



Stop searching. Start creating.

Culture Book

The Extensis Story

Extensis was founded in 1993 in Portland, Oregon with the goal of removing barriers that get in the way of creativity. Our roots started with core Apple enthusiasts using Adobe and Quark products and focused on the creation of plug-ins.

Early Growth and Acquisition

In the mid-90s, Extensis was the largest plug-in developer in the world adding photo cataloging software, a creative content website, font management, and digital asset management to its product suite. Extensis was acquired by Japanese content-management company, Celartem Inc., in 2002.

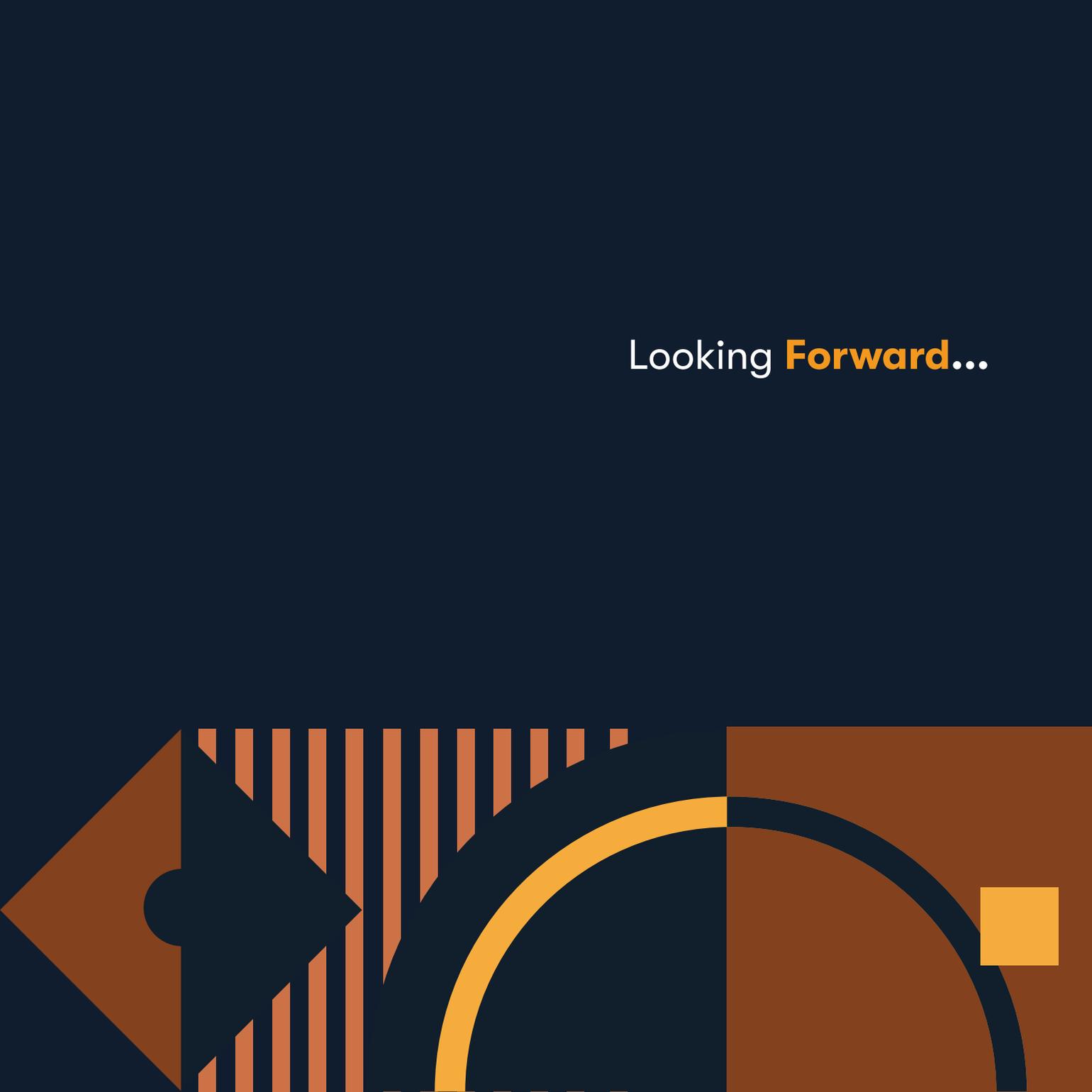
Product Focus and Expansion

In 2005, Extensis focused strategically on font management and digital asset management technologies. Extensis continued to innovate and was awarded over 20 font patents throughout its existence. Extensis expanded its US and UK presence into France, Germany, and Australia.

Uniting with LizardTech

In 2018, Extensis brought into its suite of products LizardTech's state-of-the-art software solutions for compressing and distributing massive, high-resolution geospatial data, becoming one company.

Looking **Forward...**





At Extensis,
we strive to
make customers
more successful
**by streamlining
the connection
between people
and their assets.**

Pacific Northwest // Multnomah Falls // waterfall // bridge //
gray // white // Oregon

landmark // neon // sign // reindeer //
Portland, Oregon // Pacific Northwest //
Old Town // Home // yellow // orange //
red // purple



cat // spots // kitty // sweater
// anticipation // bike // bicycle
// basset // Portland, Oregon
// Pacific Northwest // Tillikum
Bridge // Nike // orange //
white // gray



We aim to be the only
digital asset platform
**empowering people
to invent amazing.**



Six core values
form the foundation
of our ability to
empower customers to
invent amazing...

First and foremost,
always think like the customer.

Customer empathy unlocks our ability to offer proactive solutions to meet their needs, wants, and pains.

“I always try to think this way because I was an Extensis customer prior to joining. I know the questions that need to be asked and understand that being a customer, debating a multi-thousand dollar purchase, the solution better meet my needs.”

**Extensis Customer
Success Team Member**



“Turning an upset customer on social media to a happy customer feels great! Gives me a sense of a job well done, even if that is not my job. Being humble is what makes it possible; listen and treat everyone as you would like to be treated.”

