



Our Vision, Mission & Values

Est. 1987





Welcome

At Novatech, we're more than just a tech company - **we're a community of innovators, problem solvers, and collaborators.**

We care deeply about the people behind the technology, and we're driven by a shared purpose: to build solutions that make a real difference.

Our values guide how we work, how we treat each other, and how we support our customers. **This booklet is a reflection of who we are and what we stand for.**



David Furby · **CEO**



Vision

Guided by our commitment to excellence and sustainability, we envision a **future where technology is a force for positive change.**

Mission

Novatech's mission is to **solve complex technology problems for businesses** in the most sustainable way.





Our Culture

At Novatech, we're proud to foster a culture that puts people first. Whether it's our customers, our colleagues, or our community, respect and care are at the core of everything we do. We believe that when people feel supported, they do their best work - and that's what drives our success. From open communication to genuine collaboration, we're building a workplace where everyone feels valued, heard, and empowered to grow.





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Our Values

Honest

Honesty is about being real - with ourselves, with each other, and with our customers. At Novatech, we value transparency and integrity in everything we do. Whether it's owning our mistakes, giving clear advice, or having open conversations, we believe trust is built through honesty - and that's how we do business.

"Novatech are a breath of fresh air. Both pre-emptive and proactive, they have continued to impress us with their stellar communication and service. Issues are addressed before they become a problem, and when the occasional nasty surprise does happen, they're already on hand with the solution we need. **The processes are painless, the products are powerful, and the price is always right.**"

Phil Butcher, Technical Product & Training Manager

GEMCO
THE GARAGE EQUIPMENT & MAINTENANCE COMPANY



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Our Values

Respectful

Respect is the foundation of our culture at Novatech. It's about creating an environment where people feel safe, appreciated, and able to contribute confidently. We value every voice and believe that mutual respect builds stronger teams.

“At Novatech, we genuinely try our best to **promote a people-focused culture. Respect, support, and collaboration** are at the heart of how we work, and it shows in the way our teams interact every day. We believe that when people feel valued and cared for, they thrive - and so does the business.”

Lyndsay McGuire, Head of HR





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Our Values

Responsive

Being responsive means staying alert to what people need - and then acting on it. At Novatech, we listen carefully, move quickly, and adapt thoughtfully. Whether it's supporting a customer, helping a colleague, or improving a process, we're committed to being proactive and dependable.

"D2D has become pivotal in supporting our IT growth, offering facilities, services and a level of support unparalleled and unrivalled in the industry. From deep API integration to bespoke services that are helping us achieve our rapid growth, Novatech have always been on hand to support us in anyway they can."

Chris Hyder, Technical Operations Specialist





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Our Values

Collaborative

Collaboration is at the heart of how we work at Novatech. We know that the best outcomes come when we combine our strengths - not just within our own teams, but across the whole business. By involving each other early, sharing insights, and solving problems together, we deliver stronger, more reliable results for our customers. When we work as one team, we all win.

“As a Senior Account Manager with over 10 years of experience in IT, I’ve had the privilege of partnering with a wide range of clients to help them find solutions that truly make a difference. For me, it’s about more than just sales – **it’s about building trusted relationships and empowering clients to streamline their processes and improve their operations.** If you’re looking for a team that values partnership and problem-solving, this is the place for you.”

Megan Gibson, Senior Account Manager





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Our Values

Collaborative

FitzRoy, a UK charity supporting people with learning disabilities, autism, and complex needs, relies on technology to help the people they support communicate, learn, and connect. But with limited budgets, upgrading outdated and unreliable computers across their day services had become increasingly difficult.

Novatech stepped in through its Direct2Desk Circular IT service, identifying an opportunity to repurpose surplus devices from another UK business. Instead of being sent to landfill, each device was securely wiped, refurbished, and delivered straight to FitzRoy's day services - providing immediate, tangible improvements without impacting care budgets.

The result was faster, more reliable access to digital tools, better support for learning and employment readiness, reduced IT spend, and a meaningful extension of device lifecycles that cut e-waste.

This partnership is a clear example of Novatech's vision in action: creating social impact through sustainable, flexible, end-to-end IT solutions that match organisational needs and maximise the life and value of every asset.

"Partnering with **Novatech has been a game changer**. Reconditioned devices came back at a fraction of the cost and straight to the people we support, so saved funds go straight into frontline work."

FitzRoy
transforming lives

Phil George, Head of IT, FitzRoy





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Our Values

Conscientious

Conscientiousness at Novatech means doing the right thing, even when no one's watching. We take pride in being a business that's mindful of our impact, whether it's on our people, our customers, or the planet. For us it's not just a value, it's a way of working. In 2023, our headquarters in Portsmouth achieved net positive status, meaning it generates more energy than it consumes annually.

