

Tt[®] CULTURE BOOK

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董事長的話
CEO's Corner

行動品牌時代，創新創意不設限！

如 如何讓品牌深植人心，耳熟能詳，是品牌企業永遠追求的目標！

策略大師Prahalad 提出 $N=1, R=G$ 作為創新法則，這一創新公式也是知識經濟鐵律。曜越其實深知並運用此論述，**N=1**針對產品、管理機制都在為「個人」量身打造，簡單講，「個人」就是一個市場，「個人」也可以形成一個組織。曜越的企業文化 - 致力於創造完美使用者經驗！表示將消費者都在等待和尋求品牌企業提供獨一無二的產品和服務！曜越三大品牌除了看準市場機會，還必須不斷創新！

而創新的方式有許多種！**R=G** 意旨資源不再有地域限制，資源是可以取之於全球！曜越旗下品牌產品除了自身開發能力之外，對外也積極尋求嶄新的創意資源！曜越於去年展開產學交流舉辦第一屆的《曜越電腦遊戲玩家的異想世界創意設計大賽》，並早在1999年開始予BMW DesignworksUSA 跨界合作Level 10 旗艦電腦機殼，延伸至Level 10 M 電競系列的滑鼠及Level 10 M 耳機！

如今於行銷3.0也是品牌3.0的時代，企業品牌文化的扎實程度結合行動品牌力，才能抓住消費者的視線和注意！根據資策會MIC調查研究發現，每5個人就有1人會用手機上網。因此產品和行銷資訊的取得更為隨手可得，可能前一秒按讚，下一秒搜尋比價！之所以曜越旗下品牌就地域性不同而有其專屬Facebook社群專頁，以達到就近和消費群溝通；成為行動品牌要如何善用社群平台，重點不外乎：

- **Mobile 無縫隙滲透**：隨時跟上消費群眾的生活腳步！吃飯、通勤途中、睡前等都是透過社群和消費群眾溝通的重要時間點。
- **One of a kind 只接受「我」有興趣的點**：而今消費者注重自我表現、自我個性的展現，因此客製化，獨一無二的潮風格是品牌的新密碼！
- **Bargain 不是最好，我不要**：無時無刻上網比較，斤斤計較的物超所值服務和產品，是現在新世代消費群所追尋的！好康好禮活動先推出體驗，再決定是否購買。



董事長的話
CEO's Corner

- Immediate時間寶貴，不浪費：多品項、集中類別的行銷模式，打造實體通路專賣店和虛擬24小時線上商城，擴大品牌和產品的廣度，以「最熱賣」、「最想要」推薦商品精準地觸及目標消費者！
- Life&Local隨時隨地滿足我的生活需求：品牌提供在地化服務，生活中容易聯想並可透過品牌社群分享和獲得資訊！電競相關配備聯想到Tt eSPORTS、什麼都有得買、什麼都可以賣，都不奇怪的Yahoo線上購物商城，讓消費者在追求生活特色時予以聯想到的品牌。
- Entertainment多元多變才有趣：內容有趣要fun，無論是影片、圖片有趣引起共鳴和話題。例如facebook辦好康活動以虛擬輪盤或是射飛鏢形式過關贏得徽章，進而到實體店面或是線上商城購物。

而全球各地區所取得消費者的聲音，也有其可能成為產品和服務創新的來源！

曜越集團董事長



26th Mar., 2013

董事長的話
CEO's Corner

The Age of Branding Action with Untrammeled Innovation



How to make a brand well known and root in the consumer's mind is the ultimate goal that every brand and enterprise constantly pursues.

Master of strategy, C.K. Prahalad, has put forward the "N=1, R=G" innovation theory, also the iron rule of knowledge within economy in 2008. Thermaltake, as a matter of fact, has acknowledged and applied this theory to accomplish our mission of "delivering the perfect user experience". N=1 represents to tailor made products and management system for an individual. In short, an individual is a market, even an organization. According to our mission, consumers are searching for unique services and products, that is to say, Thermaltake with its three brands not only have to be certain about marketing chance, but also have to bring forth new ideas constantly.

However, there are so many ways for continuous innovation. R=G means that resources is no longer limited by territory, we can attain resources worldwide. Besides strengthening our product development ability, Thermaltake brands has been looking for fresh, innovative resources from the exterior. We started our Industrial Liaison Program last year and held the "2012 Thermaltake's Fantasy World Creation & Design Competition", also we work with BMW Group DesignworksUSA closely on the Level 10 chassis project since 2009, and to further extend the excellent concept to a gaming mouse and headset!

Now is the age of marketing 3.0 and brand 3.0, we have to fulfill our enterprise core values with branding action to catch the attention of consumers. According to a survey by III (Institute for Information Industry) and MIC (Market Intelligence & Consulting Institute), 1 in every 5 people surfs the web by mobile phone; therefore, product and marketing information has become easily available nowadays. People may click like on Facebook at this second and compare prices online shortly after! That's why we engage so many Facebook fan pages for our three brands among different regions to communicate with our target audience directly and personally.

