



b.IzToRy

Everything About Us

	Biztory in short	05
	Offices	07
Our Ambition	Mission	12
	Vision	14
	The Flywheel Strategy	17
	Trust	19
	Train	20
	Technology	21
	Our journey so far	24
Our World	Values	31
	Meet the teams	37
	Company Structure	40
	Communication	41

Joining us

Hiring Process **40**

Benefits **41**

Career development **43**

Professional development **45**

Founder's letter

Introduction

Welcome to the first attempt of our Biztory Handbook.

In the following pages, we will try to provide you with a better understanding of all things Biztory. If you make it to the end, we're confident that you'll have a thorough understanding of what company we're building. Who we are, what we do, and how we do it.

More importantly, we believe this handbook explains *why* we do the things that we do here at Biztory. We're here to help people get answers from their data. Easier. Faster. To make that happen we bring together the brightest minds and latest technologies to create innovative and impactful solutions.

We need the very best people to succeed - whether that be delighting our clients or delivering against the Biztory vision. Every one of you reading this document can contribute to the company's success by bringing your energy, authentic personality and unique skills. All of which are centred around a shared common ground: our **company culture and overall mission**.

This handbook looks behind the scenes at what all of this means in practice. We'll guide you through these fluffy terms and what they mean to us.

We kick things off by taking you on a short introduction about Biztory. Afterwards, we'll provide you with a deep-dive into our ambitions - resulting in our company's mission statement and our vision for the future of Biztory.

Next, you'll read more about the **3 pillars that define the Biztory Flywheel**, and that sharpen the focus on key areas to build Biztory as the company we have envisioned. We'll give you some insight in how we've done so far on our journey as well.

Our company **values & principles** will provide you with a deeper understanding of the type of company we want to build and how we engage with both our clients and internal teams. We have put a lot of thought into figuring out what it means to be a great colleague and an ambassador of our company, and we've made sure that all corners of Biztory have been involved in the process.

After a glance at our guiding values and principles, we'll review the **team structure** and the brilliant people we need to create a Biztory that delivers against its vision. Here you'll also be able to understand how you can contribute to shaping and building that vision..

This handbook is, and always will be, a working document that will evolve alongside the company that we're building.

Happy reading,
Team Biztory

Biztory in short.

Biztory is a European data consultancy.
We empower people and their data,
accelerating organisations with a Modern
Data Strategy.

The numbers

Founded

2015

Countries

4

Different native languages

20+

Colleagues (and counting)

105

Women / Men / Other %

51/48/1

Awards

10

Average Customer NPS

8.8



Antwerp

Team members: 40

Founded: 2015

Features:

Flexible desks - Free lunch - Coffee corner - Padel

The Biztory headquarters are located in Kontich, near Antwerp, where the largest IT hive-mind in Belgium lives. It's the location where Biztory was born and where we connect with some of our main partners and investors.

Prins Boudewijnlaan 24e
2550 Kontich



London

Team members: 40

Founded: 2018

Features:

Remote first - Central London Office
- Personal Education & Travel
Budgets - Private Medical
Insurance

307 Euston Road
London NW1 3AD

The London office is the main hub of our UK team. This is the third location where we opened an office. Going overseas was a big plunge to take - something no other company within our investor group had ever done before. But that's why the Biztory mascot is a little penguin - to remind us that staying where you are, isn't going to get you very far. 🐧



Amsterdam

Team members: 14

Founded: 2016

Features:

Flexible desks - Rooftop - Team
Fridays

Gooimeer 1 - Parc Gooimeer Offices
1411 DC Naarden

The Amsterdam office is the main hub of our team in the Netherlands. This is the most second location where we opened an office to further expand the Biztory brand and growth.



Düsseldorf

Team members: 14

Founded: 2016

Features:

Flexible desks - Rooftop - Team
Fridays

Fürstenwall 172 - Design Office
40217 Düsseldorf

The Düsseldorf office is the main hub of our DACH team. This is the most recent location where we set shop and are looking to conquer the market quickly. It is located in the Design Office building, where you will find a work environment that is equally attractive, flexible, and functional, and that contributes to the well-being of our team.

Our Ambition



Mission Statement

Our mission is to build the greatest data teams around the world, by empowering people and organisations with easier, faster access to trusted data and technology - accelerating the data journey of our clients, team and partners whilst enjoying the ride along the way

Mission

“Our mission is to build the greatest data teams around the world, by empowering people and organisations with easier, faster access to trusted data and technology - accelerating the data journey of our clients, team and partners whilst enjoying the ride along the way”

We are here to help people get answers from data. Easier. Faster.

Data-driven has become the norm, something many organisations are looking to become. Unfortunately, not many of them do. We're here to change that, by making "becoming truly data-driven" a reality.

Let's look at some important keywords in our mission statement:

- We're not looking to simply deliver reports and give people access to data. We want to **empower** and **train** them by giving them the right skills, tools and knowledge to leverage the power of their data.
- Working with data only works when people have **trust** in what data they are seeing and **trust** the Biztory team to deliver the best possible work, guidance and enablement.
- We help people get answers from data easier, faster by using **technology**. Technology flows through everything we do - which is why it's crucial to master the tools we work with, whilst remaining lean and agile enough to deploy swiss-army-knife-deployments when necessary.



Vision Building the greatest data teams.