“Many may question the impact of an SME going net positive when there are thousands of global conglomerates leaving huge carbon footprints in their wake, but we strongly feel that everyone must be accountable for themselves, and we need to start somewhere”

David Furby, CEO



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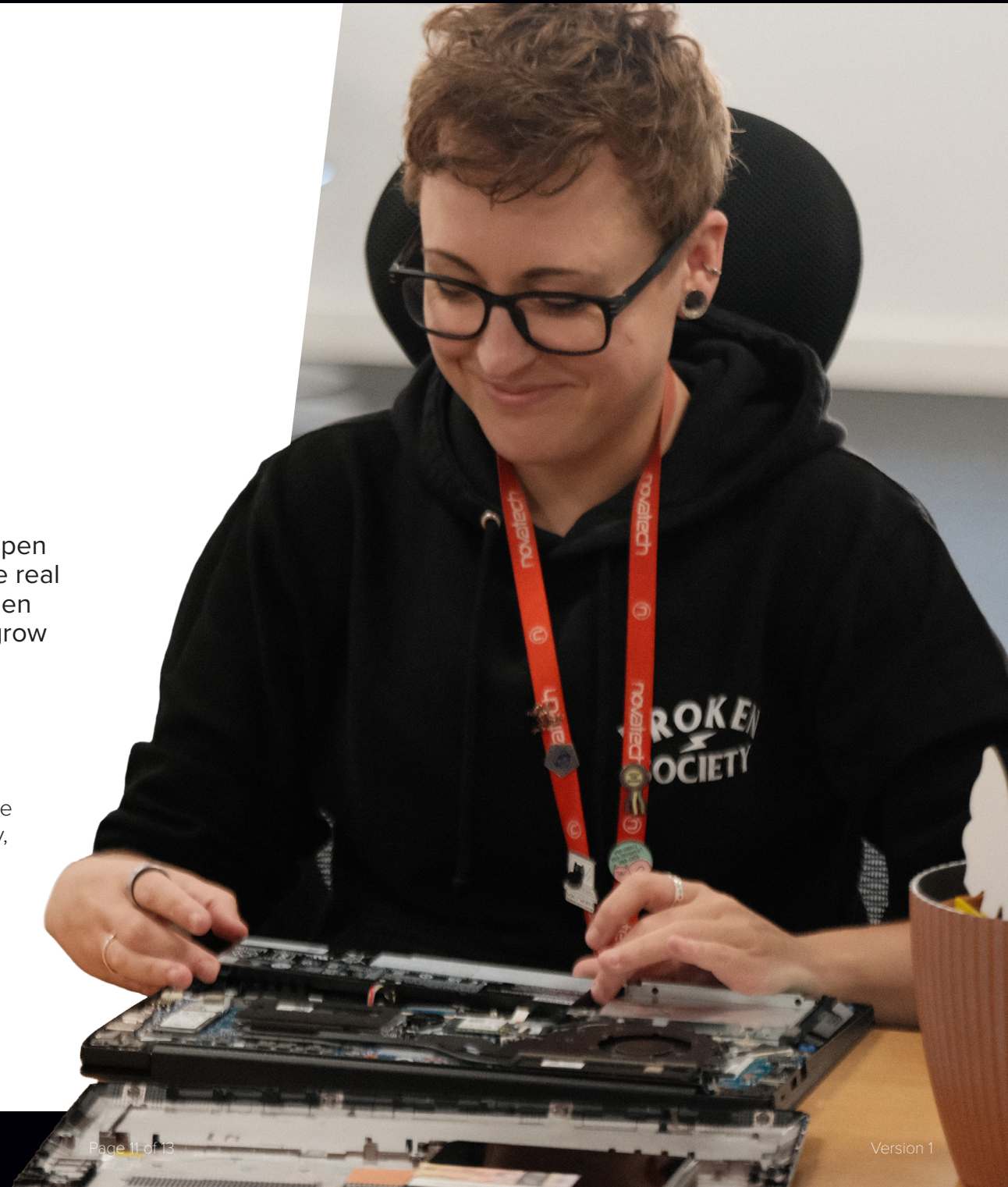
Our Values

Authentic

Authenticity means showing up as yourself and staying open to growth. At Novatech, we create space for people to be real - honest, curious, and willing to learn. We believe that when people feel safe to be themselves, they connect better, grow stronger, and build trust that lasts.

“Novatech gave me the opportunity to get into a role that I only dreamed of. They have given me the tools to grow, gain knowledge and experience all while giving me freedom to try things myself and trusting me in the process. The company is always developing. There are regular workshops and training on various subjects from equality, charity, LGBT+, disability and mental health, just to name a few.”