**Extensis Marketing
Team Member**

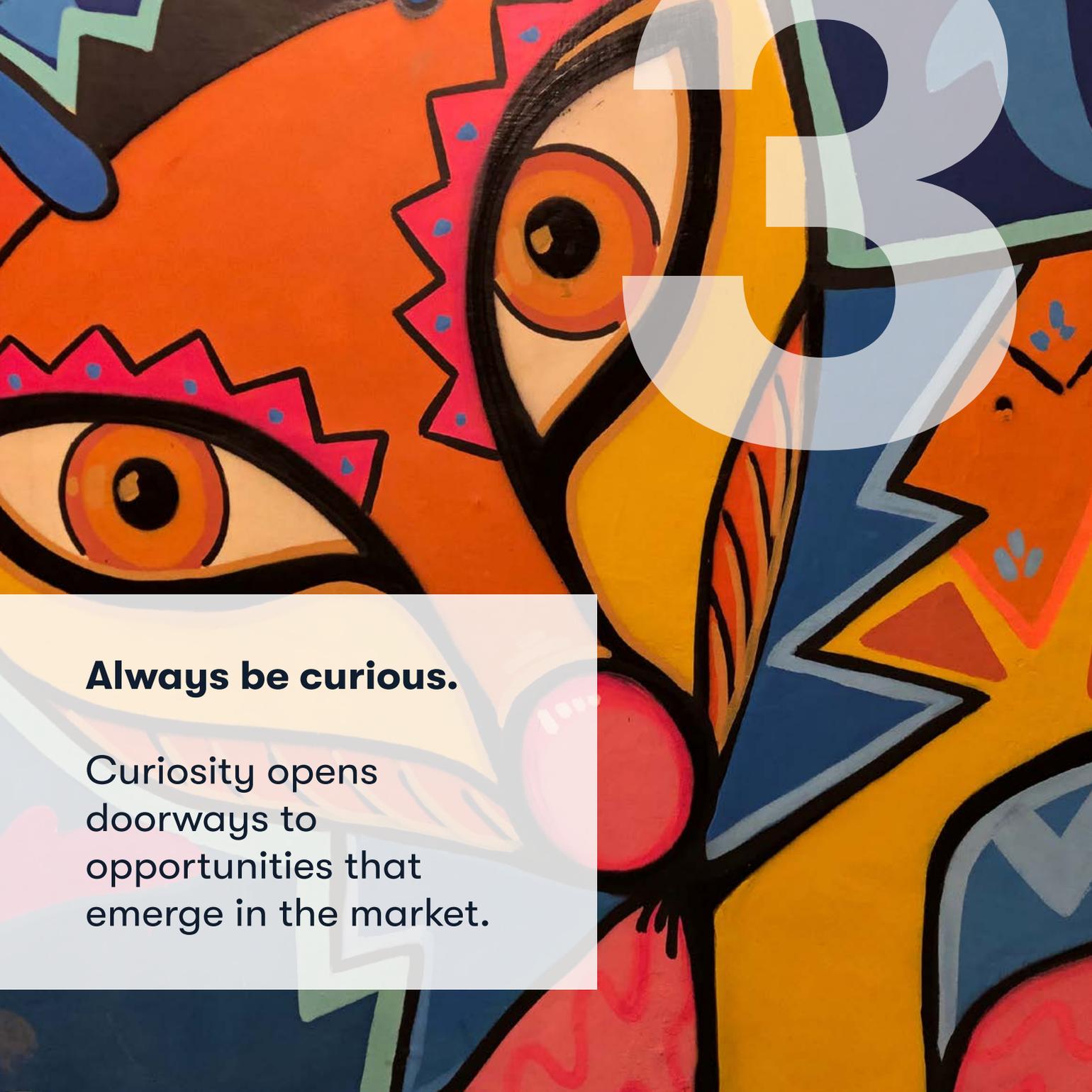
customer // user // neighbor // friend // teammate // coworker // community // cohort // thank you // grateful // appreciative // humble // modest // deferential // respectful // unassuming



Always be humble.

We can't solve customer problems if we can't see past ourselves.





Always be curious.

Curiosity opens doorways to opportunities that emerge in the market.

“This is the place to be curious, and we are welcome to stay curious and question dogma. I feel that curiosity and innovation go hand in hand.”