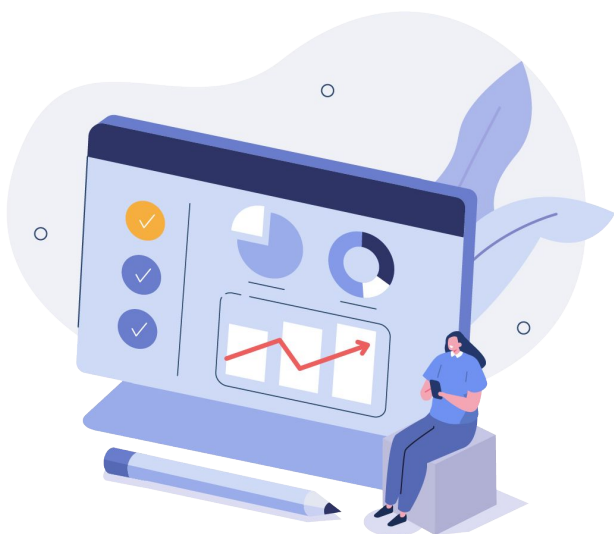
Today

Biztory has come a long way since getting started in 2015. Our goal was simple back then: bring data visualization to the people with a hyper-focus on the product Tableau.

Now, years later, here we are... a **leading data consultancy across Europe** focused on providing full-stack digital data strategies with the same passion in mind: **People**.

We're a fun bunch of people - something that's helped us **attract and retain brilliant talent** and grow rapidly..

Now it's time to shift into higher gears, and start **building for the future**. It requires moving fast but also necessitates investing in the long-term mission and vision we have laid out - and **sticking to it!**



The Future

We genuinely believe in our vision, and we are dead serious about reaching it. We have big ambitions, but **we trust** we can make the dream work. Why? Because we truly want to do things differently to 98% of the other consultancies out there.

We are **on a mission to build the greatest data teams around the world**. We will only get there when we make decisions based on what we want to become, not what we currently are.

Therefore, we need to have a **strategy** in place that sets the direction to make our vision become a reality. An agile plan that covers diverse aspects of our organisation, but with a shared common ground: The **3 pillars that are the foundation of the Biztory Flywheel**.

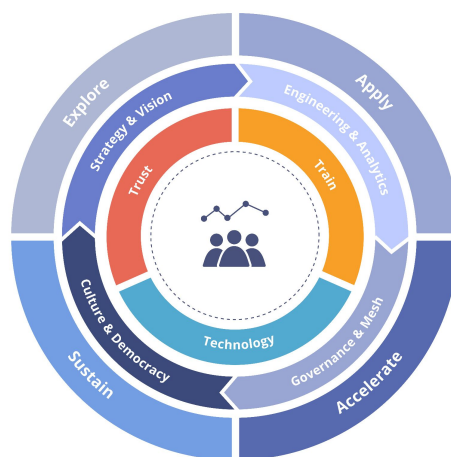


The Biztory Flywheel Strategy

Our Strategy should be viewed as our agile plan to reach our vision. At its core, it is built from three areas: Trust, Training, and Technology. Each strategic area has its little sub-vision and its own goals. From there, we apply a transparent strategic plan that we update as soon as we need, but more thoroughly once per year.

Let's cover these areas together with their purpose on the following pages.

The Flywheel we create stems from these 3 pillars



Trust

From experts in data or analytics to mathematics, computer science and **consultancy** – we are at the top of our game. We offer wide and deep expertise in all areas that are relevant to succeed in delivering **trusted** data at the fingertips of people both at client and internal teams.



Train

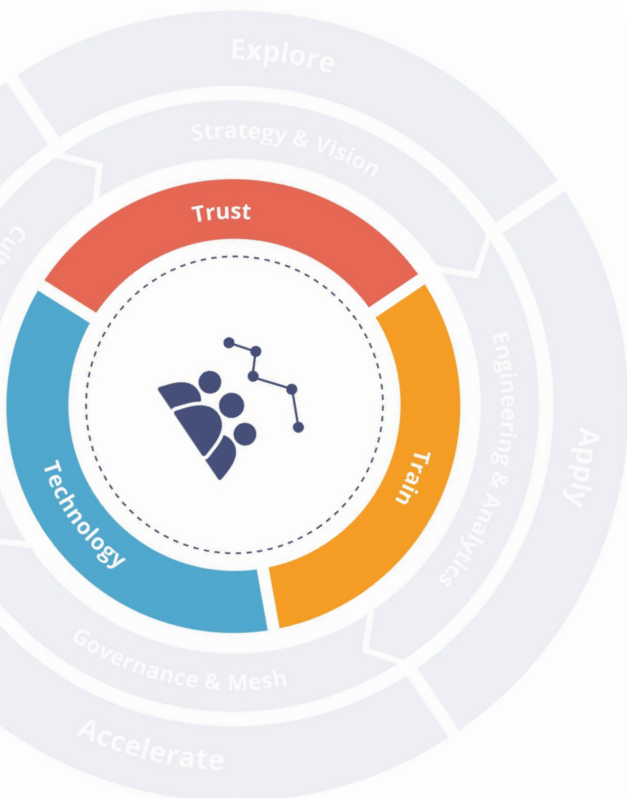
We've worked with hundreds of businesses, from start-ups to global enterprises. We have gained considerable experience that we share with all clients & team members to **empower** them with knowledge and **train** them with skills to help become the greatest data team.



Technology

We have an extensive toolbox of third party and proprietary technologies designed to **accelerate the data journey** of our clients. We apply **technology**, both from platforms and ourselves, to improve performance.

Trust



Trust is all about becoming a trusted authority in the industry.

