



CORE VALUES AGREEMENT

Please read the following. If you agree to the Core Values Agreement, insert your name, company and date at the bottom:

APEX companies adhere to the following Core Values Agreement:

- 1. Complete Solutions**
The APEX company works to provide a comprehensive AV system that meets the client's communications needs.
- 2. Informed Advice**
The APEX company pursues a collaborative relationship with the client to understand the needs and recommend solutions to achieve complete customer satisfaction.
- 3. Best Value**
The APEX company seeks to give the client the best possible value and return on investment.
- 4. On-Going Technical Support**
The APEX company provides on-going support for the AV system through warranty and maintenance programs to ensure the system's usability and the client's satisfaction.
- 5. Systems Compatibility**
The APEX company designs or provides a seamless operational interface for components used in a permanent installation to create a stable and viable system.
- 6. Scalability**
The APEX company designs and integrates AV systems that promote ease-of-use, long-term cost-effectiveness and upgradeability.
- 7. Clear Scope of Work**
The APEX company specifies in the proposal and quotation all the necessary components and services required to create the AV system and clearly calls out and discusses any exceptions.
- 8. Appropriate Documentation**
The APEX company provides appropriate and complete documentation of the system as specified in the vendor's proposal and quotation or the consultant's specification.
- 9. Expert Technical Staff**
The APEX company staff are in programs to become industry certified, to maintain their certification and to keep current on new developments in AV technology.
- 10. Training Support**
The APEX company is a source of professional training services to help clients become proficient in using AV technologies and systems and to advance their communications goals.

Name: _____

Company: _____

Date: _____

Please send completed application and any additional materials to APEX@infocomm.org.