What is our Culture book about?

This little booklet is an attempt to capture and present Cubix’ culture, values, and our story.

Our culture is a direct result of our values and their implementation in our work. We are proud of what we do, and every member of our team is a valuable component. If you endeavor joining us, we want you to be part of a healthy and potent culture that offers equal opportunity. The Cubix Culture Book provides you insight regarding our work environment, opportunities, healthy influences, mentorship, guidance, fellowship, and much more. We want you to feel welcome and excited about working at Cubix.
Components of this Culture Book

This book helps you navigate the inner workings of our company, by explaining the following:

- Our businesses
- Cubix’ core values
- Our culture
- The organization and operation of our teams
Who we are.

We can tell you a lot more about us!

Here’s where you get to learn a little about how we succeed at being employee-friendly, what culture we foster, what team-building exercises we implement, and what we do after hours.

We want everyone working at Cubix or endeavoring to work here to understand Our Values thoroughly, as we know they are key to our success.
CEO’s Message
Let's work together and make the most of our time together at this company. Let's make every day count. Maybe you will be part of this company for a year or 10 years. I don’t know yet. But I want to make sure no matter how much time you spend here with us on this journey, when you look back on your whole career 20, 30, 40 years from now, you will look at the years you spent here as the most transformative years in your career; the years where you learned the most, grew the most, were exposed to the most incredible people, and the most innovative thinking.

I want these years to be the years that literally change the trajectory of your career. My promise to you is that I will dedicate myself to creating and nurturing an environment where career trajectory takes shape to give you every chance of being exposed to the ideas, people, experiences, and opportunities you need, to make this happen in your life.”

Best Regards
Salman Lakhani
CEO, Cubix.
Our Businesses
Our **Verticals**

**Technology**
- Cubix
- Aspired

**Platforms**
- Designster
- Happy Force
- Distinguished

**Retail**
- Direct Macro
- The Apparel Factory
- Hard Drive Mart
- Computing Worlds
Act in a way that makes all of us proud

This one is a bit more-company oriented. We are all in this together, and everything you say and do, either internally or in a public forum, reflects on us. Consider our values and beliefs when you talk to clients or team members. We all deserve respect, and one way to make sure we get it is by holding ourselves accountable for our own actions.

“...The initiatives that Cubixians take on and the way they approach everyday challenges not only inspires me; it makes me proud to be part of such an amazing team.

Jourdan Chohan
VP
Our Vision
A sustainable, digital world transformation, where we all fulfill our true potential

Whenever we make a decision, we ask ourselves: what will bring us closer to realizing our vision?

The goal was to build a work environment where we could build projects we care about and realize the true potential of our coworkers and clients. We did this, and that's why we believe each one at Cubix has an opportunity to produce their best work.
Build an inclusive, transparent and socially responsible culture

We believe that to build an organization based on shared values, we first need to recognize those who live by them. It’s important to us to build a culture that will allow every member of the Cubix team to feel welcome and safe. Culture doesn’t happen by chance - we need to be proactive and work on it every day, taking full responsibility for the results.

"From my perspective, Cubix is a workplace where the values that are important to you aren’t just talk. You can see for yourself that they are a real, impactful part of the company culture."

Shoaib Ghaffar
VP
Our Strategy
To achieve our **vision**, we focus on these **three aspects** in our work:

**Project Accountability**
We consider every aspect of projects against our client’s ETA, and follow it rigorously.

**Transparent Methods**
Every project’s progress is presented in terms that are easy to understand.

**Customer Relationships**
We focus on healthy working relationships regardless of difficulties along the way.
Who Are We?
We always strive to make decisions aligned with our values. This takes us closer to realizing our vision.

When you work at Cubix, you experience and learn about how we formulate strategies, develop technologies, and make recommendations to our clients for establishing, expanding, and reinforcing their digital presence.
Cubix started its journey in 2008 with a team of seven. Today, it has grown into a full-cycle, mobile-first software development company.

Cubix is truly a world-class team of talented data scientists, developers, designers, mathematicians, engineers, and creative artists.

We deliver outstanding software solutions geared to match the needs of funded startups, large enterprises, leading agencies, and fortune 500 companies.
Be **brave**, curious and **experiment**. Learn from all successes and failures.

