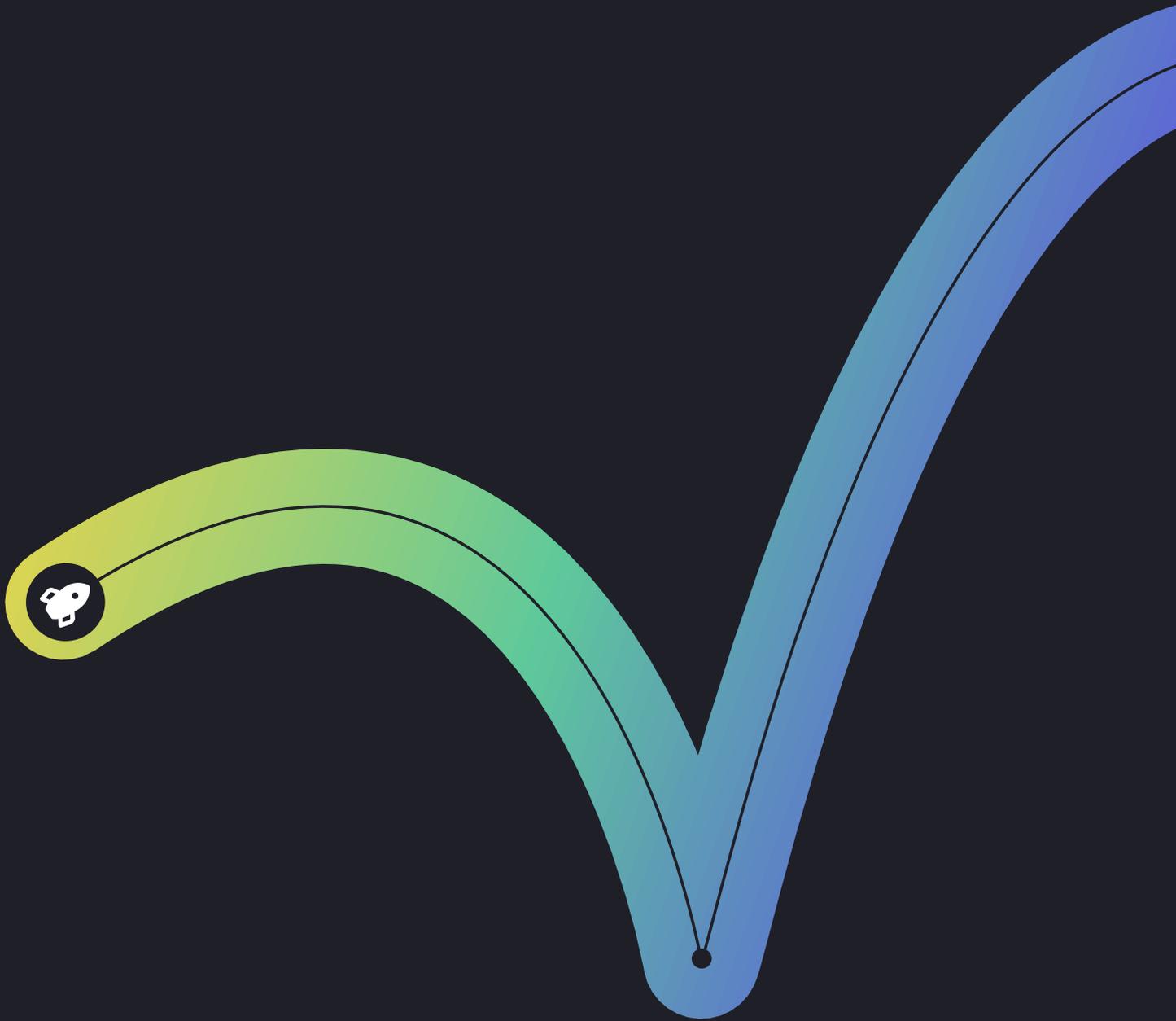


The Ultimate Culture Book



A culture of collaboration and innovation.
Now joining forces with Zendesk.

Ultimate.

Ultimate.



•	The Ultimate journey	3
•	The Ultimate mission and vision	6
•	The Ultimate values	7
•	The Ultimate product	8

The Ultimate journey

The Ultimate origin story

Jaakko Pasanen, Reetu Kainulainen, and Markus Rautio meet at Tampere University, Finland. They found a food delivery startup, Culinar Oy, and fail.