To make the best use of social networking, the following points are absolutely essential:

- Mobile - Keep pace with the consumer's everyday life! Choose the right time to share information with your audience. Having meals, commuting and before sleep are important times.
- One of a kind - Only accept the issue "I" am interested in: Consumers attach importance to self-expression nowadays. Unique customization then becomes the new code to brands.
- Bargain - Consumers choose the best items only: The new generation of consumers chase superior value, service and products through use of the internet. Wonderful user experience is the key point for them to purchase rather than just discounts.
- Immediate - Time is money: The Marketing mode should include multiple and categorized items. The enterprise should run both physical channel (store) and virtual channel (24hrs online shop) to extend the range of brand and product. Reach to your target audience precisely by the hottest and most wanted products!
- Life & Local - Meet my daily needs anytime and anywhere: Local service is needed. Share product related daily information via social networks; create the relation between our brand and life experiences. When it comes to gaming gear, people will easily think of Tt eSPORTS and Yahoo online shop.
- Entertainment - Variation and diversity are key components of FUN: The content and text should be fun - interesting videos and images may evoke a resonance among consumers. For example, holding discount events such as winning coupons through virtual games, consumers may purchase your products accordingly.

Last but not least, don't forget to hear the voice of worldwide consumers; it may become the source of our innovative products and service!

The President& CEO of Thermaltake



26th Mar., 2013



2013 **Ti** CULTURE BOOK

市場趨勢
Market Trend

市場趨勢
Market Trend

Mobile marketing reaches critical mass

Writer : LUXA2 Product Management Specialist Lantis Yu 游智祥



Mobile has become the centre stage of our everyday lives. One third of mobile phone owners have experienced online shopping, and number certainly has grown significantly. To all the cooperations which seek business adventures in this market will like to benefit from all the potentials customer based. It is clear to all the marketing experts, mobile marketing is a trend that business cannot afford to ignore.

Mobile marketing market size will expand even bigger this year! With continue generations of mobiles apps will ensure the great success. This strong evidence for any business owner to be updated with what he or she use to improve greater return of investment. Apart from mobile landing pages, there are more tools that we need to know. There are four major indications for mobile industry this year.

First, Near field communications (NFC) based mobile devices and applications have not fully integrated to ensure the idea of making mobile payment. In order to see NFC fully accepted by the market, majority of brick and mortar retails and business should carry the right payment equipment to serve customers who intend to make mobile payments.

Second, Mobile gets more branding. Social network will launched its Facebook branded phone through a partnership with HTC. However, it is not only Facebook that making its own phone. Amazon and Microsoft are in talks with Foxconn to manufacture their phone in 2013. Internet companies will also purchase mobile companies to enhance their services. Microsoft might soon make a move and purchase Nokia. Once the mobile phone giant.

Third, Utilizing location applications to enhance mobile marketing. During 2011, Foursquare made its mark by reaching over 15 million users, nevertheless it' s still not yet to make its way to the whole mobile marketing mix. It is the strong indication that while foursquare already as well known brand among mobile users, the challenge is to make location based apps like foursquare to innovate greater function to small and medium business.

Finally, mobile won' t be a device but a function. Mobile has been a long associated with another name "Cell Phone". In present day, the phrase "mobile" terms to your smartphone or tablets, eventually that would change due to our TV or microwave oven will carry mobile technology in it. Wireless connectivity is now an asset for any manufacture and your smartphone is your remote control. Expect more devices to be enhanced by mobile technology this year.

顧客焦點 Customer Sharing



顧客焦點
Customer Sharing

拉近與顧客的距離

圖 / 文：服務管理處線上客服部 線上客服專員 Lucy Hung 洪怡萍

線上客服部的工作雖然深入簡出，但是透過接聽0800電話，就等於是和顧客面對面的交流，有的時候這通電話有爾虞我詐的氣氛、有的時候要安撫氣急敗壞的來電人，不過最家常便飯的狀況還是引導顧客進行維修流程。如果日復一日，只是將顧客當作是一個來客訴的人，那接電話這件事就太枯燥了，如果試著拉近和顧客的距離，就會衍生許多意想不到的好處。

當客人使用後或新品發現產品故障，公司的使命「致力於創造完美的使用者經驗」就面臨巨大的挑戰，尤其是已維修多次的顧客，他們有時候就直接說出對產品的失望。這時多詢問他過去產品維修的歷史，可以讓顧客一邊回想一邊說，不知不覺就暫時跳脫憤怒的情緒，說不定也可以理出故障的原因。比如說每次損壞的地方都一樣，雖然一方面可以說是產品構造較脆弱的地方，但也可解讀為使用上要更小心。雖然不用向情緒不穩的顧客指出這點，但是也達到了提醒的效果。

多了解顧客購買的狀況，可以獲得許多市場情資。例如為什麼顧客喜歡向原廠申請不良，而不願回到原購買處？除去距離原購買處路途遙遠、線上商店等因素，我們發現許多店家收取基本的代送費用，所以顧客寧願直接向原廠申請。又如和顧客多詢問原購買處，宣示在合法商家購物的保障，現在網路世界存在著二手品販賣、交換的風氣，在保固內的產品即使是二手品也是得受理，但是藉由詢問顧客購買的是新品或二手品，讓顧客知道我們對這樣的情況並不陌生。