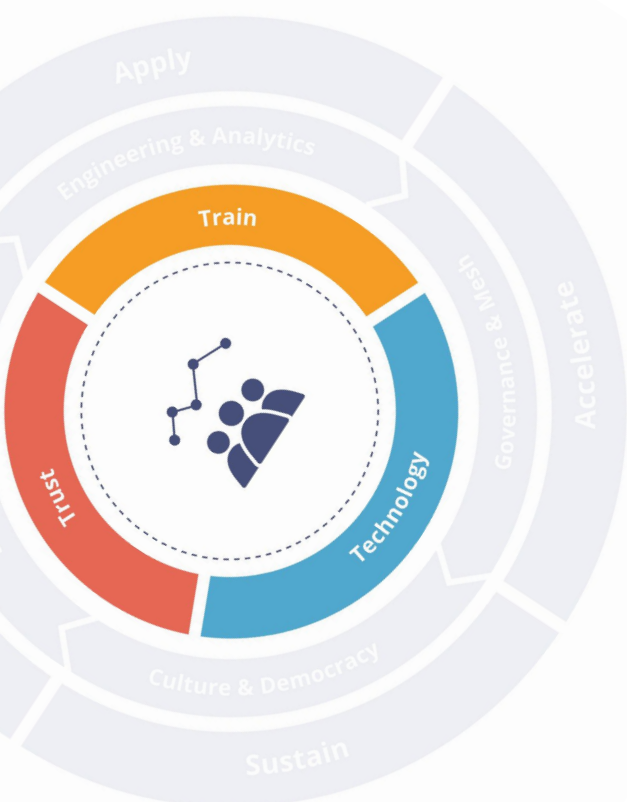
Not just because we deliver impactful **consultancy** and are experts in what we do... but also because we **build trust in the data** an organization has.

You see, trust is all about data and culture. An organisation must not only be able to trust their data **quality, management** and **security**.

It's also very reliant on the culture of how the data is perceived. Working on branding, creating internal communities, and creating a democratic **data culture**.

Internally, trust goes beyond the quality of the work we deliver. It's all about creating a work environment that allows everyone to **trust they can become their best authentic selves**.

Train



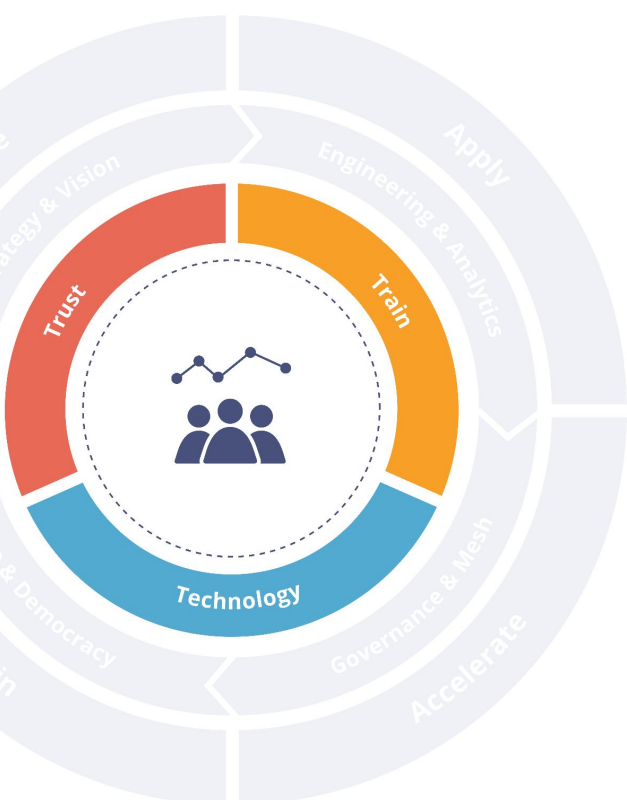
Train is about moving beyond report delivery and consultancy. It's about empowerment.

Coaching and training people on how to get answers from data, easier faster. This means: giving them the right skills, tools and knowledge to leverage the power of their data.

This pillar puts the emphasis on **elevating teams** and making them as data-savvy as possible. We have and continue to develop a **best-in-class Learning & Development Platform** including live support and Consultant Doctors you can book alongside the training.

This platform has programs that are designed to help us **develop and grow** our own data **talent** and **define the playground**. Not be a part of the war for talent.

