

The AssistanceFirst[™] Manifesto

Assistance First is based on a very simple tenet: put the client's interests first and everything else will follow. Not only is it an ethical obligation, it is also in KDD's best interest to help you succeed. When your needs are met, KDD stands to benefit through repeat business, client referrals, and by simply furthering an industry reputation. Plus, it just plain feels good to do good work.

Assistance First creates a belief system that galvanizes the entire value chain in contract product development. It places the client's expectations at the center – driving client satisfaction and the business goals of the client company. It establishes a unifying framework, a mindset, and protocol through which all contract services are delivered.

Assistance First seeks to give you real world results, something better than what existed before, a final product to be marketed, and to leave your business better than it was found. When you win, KDD wins.

THIS IS **Assistance First.**