免費提供給顧客零件是拉攏顧客最直接的方式，尤其是非損壞所需更換，如單純是擴充需求的情況下。雖然立即性得到的只是顧客的道謝，但是每個客服人員心中總是抱著顧客會因而產生對廠牌忠誠支持的期待，下一個選擇仍是曜越。

以上談的拉近與顧客距離的方法包括詢問產品維修歷史、了解原購買處、免費提供備品，所得到的好處有平息顧客怒氣、獲得市場情資、培養品牌忠誠等，多幾個貼切的問題，讓顧客感受到不是制式的回覆或匆匆被打發，讓這個0800熱線成為企業和顧客可以心意相通的橋樑。



接聽0800電話



深入簡出的客服專員



需要常到大自然裡淨化心靈

顧客焦點
Customer Sharing

東北亞的一顆新星

圖 / 文：國外業務 副理 Waylon Chou 周維倫

韓國其實是一個對我來說很陌生的國家，就以往的經驗他快速發展但是也有些負評。韓國有全世界最快的網路，全球最強的電競選手，給人感覺就是高科技發展的國家。但因出差而踏上韓國時，完全改變我的看法跟想法，有些不平坦的水泥路，樸素的風情帶有些鄉村的感覺，跟我心中應是滿滿的高樓大廈，五光十色的看板相比真的是有極大的對比。金融海嘯之後，曾讓韓國的經濟一落千丈，但是他們也迅速地站起來，並以迅雷般的速度在全球發展。像不死鳥一般重生並成為更強大的國家。跟客戶聊到，他們給小孩的觀念就是要做就做最強，要做就要做第一。或許他們從以前就是這樣被教導，才會給人很強勢的感覺，雖然骨子裡還是彬彬有禮，但給人感覺很矛盾。

有全球最快的網路，所以韓國的商業模式也完全轉型，連以前人們口中非去不可的龍山電子商場，也變得人去樓空，只剩下觀光客會光顧，只因為現在透過網路，手指點一點就可以買到自己想買的東西，從電腦到家電，甚麼都可以購於網路。韓國曾經讓人覺得是靠著遊戲開發才從金融海嘯重生，但現在的韓國卻有偏向禁止遊戲發展的感覺，因它產生了很多社會方面問題，就如之前所說要做就做最強，剩下玩家都是在金字塔頂端奮戰的電競選手，把自己的人生全部投入，就只為了成為最強的職業電競選手。

Piesco，我們在韓國唯一的代理商，成立於2004年，名稱是取自於兩個大老闆SangWon Park跟Shin Hyong Shik。一個有文質彬彬的氣質，另一個給人熱情如火的感覺，Piesco就是由這一正一反的兩人所打拚出來的，從以往的小小辦公室，現在已經成長到十人大小的規模，或許說不上大，但是可以看的出來穩定成長。Piesco也經歷過金融海嘯的衝擊，也曾一蹶不振，但是靠著努力以及不放棄的精神又重新站起來，雖然兩人的年紀已經可以當我爸了，但是他們告訴我，他們雖老但是心不老，只要還有力氣，都想繼續衝刺，或許現在支撐韓國的經濟，就是這群人老心不老的勇士。

有時候看著他們，回頭看看自己的國家，我們所需要的是甚麼？所缺少的是甚麼？從中尋找可以讓我們更進步的元素。



右方兩位是Piesco的創辦人



Piesco的辦公室，雖小但是五臟俱全



右方建築是龍山電子商場的標的物，但是因為電子商務盛行，實體店面需求減少，所以有在規畫拆除改建展覽館

顧客焦點
Customer Sharing

躍越與ATLAS之間英雄的約定

圖 / 文：Tt品牌事業處 歐洲業務部 國外業務專員 Jensen 洪正昇

馬拉加 (Málaga) 位於西班牙南部，是佛朗明哥舞蹈發源地安達魯西亞省 (Andalucía) 的大城，地中海建築、陽光沙灘、熱情洋溢是此地的招牌特色。我們的西班牙夥伴ATLAS不是位於馬德里、巴塞隆納，而是坐落在此風光明媚的南部大城馬拉加。許多旅人說在南部才能看到真正的西班牙，然而ATLAS倒不像道地的西班牙風格，有著歐洲人的文化氣息，其中也融合著亞洲人的勤奮與謹慎。

近年的歐債主權金融危機不只影響到台灣的經濟表現，西班牙更是首當其衝，失業率26%，青年失業率超過50%，經濟成長率下滑，許多負面的經濟指標清楚顯示西班牙遭受正面的強力衝擊。在此背景下，ATLAS的CEO José與我們董事長Kenny英雄所見略同，走在相同的發展軌跡上，創立新的電競品牌Ozone，以黑色與紅色為主要基調，也成立職業電競隊伍Giants。抱持著英雄惜英雄的情懷，Thermaltake因此也成了此電競職業隊的贊助商之一。