Extensis Engineer

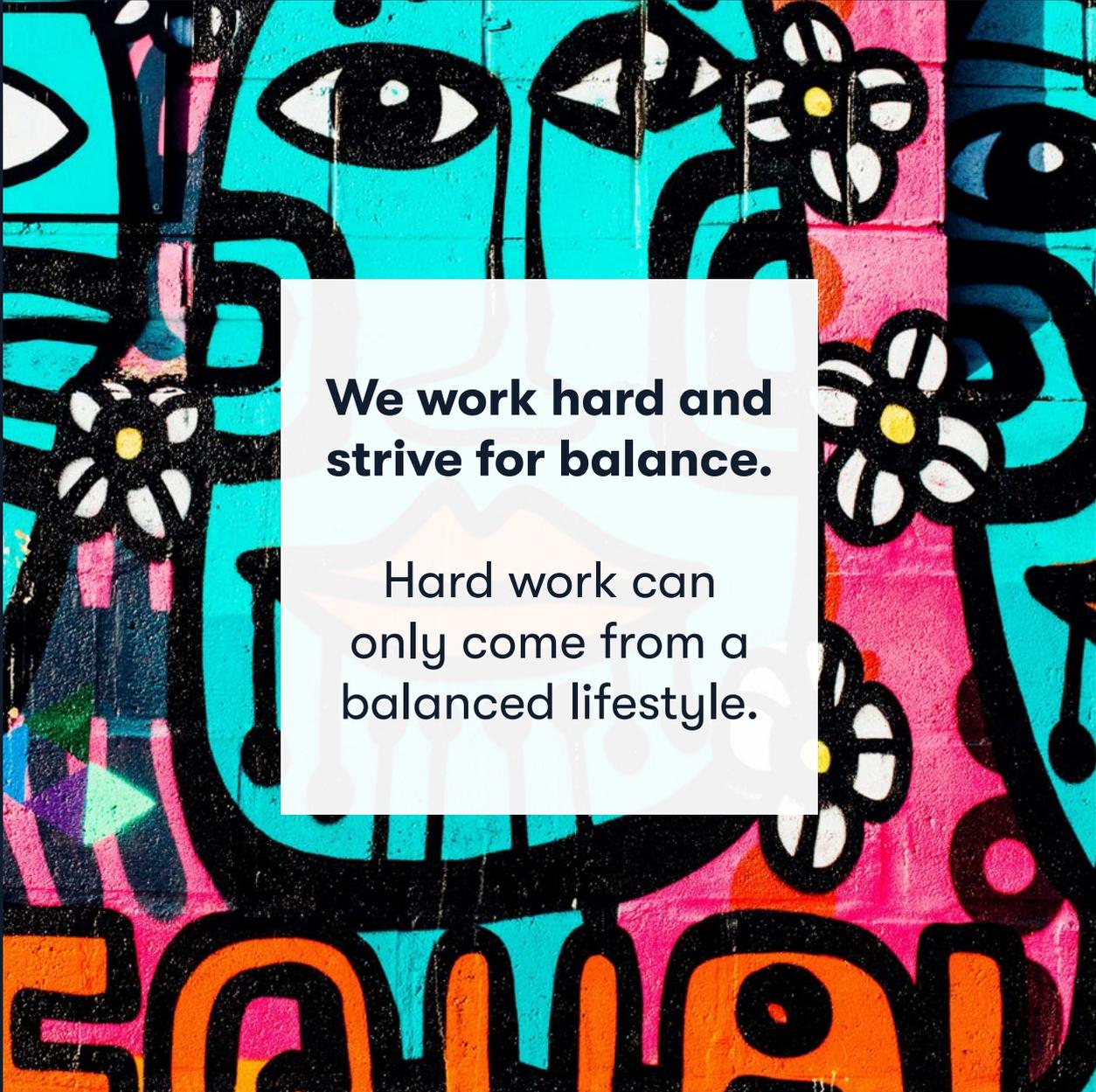


“One team means to be proactive in working together in the same way we are proactive with the customer; hear, listen, understand what others need and how we can collaborate to achieve our ultimate goal.”

**Extensis Sales
Team Member**



We are one team,
seeking to deliver our
customer's success by
meeting their needs.
With singular purpose,
we stand unified.



**We work hard and
strive for balance.**

Hard work can
only come from a
balanced lifestyle.

“To me, this is **being playful and not taking yourself too seriously.** Having fun and feeling calm and balanced leads to more informed and wise decision making and execution.”

Extensis Sales Team Member



We will **be accountable.**



accountable // trusted // reliable // engaged // responsible // honest // supportive //

Accountability imparts trust—
both are requisite to make
teams successful.

“Extensis does
an excellent job
of trusting their
employees to do
their best work.”

Extensis Engineer

With these values as our foundation, we empower customers to **invent amazing**.

“Amazing is everywhere, in the people we serve and the products and services they deliver. It’s so much fun to be a part of their stories; to share their troubles and find ways to solve them together.”

**Extensis Marketing
Team Member**



“Extensis is defined by the success of its customers, and nowhere is this more evident than in our core values. A list of six ideals, these standards illustrate how we interact with our customers, and how we strive each day to better ourselves.”

Toby Martin, CEO

The only way that we
can live is if **we grow**.
The only way we can
grow is if **we change**.

The only way we can
change is if **we learn**.
The only way we
can learn is if
we are exposed.





[extensis.com](https://www.extensis.com)