We believe that having the freedom to take risks and make mistakes is extremely important in any work environment. That's how we learn and how we innovate - by trying out ideas and looking at our results. If you have a brilliant new solution, we want to hear about it and help you check if it works.

There are many avenues that lead to success, but all of them have something in common: be patient, learn from your mistakes, learn from the experience of others, and don't be afraid of exploring the unknown.

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We need to remember that every groundbreaking invention was achieved after a long path of smaller and bigger failures.

Asim Karedia
COO
Our work has been featured in Mashable, Tech Crunch, Politico, and Forbes.
Always remain **switched on** when it comes to **learning and growing**.

In my field of work, there is a need for constant learning. Technologies change, and you must adapt if you want to stay relevant and remain ahead of the technological curve. But the key is to enjoy this habit of having to chase after newer tech introductions. It’s what keeps things exciting.

In my field of work, there is a need for constant learning. Technologies change, and you must adapt.

**Umair Ahmed**

*Program Manager*
Our Manifesto

Development Practices.

Our manifesto comprises our core principles, which drive a team of smart, energetic, and motivated people who know that working at Cubix is never just a job. Their passion and willingness translate into brilliant customer relationships and cutting-edge solutions we develop.
Development

Our code is scrutinized through peer reviews, the management, as well as an automation team. We only approve clean and well-structured code.
Design

Good designers copy; great designers steal. We start designing UI/UX, after running a competitive analysis, deep research, and brand analysis.
Delivery

We always deliver on time and help our clients operate their digital products. Moreover, we remain engaged throughout a support period to make sure operations are in full swing.
Marketing

We help our clients launch their products rapidly by leveraging their core values with our successful marketing approaches and industry standards of implementation.
Sales

Our blend of traditional principles, turnkey technologies, and smart strategies gives us the upper hand when it comes to converting visitors into customers and clients.
Making the best use of the people you have is part of your leadership role.
Take **ownership** and question the status quo in a **constructive manner**

Trust your gut and your knowledge, even when it's your team leader or CEO you have to question. We are all people, fallible but trying our best. Cubix' culture allows us to appreciate openness and constructive feedback. We want you to think for yourself and make decisions for your projects and tasks. You'll find that people will be happy to support you in striving to improve upon our methods and processes. You can suggest changes and also drive them on your own by implementing solutions that may make Cubix an even better workplace and by contributing to our culture.

What I like about Cubix is the fact that the company asks for and actually listens to people’s feedback about the workplace.

Urooj Zehra
VP
All that you say hinges on company values. Convey that in simple language.

Clients recognize who you are and what you do through the values you convey; your past projects, customer reviews, and other market information count. Customers look at all that, but they also pay close attention to how you cater to their needs.

Gavin Fernandes
AVP
Selected Happy Clients

We have helped 600+ companies transform with world-class software solutions.
I have always loved to sketch and draw, but being with the right blend of people has taught me how to believe in what I love. And a lot of this self-belief comes with practice and hard work. I encourage everyone to work hard and cultivate their skills so that they become exceptional.

Mazahir Abbas
Program Manager

Passion, desire, and creativity, intertwined help you produce fantastic results.

Good aesthetics always make you stand out. Draft after draft, that's what we're good at.
Our Partners

- Search Ads Partner
- Search Ads Partner
- Google Partner
- Microsoft Certified Partner
- Adobe Solution Partner
- Amazon Web Services Partner Network
Exceed clients’ and colleagues’ expectations

We have to work with two aspects in mind. The first is to ensure that we provide an environment where nurturing takes place. The second involves cultivating the incredible talent we hire so that they become tomorrow’s leaders. This is an amazingly thrilling exercise.

Be inquisitive and explorative to discover new ideas. And always deliver more than the client expects.

Alveena Salman
Chief Brand Officer
Our Core Values
**Core Values**

1. Exceed clients’ and colleagues’ expectations
2. Take ownership and question the status quo in a constructive manner
3. Be brave, curious and experiment. Learn from all successes and failures
4. Act in a way that makes all of us proud
5. Be ambitious, grow yourself and the people around you
6. Build an inclusive, transparent and socially responsible culture
7. Recognize excellence and engagement
We want you to grow with us.

There’s no better investment than investing in people.

That’s why we provide a personal growth budget to everyone on the team, and we’re more than happy to support team members who want to speak at conferences or take courses. We also offer internal workshops and webinars.
We want you to have full power over your career.

