



Vision, Quality Policy and OKRs

Strategic Vision Statement

- Be the fastest growing business in our sector by providing complete solutions to our clients whilst building our brand to be synonymous with Quality, Service and Technical Engineering.

Quality Policy

Impulse Embedded combines industry insight with technology know-how to design, build and supply outstanding solutions for computing, control and communications in demanding environments.

We commit at all levels of our business to satisfy our customers and other interested parties' requirements by:

- Providing quality assured products and systems which meet customers needs and applicable regulatory and legislative requirements whether sourced or manufactured by Impulse Embedded.
- Providing excellent customer focus and service through all interactions with our clients to ensure we fully understand their needs and expectations.
- Handling, storing, protecting, and transporting products to meet the needs of the end user
- Providing products and services in a timely manner complying with the needs of the customers wherever possible.
- Providing all our employees with the necessary skills, knowledge, information, and business systems to enable customer requirements to be communicated, understood and delivered.

We commit to continually review and improve our Quality Management System which will be defined and communicated to all interested parties.

Our Objectives and Key Results process will be used to establish and review measurable quality and business objectives for the improvement and growth of the business and track progress to our Vision and Quality Policy.

Objectives and Key Results – Top Level

- Be the fastest growing and most profitable business in our sector.
- Create and use market leading systems and process within our business.
- Be the best place to work in Staffordshire.
- Build the Impulse brand to be synonymous with Quality, Service and Engineering.
- Become a complete solution provider and technical partner to our clients.

Craig Wright - Managing Director
July 2022

A handwritten signature in black ink, appearing to read "CWright", written over a light blue horizontal line.