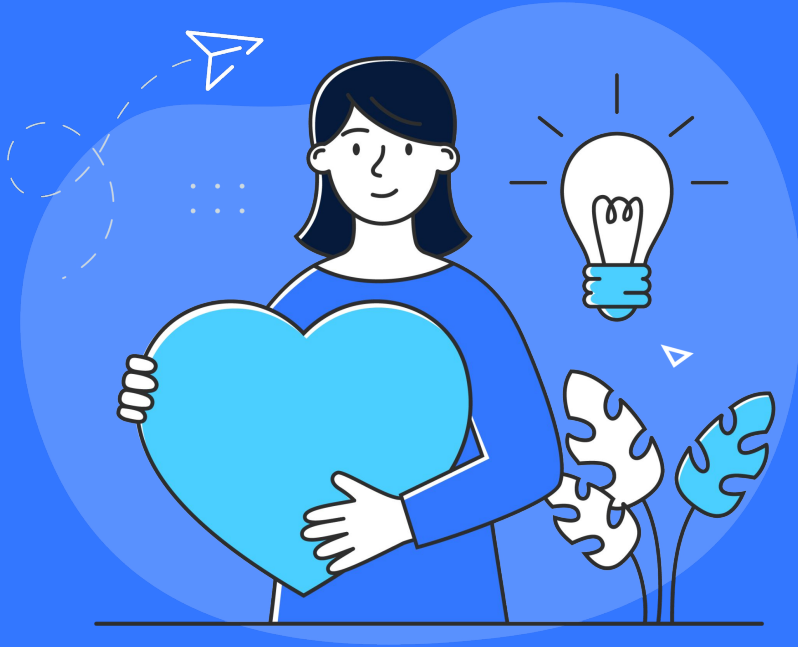


**YOU FOLLOW OUR  
CODE OF CONDUCT  
& ALWAYS ACT IN  
uquds's BEST  
INTEREST**

**YOU IGNORE PERCEIVED  
LIMITATIONS. YOU SUPPORT THE  
GROWTH OF OTHERS & ARE  
COMMITTED TO CONTINUOUS  
PERSONAL & PROFESSIONAL  
DEVELOPMENT.**

**YOU** DON'T BEHAVE  
SELFISHLY, YOU'RE  
A TEAM PLAYER, &  
**YOU** STAND UP FOR  
OTHERS IN TIMES  
OF NEED





**YOU NEVER JUDGE,  
YOU SHOW  
COMPASSION, & YOU  
EMBRACE DIVERSITY  
OF THOUGHT &  
OPINION**



**YOU ARE  
ALWAYS HONEST,  
WITH YOURSELF,  
& WITH OTHERS**



**BE YOU.** YOUR Uquds IDENTITY  
IS A REFLECTION OF YOU. BE  
AUTHENTIC. AND ALWAYS BE THE  
BEST VERSION OF YOURSELF.

**WE LOVE TO WATCH YOUR  
uquds IDENTITY UNFOLD...  
FIND IT, HOWEVER LONG THAT  
TAKES... AND EMBRACE IT  
EVERYDAY!**

WANT TO KNOW MORE ABOUT HOW  
WE THINK & FEEL at Uquds &  
HOW THIS IMPACTS YOU?

Check out our:

**EMPLOYEE HANDBOOK**



## COMPANY DETAILS

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