

Corporate Social Responsibility



Making Life at Work Better.
That was just the start.



The pandemic is a catalyst for innovation.

An opportunity for us to challenge how we work, interact, and sculpt the new normal.

For the innovators the opportunities will define a golden age of true progress. <ctrl> <alt> <reimagine>

- To make life at work better for our customers, partners and employees
- To inspire our customer's transformation and make evolution easy
- To revolutionize the market and make excellence go viral
- To create a customer experience so compelling that it changes their business DNA
- To support, unite, and foster brilliance every day for team Hornbill.

Hornbill is primed for innovation at a time when the market needs it the most. Our vision to drive an ESM revolution is audacious but we are well on the road to delivering.

Our technologies are making ESM go viral. We are enabling customers to reimagine workflows, automate and ensure that fantastic digital experiences permeate every aspect of service delivery within their organizations.

In the last 12 months, the power of Hornbill, and strength of our customer advocacy has snapped the market out of its slumber.

Their passion for Hornbill, and what we enable them to do has placed us as Leaders in more than 110 reports, #1 in Europe in three enterprise markets and #2 Globally on Gartner.

<ctrl><alt><reimagine>



About this report

This corporate sustainability report marks the first time that Hornbill has publicly reported on our CSR activities as part of our corporate governance, and as a corporate citizen over the last decade. The pandemic was a galvanising catalyst that provided the opportunity to surface the progress we have made, and share our goals, as we adopt our own mantra: <ctrl><alt><reimagine>.

CSR is now embedded in our Annual Corporate Reporting. Our sustainability and environmental targets are owned by Patrick Bolger, Chief Evangelist and executive director, and are reported quarterly to the board of directors.

The report methodology for measuring sustainability and impact follows guidance from the Global Reporting Initiative.

Our corporate ISO 27001 processes confirm our environmental reporting and measurement, which extends to our supply chain and conforms to our requirements for ISO 14001:2015 (the latest ISO standard for Environmental Management Systems), ISO 50001:2011 (the latest ISO standard for Energy Management) and complies fully with ISO 27001, 22301, 9001:2015, 45001 and OHSAS 18001, SOC1 Type 2 and SOC Type 2, as well as PCI DSS.

Unless otherwise stated, the data contained in this report covers Hornbill's operations for 2020, representing activities and environmental impacts for the period of January 1 to December 1, 2020.

This report contains data that has been rounded or approximated based on normalised client load across all cloud instances.



A letter from our CEO

At Hornbill our focus is on customers. Our journey started with making life at work better. Today it is about delivering an experience and technology that is so compelling, that it changes their organization's DNA. Our revolution is well underway. We have the highest NPS Score in the industry and have won awards for Best Customer Support, Highest User Adoption and Best Relationship.

For only the second time in IT's history, CIOs have shared a common starting point. How do we shift our organisation to digital, transform from office-based to remote and hybrid working, as we shift from a static to dynamic culture, supported by effective collaboration. The last 12 months has elevated IT from the periphery of the organizations and secured its role as the most fundamental driver of transformation in history. Overnight the market moved from the old world of IT Service Desks, into the transformational impact of digital experiences and Enterprise Service Management.

Throughout 2020, Hornbill's thought leadership provided clear guidance that led the industry through the most innovative ways to deliver ESM and Digital Transformation, with two seminal keynotes 'IT's Path out of Covid: The Blueprint for Digital Transformation' and '400 Days Later: CIO lessons'.

<ctrl><alt><reimagine> we have followed our mantra and challenged every part of our business model in the shift to digital. We don't just say it, we live it.

In March 2020, we moved our entire team to digital and remote working. A move so seamless, it is here to stay. It opened our access to a global talent pool, and we continued recruiting throughout the year. We have supported Team Hornbill throughout with digital environments dedicated to fostering social bonds and interpersonal relationships. I am proud to say that both our Employee Satisfaction and Customer Satisfaction rose from already industry leading, highlighting underlying our positive culture and the benefits of our shift to digital.

The shift to digital has accelerated our progress in driving sustainability targets. We have embraced a net zero carbon target and are confident of completing this in advance of our 2050 goal. We have substantially reduced CO2 emissions in 2020, and in 2021, our cloud hosting for new clients will be powered by 100% Green Energy Sources.


Gerry Sweeney, CEO

Meet the innovators


25 years of innovation and we are only getting started. We are synonymous with bringing software to the market with software that makes life at work better. Applications such as My ServiceDesk and SupportWorks drove the industry forward.

Our latest application, which proudly bares our name, is the most innovative solution in the market. At a time where the market needs it the most, the revolution is here.

Welcome to Hornbill.



350
Customers



34000
Users



61%
Enterprise Customers



350
Actively Recommend



98%
Retention



+80
NPS



12
Locations



5
Countries



5
Data Centres



60%
YoY Growth



9.9years
Employee Tenure



4.7/5
Employee Satisfaction



96%
CEO Approval



Our CSR Impact in 2020

Staffing



100%

Staff Retention



0%

Staff Furloughed in
UK or Abroad



11%

Increase in
headcount Hornbill



89%

Staff entered into
share option
scheme



4.7/5

Employee
Satisfaction on
Glassdoor



96%

Staff would Actively
recommend as great
work environment

Energy



2050 Zero Carbon Commitment



100%

of green energy
used in new client
data centres



0.824

Days of 1 Wind
turbine to power
enterprise customer
per year



6

Green technologies
used in data centres
to reduce energy
consumption



15.7^t

of CO2 saved



15000^{kWhs}

reduced energy
consumption



80.4^{kg}

of CO2e footprint
per enterprise
customer

Community



850

pupils benefitting from IT
equipment



1

corporate sponsorship of national
charity RSPB



Hornbill Data Centre – Equinix Deep Dive

As a key part of our CSR framework, Hornbill ensures its supply chain complies to the latest ISO standards as our own ISO 27001 extends into supply chain management and governance.

