

Corporate Integrity, Honesty, and Servant Leadership

By Martin Vella



CasaSoft is a team of highly creative designers, talented developers and strategic thinkers full of passion and innovation. Our aim is to help businesses expand digitally and online. We strive to deliver projects of exceptional quality. With a combination of passion and attention to detail, we work closely with our clients to create solutions that really work. Client satisfaction is our marketing strategy. We've been doing this since 2004 and we know a thing or two about helping businesses expand online. We put our clients in the centre of their projects in order to make sure we understand their requirements and their targets. This way we build outstanding projects which are extremely user friendly, highly functional and deliver results. We've also won several awards such as two international Design Firms Awards in 2015 & 2011 and Best Flash Website Award in 2009.

www.casasoft.com.mt

We sit down to interview Mark Cassar, Creative Director at CasaSoft (www.casasoft.com.mt), winners of this year's **Best-in-Business Online & Web Design Company Award**. Mark tells us that CasaSoft stands out from competitors and is thrilled that company has won the recognition they deserve. He states why CasaSoft is currently one of the top market leaders in the industry, with team members all striving to be servant-leaders in the workforce.

MBR: Can you tell us about your experience and how do you feel after receiving the judge's full scores as Malta's Best-in-Business Online & Web Design Company Award 2015 during this year's BIB Awards?

MC: We are thrilled to have received such an outstanding award confirming us as Best in Business within the Online & Web Design category, our core speciality. This shows appreciation towards our high level of commitment in quality throughout all the projects we deliver. Such an award continues to fuel our motivation and passion to constantly focus on delivering projects of high standards and excellent service to our esteemed clients.

MBR: Do you believe that such awards celebrate all that you are doing, from your creativity, to innovation, to the quality customer service, these awards are rightly the Oscars of great Maltese business?

MC: Definitely. Our aim is to help our clients expand digitally while focusing on delivering excellent quality and service. Such an award confirms our commitment towards delivering projects of a certain standard. We aim to deliver solutions which are highly creative, innovative, user oriented and user friendly whilst providing excellent customer service.

MBR: When people work together you can sometimes accomplish the "impossible". Do you think that the success and achievements CasaSoft enjoys is due to the cooperation and efforts of many people working together towards a shared goal?

MC: This achievement is all thanks to our team of highly creative designers, talented developers and strategic thinkers full of passion and innovation. We love what we do and together we make sure to deliver projects of a high standard. We make sure that such values are instilled within the entire team.

MBR: Do such awards help businesses increase their profile and are a great chance to take stock of what's happening in your enterprise?

MC: Awards surely help consolidate recognition of best practices and standards. Being awarded Best in Business as an Online & Web Design company shows that we surely know a thing or two about our line of work. Our clients and potential new clients can trust that they will be in good hands. It confirms expertise and proficiency within the industry by being assessed and awarded through an external panel of judges who appreciate the work. We have also won numerous other awards, such as two international Design Firms Web Award in both July 2015 and October 2011 and a Best Flash Website Award in November 2009.

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MBR: Being awarded as Malta's Best-in-Business Online & Web Design Company Award 2015 means that CasaSoft carries the responsibility to act as a role model and shining a light on the most innovative online and web businesses in Malta. How does CasaSoft intend to promote success, innovation and ethics in the local business community?

MC: We want to continue improving our service and expertise within the industry even further. We constantly strive to excel in all our projects. We make sure to genuinely put our clients in the centre of their projects and to

understand their target audience and requirements. This helps us to deliver projects which are of a high standard in both aesthetics and functionality whilst providing effective results.

MBR: Do you deem that our prosperity, social and healthcare systems are reliant on us creating an even stronger, more innovative, successful, international and ethical business community - one that forms the beating heart of an increasingly globalised economy?

MC: Businesses are the backbone of any globalised economy. Stronger values within the business community will reflect positively throughout the entire economy.

MBR: What do you think of the Malta's Best-in-Business Awards and do these awards create a great initiative to promote the values and principles we believe in: liberty, democracy, freedom of speech, open markets, fair competition and open societies?

MC: Malta's Best-in-Business Awards is a great initiative to recognise companies which excel in their line of business. This will help foster an attitude of constant improvement throughout companies to regularly assess and improve their service. All this contributes positively towards such values and principles.

MBR: And do you believe the BIB Awards inspires and stimulates local business to reach exacting criteria, where not only annual turnover and sales count, but also factors with high social importance - what we call business ethics?

MC: Sure! The main focus of a business has to be its quality of service. Constantly working on improving their level of service will reflect positively throughout the entire business operation including other factors of high social importance.



Tom Visser, Reuben Hayman, Duncan Cachia, Kurt Aquilina, Raymond Cassar, Mark Cassar, Karl Cassar, Simon Azzopardi, Lars Andringa, Fabian Abela



Mark Cassar - Managing Director

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MBR: How does an innovative, strong and thriving business community makes a successful and prosperous organisation?

MC: In order for organisations to succeed, they need to follow the best practices of the business community. The stronger and more innovative the community is, the better the service the organisations has to offer in order to survive within today's highly competitive market. All this will in turn be of real benefit to today's globalised economy.



Tom Visser, Fabian Abela, Mark Cassar, Simon Azzopardi, Lars Andringa

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