Values sync is the process of sharing and synchronizing software engineering ethics between two or more parties. This includes shared ideals about doing honest business, getting value for one's money, and maintaining clear lines of communication, as well as software engineering principles.

Questions that are important in syncing values include asking what each company or individual intends to get out of a relationship with the other company or individual. A company may only desire monetary gain from a client, or may wish to build a long-term relationship involving future collaboration to the benefit of both. In this platform testing project, ThreeBears made it clear that a long-term relationship with GSS was desired, which satisfied GSS because it gave GSS a partner to turn to for later projects if this one went well who already understood their business and their values.

A client should match what it desires from its partner with the value a prospective partner can offer in determining the extent of their business transactions. In this case, the project was explained clearly by GSS to ThreeBears, and ThreeBears examined their lab facilities to determine how their services could be of value to GSS.

The process of coming into values sync is critical when doing business in software engineering to reduce the likelihood of unexpected complications or dishonest business practices. It increases efficiency and clarity, and usually leads to greater satisfaction for all parties.