所謂危機的來臨就是轉變的契機，ATLAS計畫在今年捨棄一些品牌的代理，歐債危機帶來的衝擊迫使ATLAS改變，而我們夥伴的改變也正是躍越向前邁進的推動力。外在環境的風雨強制性地淘汰不適任者和汰舊換新，而躍越與ATLAS之間依舊擁有穩固的夥伴關係。

在台灣與西班牙遙遠的距離，迥然不同的東西文化下，ATLAS作為我們在西班牙的獨家夥伴，相似的理念和共同的夢想引領躍越與ATLAS一同向前邁進，度過全球性的危機，迎接谷底後的復甦是我們之間英雄的約定。



ATLAS的總裁 José
ATLAS總部外觀

ATLAS員工合照

品牌推廣 Branding Case



品牌推廣
Branding Case

將曜越旗下儲存設備產品推廣至數位市場

圖 / 文：產品企劃專員 Bonnie Chen 陳孟蓁



數位時代的來臨

Silver River 5G 3.5吋 USB3.0 外接式硬碟盒
適用於3.5吋 SATA 硬碟

BlacX 5G 雪白版 硬碟外接座
應用於 3.5吋與 2.5吋 SATA 硬碟

隨著數位時代的進步，拍照從早期的膠卷到如今動輒千萬畫數的高解析數位相片；攝影從早期的DV、錄影帶到如今的Full HD 1080P、3D動畫等等。當畫質越來越令人驚艷、特效越來越令人讚嘆的同時，相對單一檔案容量也越來越大，一張高畫質照片可以輕易超過3MB；高畫質影片能輕易超過數百MB，也因此儲存空間上其需求量也同步大增，儲存習慣也逐漸從CF卡、光碟片轉換成機械式硬碟，甚至是雲端空間。

當消費者購入多顆硬碟為了保存他們出遊的紀念、精心拍攝的作品、電腦繪圖、影像合成時，如何有效、快速的讀取硬碟中的資料成了首要問題。搭配Thermaltake的硬碟外接座或是外接盒系列，可馬上解決原先需拆裝機殼才能安裝、讀取硬碟的不便。只需直接將硬碟接上外接座或外接盒，並連上電腦即可讀取硬碟中的資料，輕鬆又方便。

原先我們認定的市場客源來自於PC、電競周邊的消費者，因此行銷方向及鋪貨通路多偏重於電腦類別及其周邊市場。曜越集團既以「享受娛樂，電競，科技，生活的文化品牌」為願景，在電競上我們看到了企業佈局及成效，建議是時候將曜越的品牌推廣至數位科技市場，將觸角延伸到我們至今尚未觸及的攝影儲存這一區塊。

市場研究機構Portio Research指出，「2012年美國智慧型手機滲透率40%，預估2016年年底將可望上看70%。」，再搭配上平板使用者，未來整體攝影儲存需求的潛在消費者預估將會大幅度激增，而盡早打響品牌在攝影周邊產品的知名度，則可望跳脫PC削價競爭紅海，另拓自己的一片天。

品牌推廣
Branding Case

體驗經濟 - 品牌推廣

圖 / 文：董事長室整合業務行銷組 業務專員 Ian Hsieh 謝郁安

品牌的推廣，就是消費者從認識到認同，認同而認真的分享。

以往的品牌推广只能藉由媒體的力量推廣宣傳。甚至花了許多資金在展場上卻無法讓媒體成功地宣傳產品的特色。在資訊發達的時代要讓消費者認同更是困難。長期投入的精神及資金也不容小覷。但是，在我們躍越團隊的努力下，我們發展出更能貼近消費者的品牌推广，社群經營及體驗經濟。

日本的演藝市場非常的競爭，韓流風更是衝擊了日本的演藝圈。但是，在不景氣的競爭市場中，AKB48冒出頭來向大家宣示時代的改變。AKB48的口號是「隨時都能見面的平民偶像」，偶像不再是只能在電視中看到的產品，而是您能每天都到劇場去體驗現場的感動、偶像的光環。我們的電競產品，就像是日本的AKB48。想要知道他的優點及功能，都必須體驗嘗試過後才能精心品嚐。但是，以往我們到市場上都無法試用這些昂貴的明星產品，只能看，不能摸，導致於對品牌的認識不夠透徹，只能無知的相信名氣就購買了市場上的明星產品。

改變以往模式的就是「躍越電競館」。電競館，就像AKB劇場，您可以隨時到現場感受產品。從低階到高階，都能拿在手上把玩。當然AKB48只能握手，不能拿在手上把玩。但是，現場的魅力，一樣無法抵擋。在電競館，耳機也能現場視聽，感受HD音效。在這景氣低迷的時代，我們就像AKB48冒出頭來宣示時代的改變。現在已經是體驗經濟的時代。俗話說：「用過都說好」，但是，在這競爭的時代，如何讓消費者用過，必然的就是體驗。躍越跨的品牌推廣的第一步，就是體驗經濟。