At Cubix, we cultivate a horizontal structure and foster a culture of constructive feedback.

Team leaders hold regular face-to-face meetings with their teams, and everyone can make impactful choices concerning how they want to shape their professional growth. Improving our career paths is an ongoing exercise.
If you can be part of building solutions through your work, you're a winner.

When you start working your way up the ladder in the software arena, your efforts will pay off. Not everyone can remain steadfast and go the distance, but if you do, you're part of a unique group. It's a lot of hard work, but you must remain humble and keep learning new things in this evolving field.

When you can't stop coding daily, you know that being a developer is in your DNA.

Nooruddin Lakhani
Principal Software Engineer
Our History

"My success and strength are my people; they are the ones who have brought Cubix success."

Salman Lakhani
Cubix is founded

Cubix chooses its main focus: building mobile apps & games

Cubix University launches

Cubix ventures into the world of digital transformation

Team size exceeds 250 employees

2008

2010

2014

2016

2017

2018

2019

2021

Cubix's offer is expanded with consulting services, including AI, iOT, Machine Learning, NLP, DevOps and Big Data

Direct Macro Inc. becomes Cubix's first acquisition

Cubix restructured Legally - Now S Corp
Recognize excellence and engagement

Validation and recognition are important because it drives confidence for people to keep going and perform well. It takes just a little effort to tell someone what a great job they've done. Try it. You'll find that being kind to others can make you happier, too - it's the magic of the human brain.

“Recognizing people who do an awesome job reflects a healthy work culture that always motivates employees.”

Mehran Khan
AVP
Best Development Environment

Innovative Culture

Environment and Innovative Culture, by All Pakistan SME Awards in 2019. The award was given by Mr. Zulfi Bukhari, Special Assistant to the Prime Minister for Overseas Pakistanis and HRD.

Cubix was among the various top-ranking companies nominated for two categories in the SME Awards 2019. Despite the fierce competition, we are proud to announce that Cubix took home the award for both nominations, Best Development Environment, and Innovative Culture.

Cubix has worked tirelessly to build an inclusive, innovative, and productive work culture in the company. Our focus is on empowering the workforce to take initiatives and keep them motivated through rich learning programs.
Brand of the Year Award

Cubix has been awarded Brand of the Year. Salman Lakhani, Cubix CEO, received the award from the President of Pakistan, Dr. Arif Alvi, at an auspicious ceremony at the Governor House in Karachi, held on Monday, August 30, 2021: Brands Foundation, an entity authorized by the Government of Pakistan, earlier recognized Cubix for Software Development in the 10th edition of its awards.
Monitoring everything closely and working **diligently boosts your chances of success.**

The importance of getting tasks done properly is never secondary. Amid a lot of critical factors when you work on large projects, you need to keep pushing things along while ensuring that the large chunks and smallest of details are accounted for.

“Keeping an eye on all the numbers and managing processes ensures success.”

**Azhar Vapiwalla**

**Product Owner**
Managing our **time** and **energy** is something I have **learned** in a few short years.

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**Sharjeel Mahboob**  
**Product Lead**

**Sumair Sheikh**  
**Product Lead**
Our **Perks**

**Bonuses**
Pay rise, promotions, and top opportunities for professional development.

**Leaves**

**EOBI**
We plan your retirement because we care for our people.

**Gratuity**
A company sponsored fund that enables you to maximize benefits.

**Vehicle**
Company maintained car.

**Insurance**
We ensure all your healthcare needs, including maternity coverage.

**Training**
Mentors to guide and support you. Training programs to polish your skills.
How We Work
We Love What we Do.

There is nothing more valuable than something you work on with your heart and soul.
Work is our **comfort zone**.

Cubix attended the world's most renowned name in the technology expo industry, GITEX expo. This was a memorable experience for our team.
Awards and accolades are proof of hard work and creativity rolled into one. There is much work that goes unnoticed, but we recognize all those who have taken Cubix forward.

Act in the Way that makes All of us Proud.
Believe you can make the world more interesting through your work, and you will.