2014

The Ultimate idea

Bored on a Sunday, the trio takes part in a Helsinki Hackathon. Reetu sees the event support staff struggling. On a whim, he creates a demo for a support chatbot that ends up winning first place. Ultimate is born.

2016



Markus Rautio, Sarah Al-Hussaini, Reetu Kainulainen, Jaakko Pasanen

The Ultimate dream team

Ultimate is recommended by SAP for the Techstars program in Berlin, where they end up in Finance Associate **Sarah Al-Hussaini**'s portfolio. Deeply impressed by the product and ready for a new challenge, Sarah becomes Ultimate's COO.

2017

What's in a name?

“We originally named ourselves ultimate.ai. Finns can be incredibly humble and self deprecating — in other words, terrible at marketing themselves.

That's why we thought calling ourselves ultimate.ai was a hilarious twist: Our name would do all the showing off, so we could focus on the product. Looking back on it, I'm just glad I didn't get my way and name us botfactory.fi.”

- Reetu Kainulainen, CEO and Co-founder



Wowing investors

Series A: [Ultimate](#) raises \$20M, with investments by OMERS Ventures, Felicis Ventures, HV Capital, and Maki.vc.

2020

Wowing our customers

Ultimate is a leader in the Intelligent Virtual Assistant category on G2, the top tech review platform where verified users share feedback on software solutions. Our customer base continues to grow to include global industry leaders like Vodafone, Finnair, and Zalando.

2021

Wowing the world

Almost a decade later, we've created a solution that our customers trust to deliver on their automation goals, our people are genuinely proud to build, and our investors believe in. To stay at the forefront of AI innovation, we release a generative AI bot to customers: UltimateGPT.

140

employees

45

nationalities

43%

identify as women

2023

zendesk + Ultimate.

Wowing Zendesk

Recognizing Ultimate as the most sophisticated AI platform for CX, Zendesk acquires Ultimate. We join forces to pioneer the AI-first era of customer service together. And this is just the beginning – we're excited to conquer what's next together as one team.

2024

The Ultimate mission and vision

Finland is known as the happiest country in the world – and we guess that’s why it inspired us to dream of a world where customer service creates joy, and to write it into our vision statement that guides us daily:

Our vision is a world where customer service is a joy for everyone.

Customer expectations have never been higher when it comes to support, yet 68% of agents report feeling **overwhelmed**. We believe 0% should be stuck doing mundane work in high-stress working environments. Our AI-powered customer support (CS) automation helps free all agents from repetitive tasks.

At the same time, automation saves our customers time and money, allowing them to scale successfully while staying in full control of their customer experiences (CX).

So how do we bring the joy to everyone? By building the most powerful customer support automation platform in the world.



We’re the customer support platform you won’t outgrow.

G2 leader



Languages supported

109

Potential automation rate

+60%

The Ultimate values

Honesty, transparency, and a no-ego approach to leadership have helped our team form an incredibly strong bond while building an industry-leading product. And it looks like our reviewers on [Glassdoor](#) agree! Learn more about the values that have shaped our working culture.

Trust

We lead through context, not control, and we trust you to take ownership of and accountability for your work. When it comes to working with our customers, we are open and transparent about what our product can do, and strive to demystify and humanize AI to earn their trust.