品牌推广的最終目的，不外乎都是希望消費者消費。但是我們不僅只是想要消費者買單，而是希望我們可以給消費者一種體驗，一種享受。躍越的距離，只是一個分享，一個讚就能參與的。假設您願意走出門外，您能到電競館玩個痛快，享受電競的快感，享受躍越電競產品的刺激。我們每天的努力經營社群，精心設計消費者體驗的感受。到後來，我們發現推廣品牌最終目的不是在於消費者消費，而是創造致力享受娛樂，電競，科技，生活的文化品牌，更讓我們的品牌價值連城。



電競館，視聽耳機



電競館整體



電競館專賣店

品牌推廣
Branding Case

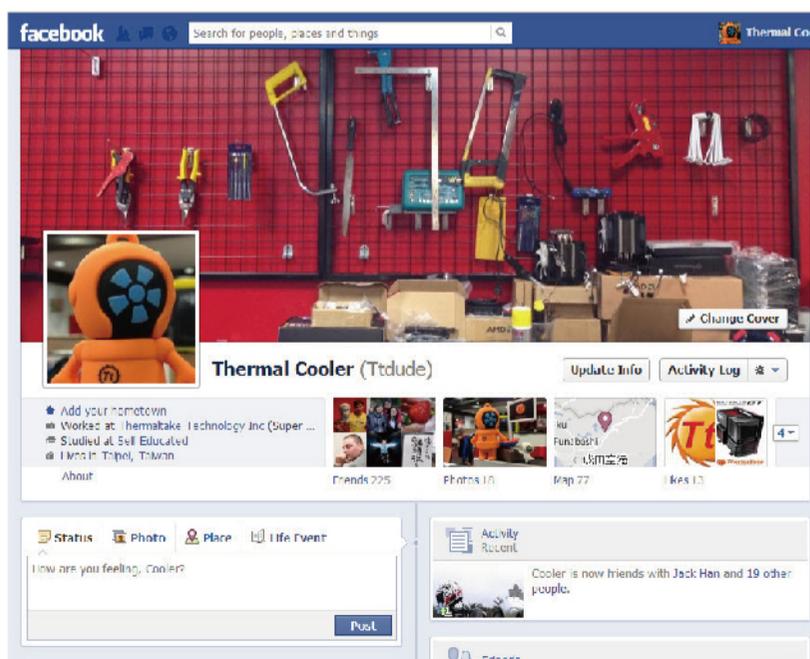
Tt Dude, the milestone for Thermaltake branding marketing in 2013

Writer : Thermaltake Marketing Department Specialist Cindy Ma 馬汝欣

Thermaltake has been established in 1999 with the concept to delivering the perfect user experience, the product functionality and professionalism certainly well recognized by the PC DIY market and no stranger to gamers or computer enthusiasts. To be honest, Thermaltake products are most likely making a tough, powerful, and strong impact towards consumers. In order to please a wider market, Thermaltake marketing team had decided to create a softer and more welcoming image to balance our hardcore products. Therefore, this year we brand on behalf of "Tt Dude" doll to make consumers to feel more cordial and appealing brand impression.

The creating concept of Tt dude is straightforward and clear. We decided to use orange to symbolize Thermaltake, making Tt dude a mechanist look as one of Thermaltake's engineers with a large fan on his face instead of other facial expressions. The large blue fan on his face represents "Thermal" and "cooling" which is how Thermaltake originally started the business with. People may wonder the reason for color choice of Tt dude. In fact, orange and blue are contrast colors that they work beautifully on the final look, the eye-catching figure, bright colors combination makes Tt dude more pop out in any background. Then comes to the naming, we think "Dude" is more like a lazy young kid who's always chill and lay back. This is sarcastically demonstrates how people think DIY users might be.

Tt Dude has been introduced recently from early January in 2013, we had put many efforts on his social network activities and will do more exposures for him in future. From Facebook account, sharing photos, check in places, humorous comic photos, to sneak in Thermaltakes product video, unboxing article, etc. His interaction with customers and viewers is great, and people might think he's a real person actually exists and have social connecting together. Marketing team believes that Tt dude will develop the brand image of Thermaltake, wiser visibility of Thermaltake product no matter online or in real life, It is going to be a milestone for Thermaltake brand!



Tt Dude' s official Facebook



First Tt Dude
3D image exposure

First Tt Dude 2D image release

品牌推廣
Branding Case

Branding Case

Writer : Luxa2 Product Management Specialist Lantis Yu 游智祥



Harvard Business School Professor Rohit Deshpandé often asks his marketing students a show-stopping question: Is everything brand-able—and should everything be brand-able? These two major questions have haunted every branding expert for decades. The very first question primary focus on “possibility” of branding anything, the other one is about “appropriateness” of branding everything around us. Each question represents its unique circumstance.

In order to respond to these questions from the fundamental grounding of branding, we should focus on defining a brand in the first place. There are various definitions, let us choose the easiest yet the comprehensive one. Branding has necessarily two dimensions that even all senior scholars will agree upon; first is identifications, and second one is significant differences from others within and outside its native category. Perceptively, everything around us, including every vegetable plant in our backyard that is not branded, has these two key attributes in it. As result, anything can be branded. Now it is upon you whether you would promote this as a brand or not.