Technology

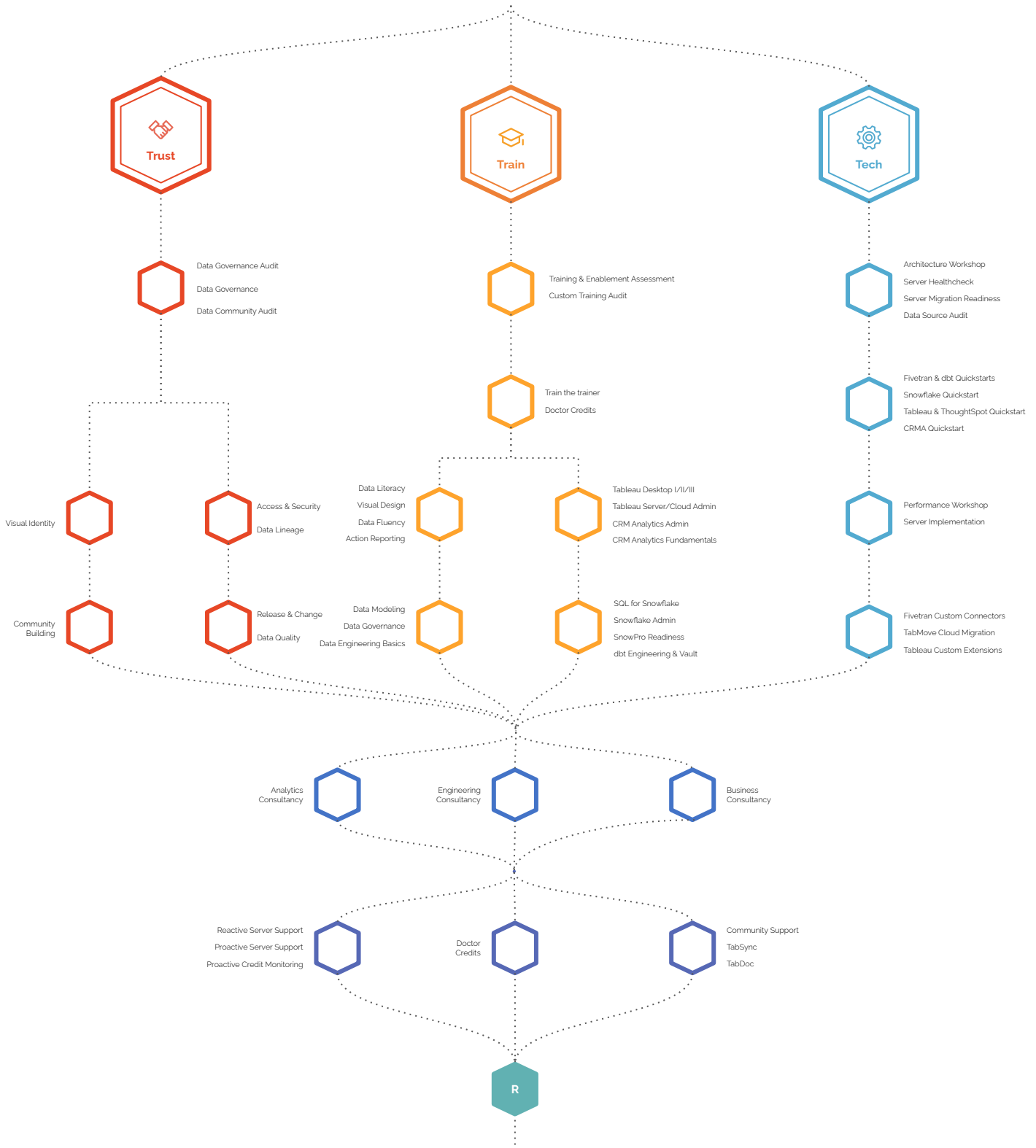


Tech is what we use on a daily basis to accelerate things.

It focuses on every single piece of **software** that is used in your organisation. By mapping today's architecture, we can advise on how to get the best out of a current stack, and advise on what we refer to as the **Modern Data Stack**.

Next to becoming masters over our **preferred tech stack**, our **internal product team** is focused on **building honest technology** that helps companies increase the value of their data and **accelerate** their data journeys even further.

Accelerating the data journey



Strategy Goals, Objectives & KPIs

Trust

Purpose

Become a **trusted** authority while shifting to industry-focused accelerators and chess-plays.

Goal

Develop data maturity across entire portfolio to ensure and maximize trust

Training

Purpose

We're not in a war for talent. We should define the playground. Tailored, personal, human-touch **training** and coaching

Goal

Launch our Data Academy. Continuous learning programs for clients and staff

Technology

Purpose

Leveraging & building honest, leading **technology** that help companies increase the value of their data..

Goal

Become the preferred partner of our tech vendors whilst building our own micro IP.

People

Purpose

Giving **people** the support they need in a never-ending learning experience as we help each other reach our vision.

Goal

Attract, develop and retain the best talent in the industry. 300+ by end of 2028.

Financials

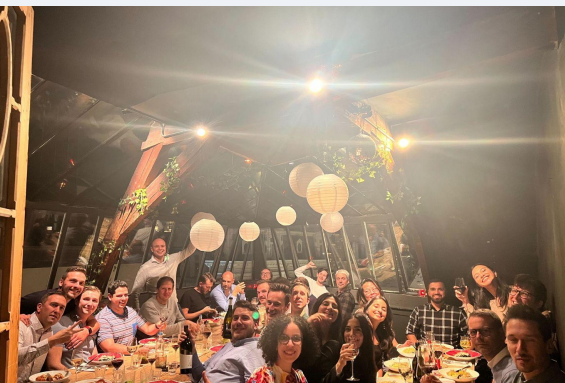
Purpose

Our **growth** is the ultimate proof of us being relevant, and our profitability means that we are creating value for our clients.

Goal

Maintain high growth while being profitable. 50+ m in revenue & 10-15% EBIT

Our journey so far



2015**Founded in Belgium**

We weren't founded in a garage, but we did work a lot from a Quick restaurant near our first office.



2016**We started the Netherlands**

It was an important experience and journey for Biztory – the first office outside of Belgium, and it tasted like more



2017**We won Tableau EMEA
Partner of the Year**

Back then we were just a team of 7 quirky, but passionate data heroes with a love for the tool Tableau. But we knew we were on to something.