Ellie Scott, Systems Administrator





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Our Values

Authentic

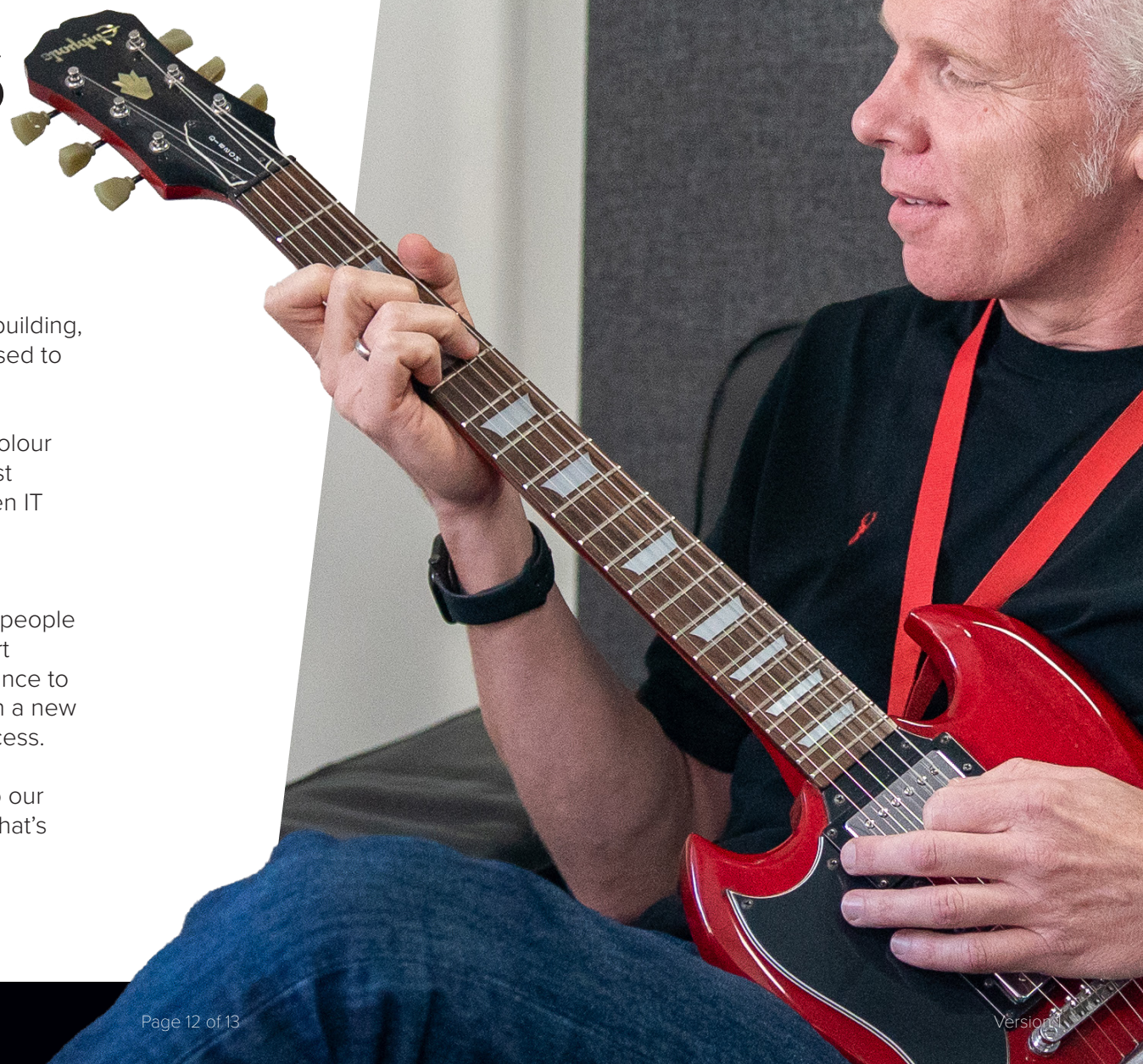
“I started at Novatech back in October 1996 by joining the Tech Support team. Things were a bit different back then - it was all telephone support, we had no internet connection into the old building, no email, and if someone needed a driver for their printer, we used to post them out on 3.5” floppy discs.

Since then, I have been a product specialist (Spot Scantek A4 colour scanners), a PC Repair engineer, a developer (I launched our first transactional website and watched it take orders overnight!), then IT Manager, IT Director, and Chief Technology Officer.

What’s great about Novatech is I’ve always been me, and we encourage everyone else to be themselves too, as that’s when people deliver their best. I can often be found in jeans and a band t-shirt playing guitar at lunchtimes in the break room. It gives me a chance to rest my eyes from the screen, play along to some music or learn a new song. Hopefully not disturbing everyone else’s lunch in the process.

Novatech is about being part of a team, and when we all play to our strengths and let others do the same, we deliver our best, and that’s good for everyone.”

Jamie Wilson, Chief Technology Officer





Novatech Limited is a UK-based company that specialises in providing custom built computer hardware, and IT managed services to businesses and individuals. The company was founded in 1987 and is headquartered in Portsmouth, UK. We are trusted by some of the largest businesses in the UK to deliver their requirements.