Customer Success

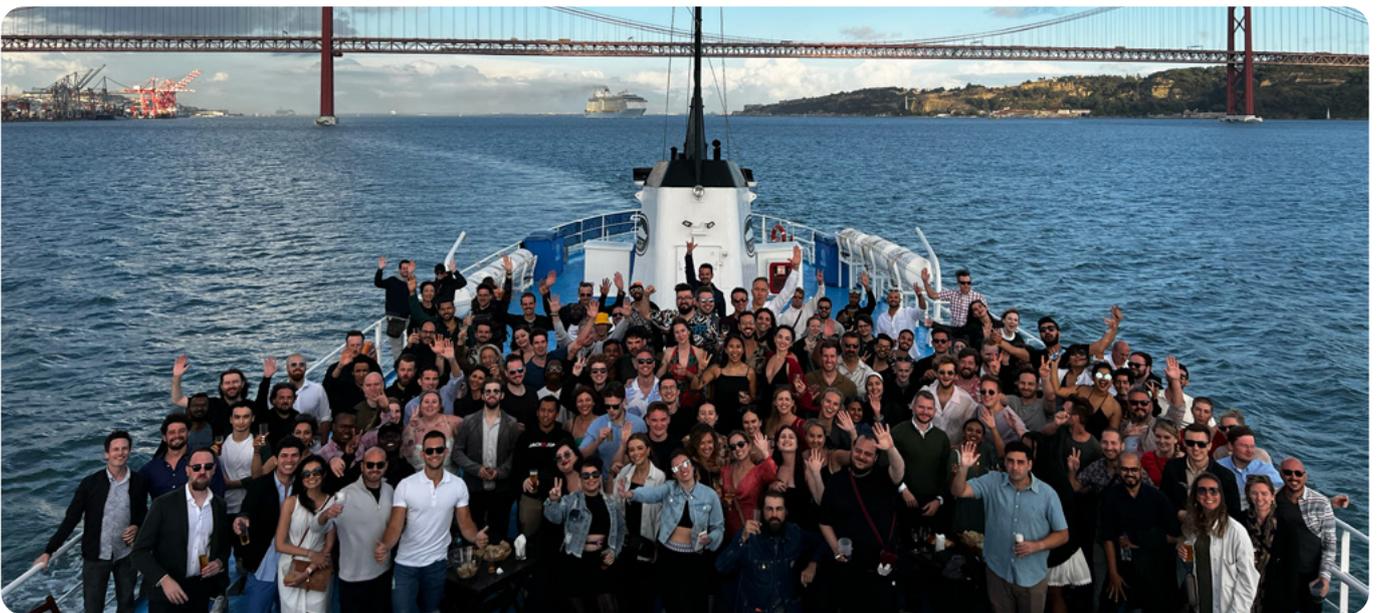
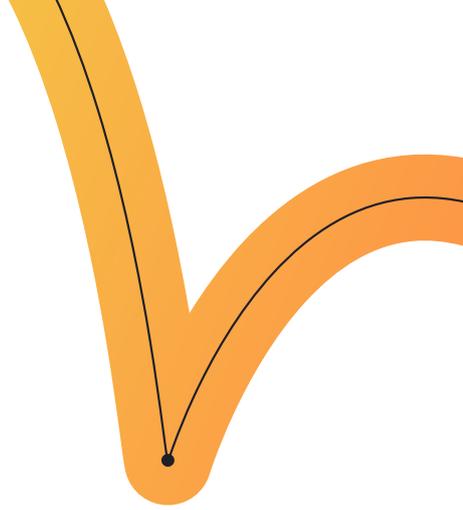
Every team member contributes to our customer-first mindset through a deep understanding of our product, industry, and vision. We prioritize our customers' experience and values above all else and measure our success in terms of theirs.

Impact

We empower employees to drive real impact from day one. Our product helps our customers work smart, not hard, and the same is true for our team. We prioritize those projects and metrics that matter most.

Ethics

At Ultimate, we put our teams' needs before our own and are always ready to support each other. But we also believe in using our platform to show how tech can be a positive force for people and planet. Our core mission has been and will always be a human one: to improve the lives of millions of people worldwide, from workers to customers.



The Ultimate product

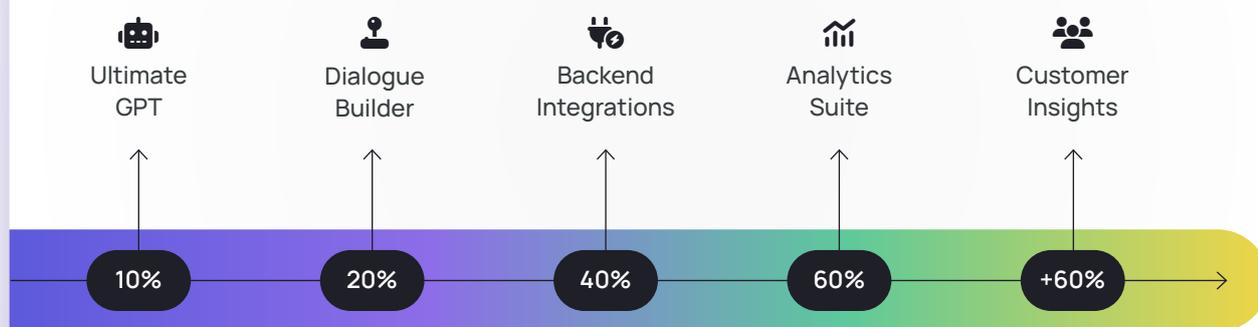
We offer automated customer support for leading brands across all their digital support channels.