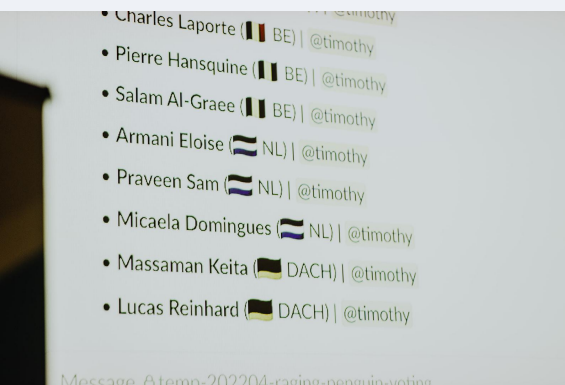
2018**We opened London**

Going overseas was a big step, making us the first company to do this under our investment group. It turned out to be a great success



2019**We opened Düsseldorf**

Being in Belgium and the Netherlands was never enough. Going to our German neighbours was the best thing to do.



2020

COVID-19 hit hard... but not us.

Where others pressed the brakes - Biztory hit the acceleration. And boy, did we go fast that year.



2021

Shifted the company

Having experienced rapid growth, we wanted to continue down that path - shifting the focus of our company towards a full Modern Data Stack approach.

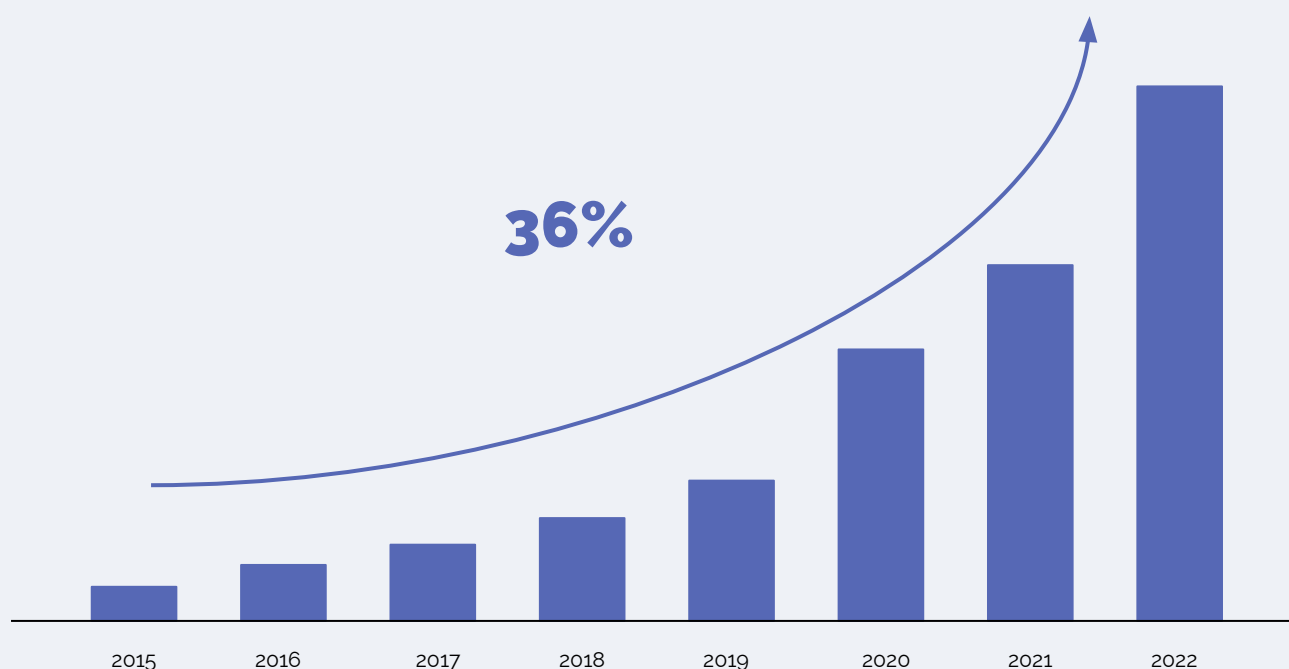


2022

Backed by Salesforce Ventures

We secured an investment from Salesforce itself, looking to set Biztory up for even greater success.

Financial Development so far



What you see above is our **growth in revenue**.

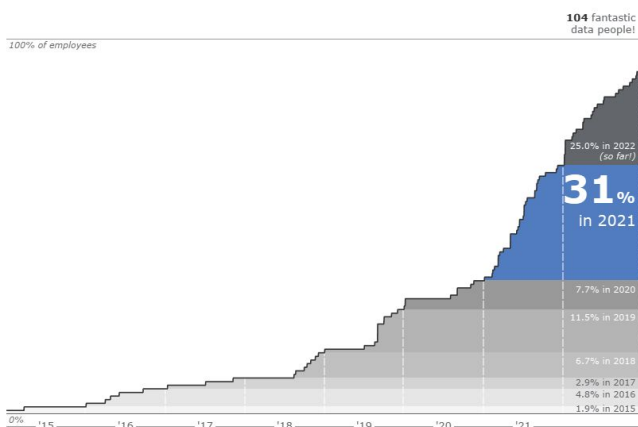
This revenue consists of margins we take on sold licenses, and the expert services we provide to our clients and partners.

From 2015 to 2022, we experienced an **average annual growth in revenue of 36%**.

From there on, we aim to grow our revenue by the same rate, but based on service-based revenue alone.

Team Development & growth so far

104 fantastic data people have joined Biztory



Growing our team

We have seen our **number swell in all 4 countries** we are currently active in.

With a massive 45% of our current **greatest data team** being hired in the year 2021 alone.

Achieving this through a global pandemic has been testament to the delivery and professionalism of those team members that preceded this growth and show up every single day to help us **achieve our vision of building the greatest data teams** across the world.