Here comes the next question. Should everything be branded as we desire? Should the vegetable in our backyard be branded? From business point of view, it is highly possible that you can brand a plant, vegetable or fruit, provided the benefit outweighs the cost. Do the plants, vegetable or fruit have any historical significance for which people will pay to visit your garden and see the plants? Does it have anything special feature for which it will generate revenue? So everything does not need to be branded. Here a word of warning: having no branding is like having no face, and having “no face” is a type of identity and differentiations that leads to some sort of a “brand”. Therefore, even though not everything needs to be branded, it would be wise to see everything by keeping concept of branding in mind.

Every company founder has always spotted a great opportunity to transform a unique products or service into a major global recognized brand. Just like Red-Bull, Dietrich Mateschitz discovered the amazing drink back in Thailand and launched the energy drink to market 30 years ago. Today the company has sold over 30 billion cans and value more than 4.6 billion dollars in 2011. In 2012, the company brand name has jumped to all time high by generating the best brand recognition through “23 Miles Space Jump”.

品牌推廣
Branding Case

Thermaltake USA, Case Modding and Community Engagement

Writer : Tt USA Technical Marketing Manager Shannon Robb



Custom mod "Dark Matter" modder Stephen "Leatherface" Popa, just won 2nd place in CPU Magazine case mod competition at PDXLAN



Custom "Hulk Mod" from case modder



Custom Element S from community user

There are many ways to engage our customers from product design to simply having events at which they can participate. One that I hold most personal would be the Case modding which is a way for us within the company to work with some of the most extreme enthusiasts and doing what they love while at the same time showing some of the ways that our chassis offerings can be customized to fit pretty much any gaming mood or desire.

Case modding is very different than most hobbies as it requires an obscene amount of skill and natural talent to be able to pull off such unique looking designs. This helps strengthen our personal relationships within the community and also even in many cases can give us ideas as to which features or additions we can make to a case design which future users and gamers will enjoy. As relationships have grown with many of the modders who have worked with our chassis we have learned invaluable lessons in what to and no to do when it comes to design and ease of use for chassis and chassis components.

Naturally with these relationships the modders get a chance to see behind the scenes at how we work here in Thermaltake. I think most of them are very surprised as to the personal relationships we have within the employees as well as how very strong the culture is and it shows as everybody is very comfortable in the work that they do. This helps us convey the message of the professional yet friendly company that Thermaltake constantly strives to be as we understand that by being happy with what we do and produce means a much better product to the end users.

I am happy to know that every day when I go to work it is not just another day but another experience. Working with some great minds within the office, but also brilliant minds in the community who help showoff exactly what can be done with the right equipment and a healthy dose of desire to be the best.

企業文化分享 8 Core Value Sharing

打造曜越成為享受、娛樂、電競、生活的文化品牌
Building Thermaltake Technology into a cultural brand for the enjoyment of entertainment, e-Sports, technology and lifestyle.



企業文化分享

圖 / 文：稽核室 專員 Renee Huang 黃安慈



第一組團體賽得獎成果



創新創意趕上當紅古裝劇熱潮



高層主管齊心合力，親力親為

曜越集團以「享受娛樂、電競、科技、生活的文化品牌」為願景，打造充滿夢想、創造令人興奮沉醉的環境。期望同仁不侷限既有的工作思維模式，也鼓勵同仁以開放的心胸，積極參與團隊運作，樂於分享意見，主動提出新的意見或想法。

2012年旺年會活動-團體創新舞台體驗秀，公司將不同部門組織以全新的組合，在短時間內要求共同完成尾牙表演的任務，獎勵同仁思索獨特、創新想法，追求變化、嘗試新奇事物。活動過程中，大家由不熟悉而不好意思表達各自的idea，經幾番接觸後開始重整團隊而激發火花。參與討論結合創意，共同合作達成團隊目標。組長也讓每個組員發揮想法，了解各自的長處讓大家盡情展現，有的適合尋找活動物件、有的提供活動布局、也有的負責統籌指揮...等，透過參與活動，互動溝通的模式更能激發創意的來源。

其中還有一項特別的節目安排-個人Tt Cosplay達人秀，讓敢秀敢現的每個人有實現夢想的機會，而公司也做到用獎勵制度帶動向心力，讓員工參與甚至主導，才能將新的價值使命落實在日常營運中！其實還不僅如此，公司高層主管在董事長及總經理的帶領下，組成了復仇者聯盟，主管們親和地與員工們互動還上台熱舞，真是很有年輕又有活力的公司呢！