In other words, we help customer support teams build anything from automated email triage to customer self-service options and 24/7 chat support.

For our customers, this means building deeper connections with their customers. Automating repetitive requests not only saves businesses time and money, but frees up their

Our AI is industry-leading, our platform is no-code, and our team is constantly on-call to guide our customers through the world of conversational and generative AI.

The road to +60% automation



Who we work with



DEEZER

FINNAIR



zalando

LUSH

transferGo

taskrabbit

moonpig

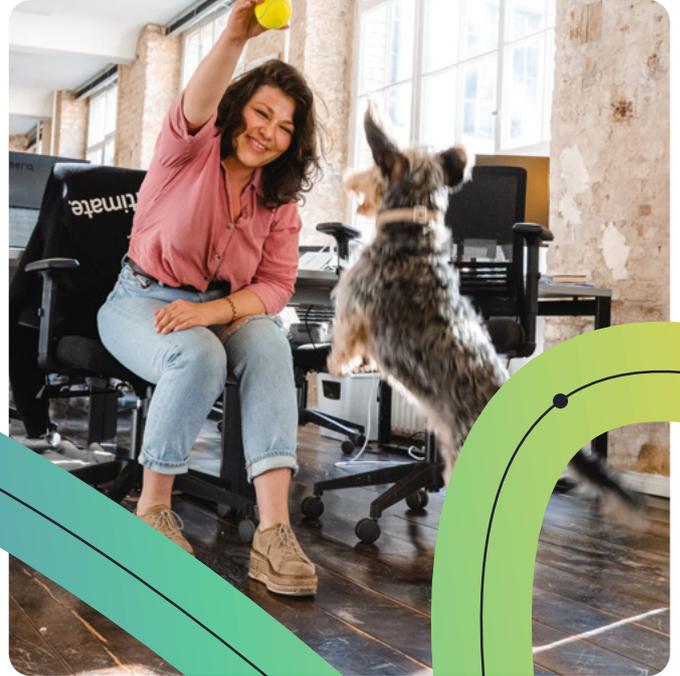
vandebon



Pockit

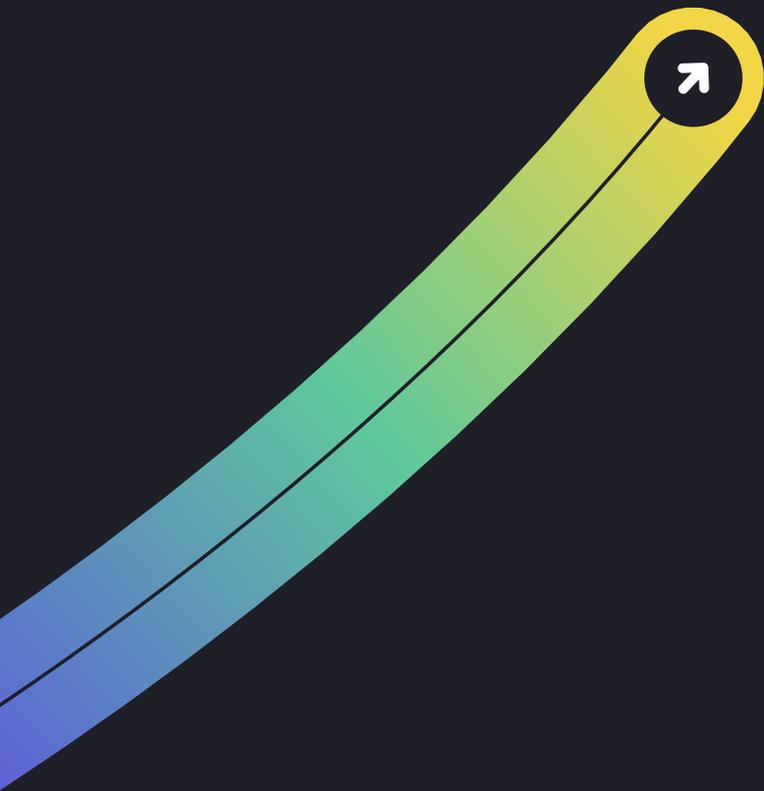
Where we work

Our 140 Ultimates work around the world from one of Zendesk's many hubs. We hire in different locations depending on the needs of the role, so lots of global opportunities await. Led by our core value of trust, we care about output, not hours, and though we specialize in building AI agents, we care about having fully-formed humans on our team.



Are you our next Ultimate?

Find your next career



Learning together,
building together

Ultimate.