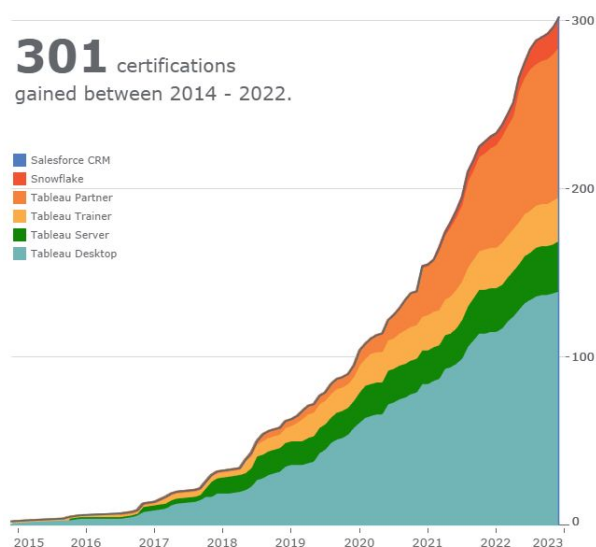
Investing in our greatest data team.

When building the greatest data teams across the world, **people are our greatest asset**. Without our data rockstars, we would have not achieved the growth we have seen in the past years.

Our mantra is simple: **Hire for talent, train for skills**.

In recognition to our vision and the desire of our data heroes to level up their skill sets, we put a great focus on **training**, enablement and various **talent development programs** linked with our associated data stack and services.

301 certifications gained between 2014 - 2022.



Awards we're proud of



**Tableau Emerging Partner of the Year,
EMEA**

2015



**Tableau Partner of the Year,
NEMEA**

2017 - 2018



**Tableau Partner of the Year,
EMEA**

2017



**Tableau Creating Customers for life,
NEMEA**

2019



**Great Place to work,
Belgium**

2020 - 2021



**Fivetran Partner of the Year,
EMEA**

2021 - 2022



Our World



Company Values & Principles

Biztory is a wildly successful business because we have a remarkable bunch of **Biztorians** who have a **shared set of values**. They are what perpetuate our collective success. They are what make up our **culture** and **allow every person in our team to stay true to their authentic selves**.

Values that define our culture



We are resilient

We are comfortable bending, morphing, flexing, and adapting to constantly changing landscapes. We are always pushing forward and we get the job done.



We are playful

To love what you do you need to love doing it. We take joy in the little things and thrive in the random. Whenever we get together we bring food, music, and laughter.



We are sensitive

Differences make us strong. We accept our limits, have patience with our flaws, delight in our diversity and reflect on our mistakes. We are curious, not dogmatic and value empathy highly.



We belong

As individuals, we go fast, but through active participation, collaboration and knowledge sharing, we're able to go far, constantly tapping into the hive mind in pursuit of excellence.



We trust

Our team strives to make conscious choices and to be deliberate in our actions. We grow every day and we take time to reflect on our successes, losses and learn from every challenge we face.



We train

We must continue to drill our competencies, explore our artistry, hone our techniques, and comfort ourselves in our imperfections. We seek synergies, value acceleration, and 'holy shit' moments to offer consistent quality.



Meet the Teams

At Biztory, we want to build our teams as efficient and lean as possible to assure flexible, and productive working. We plan to structure our teams according to our specific services and internal processes. We call our teams "Clouds".

Building the greatest data team structure



01 Analytics Cloud

Who

Our Analytics Cloud is our biggest one. These data heroes are on the frontline of ongoing client projects and are responsible for the core of our business.

Mission

Help people get answers from data. Easier. Faster.

02 Engineering Cloud

Who

Our data engineering practice helps us to deliver full stack modern data strategies. They too are at the frontline of ongoing client projects.

Mission

Deliver trusted data sets and prepare data for analysis..

03 Commercial Cloud

Who

Our Commercial Cloud is the engine of our business. They enable the rest of Biztory to do what we do so well by bringing in new accounts, and accelerating existing ones.

Mission

Attract, develop and grow the best client accounts and making Biztory a preferred partner.

04 Operations Cloud

Who

Our Operations Cloud have the people that keep our business running like a smooth engine. They are the backbone of our organisation and turn problems into challenges... which they solve.

Mission

Build the strongest possible foundation to run a successful and sustainable company long-term.

05 BiztoryWorks

Who

Our Product Cloud is also called "BiztoryWorks". They are responsible for building our proprietary technology and micro IP.

Mission

Build honest technology that helps companies increase the value of their data..

06 Leadership Cloud

Who

The Leadership Cloud is our group-wide team of country managers and departmental leaders that are focused on making Biztory the greatest data team in the world.

Mission

Pioneer best practices, processes and technology that help our people build competency in key areas



Company Structure

Consultants & Cloud leads

We believe good judgement and transparency beat rules and hierarchy. A part of Biztory has always been our **belief in responsibility, trust, and freedom**. We hire smart people, so it would be stupid not to let everyone make their own decisions.

We don't believe in creating a company that is built on a multitude of rules, policies, and hierarchy, instead we think the opposite will allow us to **move faster, have more fun and do greater work**. However, that doesn't mean we need no structure at all...



Catalina Fluierici
Country Manager NL



Markus Müller
Country Manager DACH



Laurence Fox
Country Manager UK



Luke Slater
Country Manager UK



Hans Koch
Country Manager BE



Bjorn Cornelis
Country Manager BE

Country Leadership

Country leadership are responsible for **managing the offices within their region**. This includes teams, sales and business performance.