Confirmation of net zero carbon target by 2050.

In 2020 Hornbill reduced its carbon footprint by 15.7 tonnes of CO₂ and reduced energy consumption by 15,000 kWhs.

Hornbill's Cloud Infrastructure Ecosystem complies with ISO 14001:2015 (the latest ISO standard for Environmental Management Systems), ISO 50001:2011 (the latest ISO standard for Energy Management) and complies fully with ISO 27001, 22301, 9001:2015, 45001 and OHSAS 18001, SOC1 Type 2 and SOC Type 2, as well as PCI DSS.

Hornbill confirms that UK Enterprise Client data resides in Equinix Data Centre, which complies fully with the ISO standards listed. Equinix is a recognised as leader in green innovation for data centres, and managing six technologies to drive energy efficiency and sustainability: Adaptive Control Systems; Cold / Hot aisle containment; Energy efficient lighting; Fuel Cells; High temp chilled water set points and ASHRAE thermal guidelines.

Equinix joined data center operators and trade associations in committing to goals of the European Green Deal to achieve ambitious greenhouse gas reductions across the sector. The EU plans to use regulation to deliver on its goal to make Europe climate-neutral by 2050 and placed data centers at the forefront of this strategy.

Carbon footprint for Enterprise Clients based out of UK annually would equate to maximum of 80.4kg CO₂e or 345 kWhs. We confirm the facility uses 100% Green Energy REGOs (Renewable Energy Guarantees of Origin) and environmental impact equates to 1 wind turbine running for 0.824 of 1 Day.



Making our Community Better

As a good corporate citizen, Hornbill goes far beyond the standard governance & policies we implement as a matter of diligence and best practice. For us it should and does go further.

At Hornbill we align and support initiatives in our own community, and as we have shifted towards a digital remote mode of working, we listen to our team to support and foster local initiatives.

At a national level, we are a corporate sponsor of the RSPB (Royal Society for Protection of Birds) supporting their valuable works with habitat and endangered species.

In our community outreach we have donated multiple training suites of IT equipment to local schools in Greater London, which focus on promoting careers in STEM, and foster a pathways for social mobility to more than 850 pupils in 2020.

Team Hornbill are actively involved in their communities through a range of charity and sporting events, such as football, rugby, swimming and triathlon. In 2020 and 2021 our team has fostered sporting talent to national levels in swimming with athletes qualifying for Scottish, British and European competitions.





Team Hornbill

In 2020, more than any other year in our history, it was important that we were there for our team. Team Hornbill is not just a collection of people. We are a family, we work and think as a single unit, know each other's shorthand, and with an average tenure of 9.9 years and rising, we have strong interpersonal bonds.

We were better prepared than any other business for the shift to remote working and digital collaboration, as we literally wrote the book on it three years before Covid entered the headlines.

As the pandemic hit, we seamlessly shifted fully to remote working overnight. How we collaborated did not change, digital workspaces, group messaging, and agile communication were all in place before Covid hit.

In addition to offering employee benefits such as medical cover, in 2020 we enabled access to in-office medical screening with private clinicians.

As the pandemic impacted the UK, we shifted to remote working and immediately put into place dedicated digital environments ('virtual kitchen') with video conferencing and a 'social distancing' workspace to maintain office humour and interpersonal relationships and facilitate social interaction and ensure our team maintained valuable interpersonal relationships. Reporting to the company secretary, the social committee put on several digital events to maintain staff morale as the business shifted successfully to remote working.

On Glassdoor our employee brand has a 4.7 / 5 rating, 96% would recommend the business and a 96% approval rating of CEO showcases our brand to prospective talent and underlines the positive culture of the business.

About the authors

Nigel Martin, CMO Hornbill (<https://www.linkedin.com/in/nigeltmartin/>)

Our CMO Dr Nigel Martin has commissioned more than 20 international research projects across the field of Service Management identifying the challenges latest and innovations in the market today. ITIL trained, Nigel is a recognized expert in customer experience and strategy. He is a previous winner of the Global Information Award and joined team Hornbill from his role of Global Marketing Director of NCR.

The No. 1 Enterprise Solution in Europe for ITSM, Service Desk & Customer Self Service

More than 350 customers and 34,000 analysts use Hornbill solutions to manage service delivery and workflow automation every day. We have the highest NPS score, best support, adoption rate and customer relationship in the industry.

The market demands performance like no other time in IT's history. We excel across every metric that matters. Our proven technologies go head-to-head against any solution in the market and ensure support teams across every business function have the innovation and automation they need at their fingertips.

Our proven technologies fit perfectly into the Service Desk, ITSM, ESM, Workflow Automation and ITOM landscapes. Our ethos is simple – make our customers life at work better.



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