曜越的企業文化，是為了娛樂結合電競科技而創造享受的生活，Tt人的企業文化，是為目標而努力，尋求最大的企業價值。

員工園地 Staff Communication

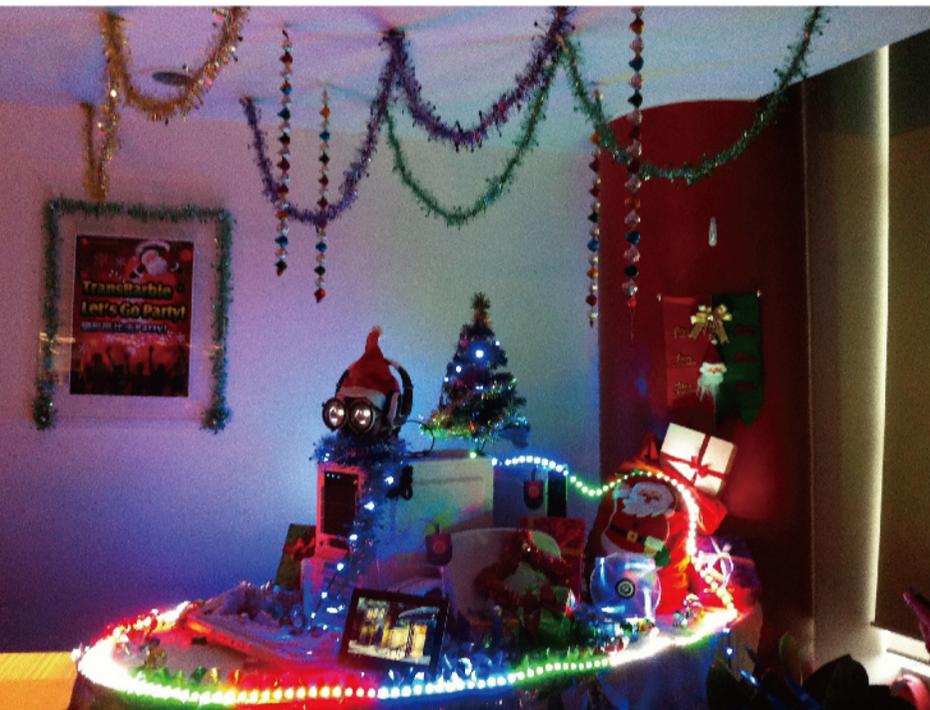


2012 · 我在曜越 · 很充實

圖 / 文：Thermaltake 產品企劃部 產品企劃專員 Ava Chen 陳怡婷



曜越科技第四屆運動大會-熱情有活力！



聖誕佈置-變形芭比，要來去參加華麗的派對囉！



旺年會-角色扮演的長官們！

常常聽到來拜訪的供應商說「TT真是一個年輕有活力的公司啊」。2012年，公司的活動很多，除了常態性的每個月電影欣賞、員工旅遊、社團活動、運動會、旺年會外，還有創意積木牆和聖誕佈置.....等等，真是太豐富了，忙碌的工作之餘，也不忘參與各項活動，給個讚吧。

「創意積木牆」是大家發揮創意、集思廣益出來的結晶，除了本組很認真外，發現大家也都好投入，不只是為了拼積木而拼，感覺出那種熱忱；曜越的大活動「運動會」更是熱鬧非凡呀，大家一起動起來，趣味1200公尺接力賽，真的是實至名歸的趣味，在每個關卡上，可以看見同仁們非常努力的完成任務，跟工作一樣認真啊；2012年有個特別的活動，「聖誕佈置」，每組發揮創新創意的精神，讓公司整個更活躍了，很有過節的氣氛，連來拜訪的供應商都感覺到了；辛苦了一整年，歲末年終的「旺年會」更是精彩，第一個節目「濕背秀」直接讓活動進入最高潮，掌聲如雷啊，真的很特別，平常尊敬的長官們，各各變身成了勇者，太棒了。而員工們精心排練的表演，也令人大開眼界耶，這次的分組，不再像是以往都以部門為單位，跨出去部門界限，將各部門拆散後，組成一個菁英強隊來完成任務，最後不論得名與否，我們都是最棒的，也學習到不一樣的經驗。

回味了精采的2012年，真的是精彩又忙碌，雖然常常要喬時間討論，雖然會很煩，覺得怎麼事情這麼多啊！或許有很多的雖然.....但是.....，不過每參與一項活動後，都會有一點收穫，也認識到不一樣的大家。2013年已經開始了，在曜越的生活會如何呢？讓人拭目以待。

躍越生活點滴

圖 / 文：財務處 會計專員 Doris Wu 吳明玉



運動會在大家齊心協力下，我們這組的成績輝煌拿下總冠軍喔！



聖誕節佈置，充滿了聖誕氣氛



旺年會董事長率領各位主管開場

時光飛逝，轉眼間加入躍越這個大家庭也即將邁入第三年了，一開始來面試時就對非常具有特色的工作環境印象深刻，而在成為公司的一份子後，在這段日子裏更深深體會到這個大家庭真是充滿源源不絕的活力，回顧這些日子以來，公司常常舉辦一些創新創意的活動，如每星期五下午的董事長咖啡，犒賞認真工作一周的員工，激勵員工士氣；內湖總公司7樓外的積木牆比賽，讓員工腦力激盪，發揮創意，分工合作，每兩個月變換一次主題，更讓來賓每每來到躍越皆有煥然一新的感覺；而運動會可說是公司年度大事之一，福委會盡心盡力舉辦各項比賽，各組卯足全力，使出看家本領，以求得最高榮譽，而董事長帶隊團跑，信心喊話，無形中凝聚了員工間的向心力；聖誕節佈置比賽，除了讓辦公室環境有煥然一新的感覺，更讓公司充滿聖誕氣氛，營造更輕鬆的工作氣氛。