They're **entrepreneurial** and focus on building the business both from a local and group perspective. They **call the shots** on whatever is happening on a regional level.

Group Leadership

Group leadership aims to **centralise efforts** that exceed local initiatives to **benefit Biztory as a whole**.

This includes efforts like **product** development, **career** development for our team, **operations** and **marketing**.



Geoffrey Smolders
CEO



Chris Dickson
Head of Product



Matthias Goossens
Head of Operations



Bjorn Cornelis
Head of consulting



Arend Verschuieren
Head of Marketing

Communication

We strive to achieve a high level of transparency, and it has been a cornerstone of Biztory from the very beginning. Not only are we radically transparent with our clients, but we also seek to practice what we preach internally. Information flows across the organisation using different platforms and forums, where there are best practices for what format best suits what type of message.

Here are just a couple of examples of how we communicate with each other...



All-Hands updates

Once per month, all offices dial into a video conference for an all-hands update. We update everyone on how the company is performing and share best practices from all corners of Biztory.



Book of Biztory

The book of Biztory is our internal website which works as an active intranet where almost all important information and updates are published. Before asking someone for information, it's worthwhile to give the BoB a quick visit first.



Country updates

When it isn't time for an all-hands update, local offices host a monthly meeting. The agenda is pretty much the same as the quarterly meeting but more focused on the local office rather than the whole company.



Slack

Everyone at Biztory has a Slack account. Much of the important information is shared on Slack. Several different Slack channels are set up for various purposes. It can feel overwhelming at first, so give our slack guidelines a look for it to stay structured and clean.



Email

Everyone at Biztory has an email account. However, we do our best to limit the number of emails sent internally.



Joining us

The following section covers our recruitment process, what the first day at Biztory looks like, and how we make sure that you learn and develop as an individual.

To explain how we ensure that a new hire fits into our culture, we will begin by mapping out our general recruitment process.



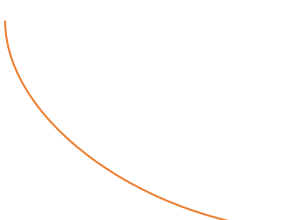
Our hiring process

We have seen our **number swell in all 4 countries** we are currently active in.

With a massive 45% of our current **greatest data team** being hired in the year 2021 alone.

Achieving this through a global pandemic has been testament to the delivery and professionalism of those team members that preceded this growth and show up every single day to help us **achieve our vision of building the greatest data teams** across the world.

Fun fact: About X% of everyone that applied so far have got the job.



Competence-wise, we are looking for co-workers who have a deep interest in the **analytics technology space**, are **data savvy** and have sound reasoning and **analytical competencies**. Besides this, we value co-workers who are helpful and humble in their relationship with each other and our customers – and can contribute to our guiding principles. To have a good time at Biztory, it is important that you genuinely want to achieve what we have set out for ourselves.

What you need to know about the interviews

The hiring process in general

- 01** We receive an application from a possible candidate. The candidate can apply on their initiative, or it can be a referral. We love referrals simply because good people tend to know good people.
- 02** We screen the applications by looking at experience, education, skills and each candidate's motivation and drive for applying to the role.
- 03** We then have the candidate meet a couple of people from the office. See if there is a good cultural fit between them and us.
- 04** If there's a good cultural fit and ambition. We present candidates with a data challenge they have to solve within X-amount of time and have them present their solution afterwards.

What's in it for you?

01

Flexible working hours

02

Digital nomad options

03

Flexible public holidays

04

Paid parental leave

05

Pc or Mac - you choose

06

ProfDev days for learning

07

DataCoach academy

08

Pension plans per region

09

Competitive salaries

10

Competitive benefits

11

Yearly team events

12

Conferences and events

Working at Biztory isn't only fun and games. It's also pretty beneficial. Here is a collection of some various benefits. Which ones you get access to depends on location, but we promise – they are all good.