When you work in the software arena, especially at the initial stages, you get to decide which fold is for you. If you find what you fancy early, you start enjoying things more, and that brings out the best creativity in you.
After Hours
Everyone likes company retreats, team dinners and gadgets, right? We’ve got those in spades!
We organize **annual picnics** to spend some time together in delightful locations. Employees get to unwind and be themselves without having to worry about meeting deadlines.
Table Tennis

You may think you're just goofing around playing a game, but you're really training your mind to think more strategically and improve focus. Table Tennis demands your full attention.
Cubix Premier League - Building strong office teams on the field. Cubix organizes a Cricket tournament (CPL) every year and employees put forward their best performance.
People at Cubix from every department form teams and participate in an exciting saga through their screens. Counter-strike allows us to work in a unique environment with fun-filled entertainment.
Your **work ethic** and **quality reflect** who you **truly are**.

Work will occupy a large part of your life. Nothing beats doing something that matters and love. This way, you will be more than eager to get up in the morning and head straight for your workstation. To others, it looks like work, but for you, you'll get to play all day.

Going the extra mile puts your department or company at an advantage.

Zen Ameer  
**Principal Content Producer**
Annual Event

An annual celebration marks our achievements and gives us an opportunity to appreciate those who have stood out as well as all those who have contributed to taking Cubix a step further toward our goals.
As a **software engineer**, you're an intellectual of another **caliber**

There are dozens of geniuses that we discover throughout our careers as software developers. When you look at things differently and land yourself in discussions that few others have, you know you are part of a special tribe.

There is so much to learn, but you must enjoy the process of this education.

**Sohail Yaseen**
Senior Software Engineer
Engage With Us
There are **no shortcuts** in this **field**. You have to put in the **required hours**.

Collaboration is a major ingredient in an organization’s success. You’re lucky if you’re part of a company that thrives on collaboration. Such organizations allow you to explore how the effects of your individual contributions can have a tremendous impact.

In this field, we have to grow through the constant changes we encounter.
Taking each day at a **time helps** when there is **pressure**. Things become **easier** this way.

You have to face up to the challenges that come with technological changes and other situations. Also, this can be overcome if you stay focused and are willing to work hard to contend with and counter the difficulties at hand.

Never take your success for granted. Every project is new and requires renewed focus.

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*Adeel Ahmed*

AVP Client Engagement
The software field is a **constantly** growing one, and you must **grow along** with it.

Your career is bound to be filled with a variety of experiences. Some of those may be less than thrilling. But all the same, it's always a learning experience no matter what stage of your career you are at. But always keep pushing forward.

"In this field, we have to grow through the constant changes we encounter."

Khawaja Absar  
Principal Software Engineer
There is **no escaping** all the **hard work** you need to do. **It all adds up.**

People usually don’t refuse to help you when you ask for their help. Some even go out of their way to help and may at least point you in a suitable direction to get you going. I have found that it’s extremely rare for anyone to refuse you.

Work is my second home, and I am keen to show up daily to achieve more.  

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*Jawad Ali  
Senior Network Support Executive*
Where opportunities are abundant, you have to work hard to reach your goals.

I love feeling deeply engrossed in my passion for discovering new ideas and solutions. Operating in the tech world with this approach, leads me to solutions and answers to my questions.

Becoming more skilled and reinforcing your knowledge bank is a wise move.

Ali Mohtasham
Senior Software Engineer
When you are at your **desk**, you have to make the **hours count** with your **effort**.

Being passionately curious is among the top traits of a person who finds his or her passion and gets ahead. It is sometimes the difference between remaining stagnant and discovering superb opportunities for yourself.

Build yourself and help others to do the same. Inspire yourself and those around you.
Engage with us!

We’re present on Facebook (#Cubix.Worldwide & Where We Hang Out series), Twitter, Instagram, Linkedin, and we’re very diligent in updating our blog. You can also subscribe to one of our newsletters.

We’re proud of the fact that Cubix’ community is so friendly and robust. We’re all equals, and what we have to say matters. So talk to us :) to say matters. So talk to us :)}
Get in touch!

If you’re not part of the team yet, #jointeamcubix!

You can find a lot of information on our careers page, and if you’d like to check out our projects and internal initiatives, you can check out our blog. We make sure our recruitment process is as fast and transparent as possible,

jobs@cubixlabs.com
Thank You

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Branch 2 – Pakistan
54C, Main Kashmir Road, PECHS, Block 2, Karachi – 75100

Branch 3 – United Arab Emirates
Building 11, Level 7, Bay Square, Business Bay, Dubai