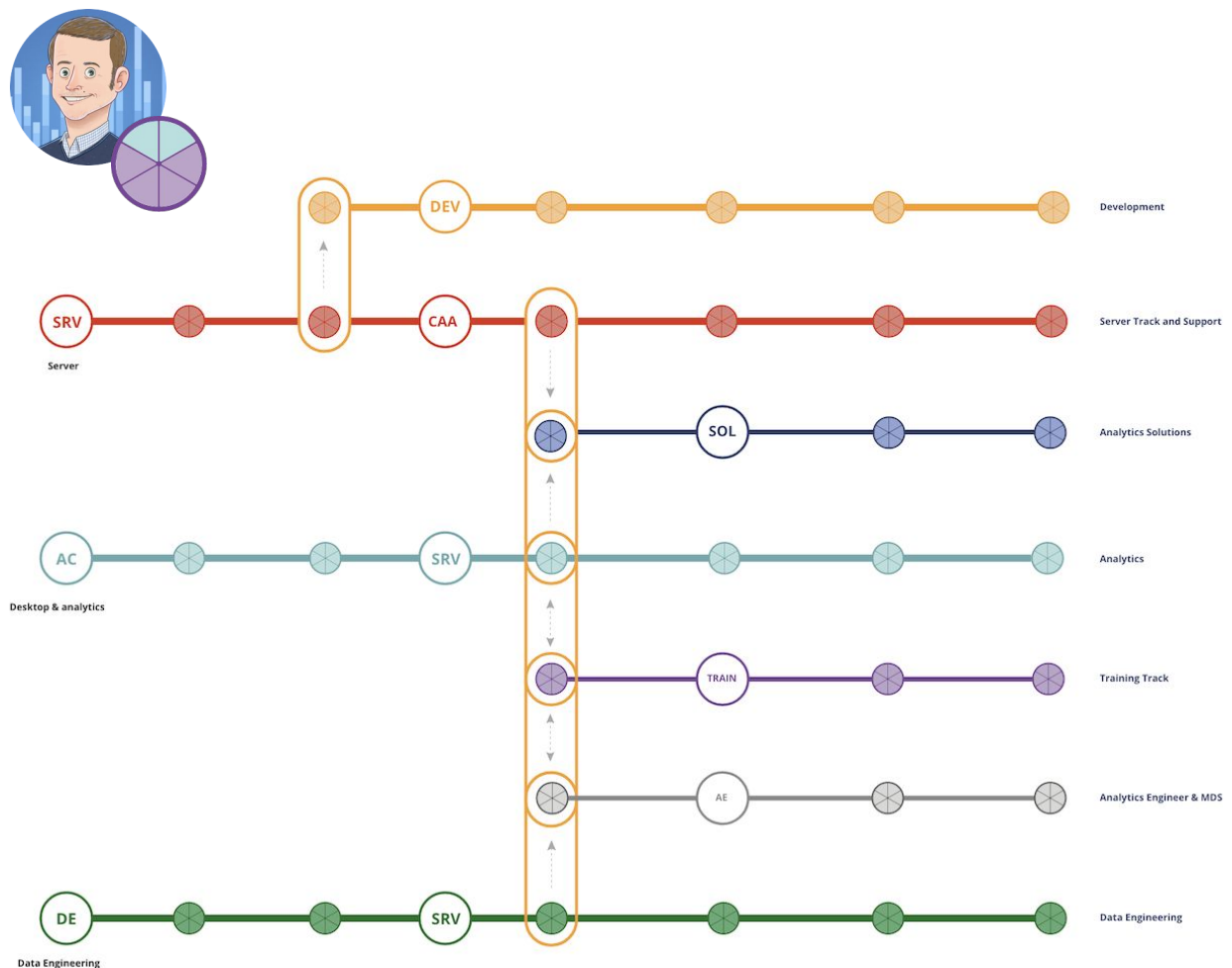
Career development

Our career ladder clarifies opportunities, sets clear expectations, and is adapted to each department at Biztory. We purposefully keep roles flexible as they inevitably change over time as Biztory evolves as a business.

The career ladder is tightly related to our performance review process and salary bands. The goal is to create a level playing field where people know what is expected of them and how to succeed in their jobs.

Career development & job roadmaps

We cover skills and specialisations for all levels and roles to help our colleagues navigate where to focus and what to learn to progress within their careers at Biztory. This information also helps reveal what it takes to make a horizontal career move and learn about a new area. A move that isn't uncommon at Biztory.



Professional Development

Our strategy for **Train & People** is centred around attracting, developing and retaining the best people in our industry. We see Learning and Development (L&D) as a pillar to our success, as we strive for brilliance in everything we do. The opportunity, support and encouragement to grow professionally and as a person is cited as one of the key motivations for our team at Biztory.

Onboarding & Getting Started

The first step to success is found in our recruitment process. We work hard to identify individuals with a hunger to learn, a curious mind and a determination to excel.

Our **onboarding** is designed to ramp up with The Biztory Way of working. This is achieved through an **intense period of learning** during the first weeks, where you get to understand all corners of our 3T strategy, the core of our tech product knowledge, and all parts of Biztory.

ProfDev Days

We are extremely passionate about allowing everyone at Biztory the chance to grow closer to their potential. To facilitate this, each one of our team members has a **significant amount of days** that they can invest in their professional development, **learning new skills and acquiring knowledge** that helps to prepare them to become the best at what they do.

Data Coach Academy

Data Coach is our internal **Learning Management System** that is designed to scale, and increase training and learning opportunities within our organisation.

It is a **best-in-class Learning Platform** including live support and Consultant Doctors you can book alongside the training.

The platform has development programs that we have and will continue to contribute to, which helps us **shape and grow our own data talent**, with technical and non-technical skills.

This enables us to **define the playground** when it comes to the war for talent, and ensure we get the best fitting growth for our team.

Founder's letter

Founder's letter

In late 2014 we discovered the increasingly frustrating process companies had to go through and struggled with when getting answers from data. The old and traditional BI market made the process cumbersome, slow, and unattractive for a rapidly accelerating market where actionable insights matter.

We decided to launch a company in early 2015 built entirely around future-oriented and disruptive vendors like Tableau, that moved away from the traditional approach and challenged the market with a fresh new vision. The mission was clear from the beginning: We help you get answers from data. Easier. Faster.

In our first year, we became the fastest-growing partner in Belgium and switched our ambition to become one of the leaders in analytics in the European market. In our second year, we opened offices in the Netherlands and in the DACH market, followed by the UK. During our third year, we became Tableau's EMEA Partner of the Year. So far, we've helped over 250 enterprises discover and work with data the Biztory way.

Years later, Biztory expanded its expertise to dbt, Fivetran, Snowflake, and Tableau. These days we no longer consider ourselves as a Tableau company, but rather a Salesforce company.

Welcome!

-- Geoffrey

Well well, you made it to the end.

We genuinely hope that you now have a better understanding of what kind of company we are building. Who we are, how we work, what we do, and most importantly... why we do it.

For now, we'll leave you with this and we hope to talk soon!