在邁入2013年之際，更打破常規將全公司員工重新分組，使員工更有機會藉由分組比賽，跨部門分工合作。重新分組後，面臨的第一場挑戰就是旺年會的表演，旺年會可說是公司的另一項年度大事，各組無不絞盡腦汁的討論表演項目，決定表演項目後便如火如荼展開了練習，各組都以第一名為目標，希望獲得最大的勝利，在這段籌備期間各人皆將各自的專長發揮的淋漓盡致，一次次開會討論、不厭其煩的練習，務求在旺年會當天能達到盡善盡美的演出。

今年度的第一場比賽已在大家的同心協力下劃下完美的句點，今後亦有更多的挑戰等著大家，相信躍越的員工在經歷各項淬煉後，一定會越來越優秀，與公司一起再創佳績。

員工共同分享社群、了解公司產品 及最新動態消息

圖/文：業務管理部 專員 Karen Huang 黃雅儀

記得剛進來新人訓練時，Lisa就有放個影片是由董事長Kenny給員工八大核心價值，內容一小段中就有提到，希望大家都能使用社群網路，不管是臉書、twitter 還是msn 都是經營自己的概念，創造自己價值。

進曜越之前會覺得臉書facebook是家人、朋友間分享照片、抒發心情的一個管道，發佈一段文字，留訊息給同學朋友，就算自己不常常發佈、打卡等動作，久而久之也會每天follow好友間的更新事項訊息，近而演變成生活中的一部份與親朋好友間打屁聊天，增加人際關係的一個地方。

從沒有想過也可以是公司經營並行銷企業文化的社群通路，就會變成像以前部落客經營blog一樣，告訴大家、玩家新產品動向、最新產品策略、舉辦好康優惠活動，進而讓電競玩家、曜越買家知道公司的新產品有哪些，也可以增加會員人數，人氣指數飆升，是一種免費的行銷活動，讓更多人可以了解曜越文化，品牌動向。

自己可能非行銷產品PM或是業務第一線人員，也能夠第一手清楚知道目前公司新產品有哪些，有辦什麼活動，而公司臉書更是在逢年過節更新訊息狀態，讓粉絲們都可以感受到過節氣氛，像是近期今年度尾聲的公司重頭戲之「旺年會」也是第一時間告訴大家，讓大伙都感受到Tt文化的熱情，創新創意，情人節也會贈送給玩家粉絲獨一無二的商品，讓臉書粉絲人數飆增，增加曝光率也是增加消費指數之一，今天的過年我也是不定期上臉書看有沒有po什麼新鮮事情。



成為曜越大家庭的一員

圖 / 文：董事長室法務組 法務專員 Allen.Shen 沈昌德

2012年10月8日，這是我第一天正式踏入總公司7樓總部。一出電梯門，映入眼簾的是右手邊的積木牆，「這是公司同仁自己拼出來的喔!!」聽著同仁略帶驕傲的語氣介紹著，我內心不禁微微詫異：「這家公司也太妙了吧，還蠻有意思的」。不久後，我漸漸能體會到什麼叫做「享受生活、娛樂的生活品牌」，這不過是曜越文化顯露在外的其中一種表現而已。

我隸屬於董事長室法務組，工作內容主要是負責審核公司各類契約，及訴訟案件及相關法律事務，但針對這部分個人並不打算著墨太多，這篇文章主要是想跟大家分享我對公司文化的感想。進公司沒多久後恰逢我們一年一度的運動會，有人在隊呼中穿插了電影「陣頭」擊鼓的巧思、Peter在大隊接力時的詼諧Live轉播、Kenny在足球賽場上揮汗追逐，真的很難想像同仁們的創意及元氣不只發揮在日常工作上，在娛樂競技中更是表露無遺。接踵而來的聖誕節布置，各組也發揮巧思，靈活運用各類裝飾品，把辦公室裡外點綴的既像婚禮會場，卻又充滿著濃濃耶誕節的節慶氛圍。而最最令大家引頸期盼的年度盛事，當屬每年年終的旺年會了!我們這組改編今年最夯的清宮電視劇--「后宮真煩傳」，大家從表決劇本、挑選角色、歷次排演一路笑鬧到定裝，最後就在本組女同事的亮麗出場、而男同事們不計形象地「脫序」演出中，硬是搶下了亞軍的殊榮!

公司裡各樓層的手球台、吧檯、五樓的太陽島及落地窗外絕佳的河畔視野等硬體裝潢，滿足了同仁們的感官享受；各類大小活動等軟體設施，更有助於大家洗滌工作上的疲累。從中我們不難發現，公司透過「軟硬兼施」的雙管齊下，企圖先打造自身的完美體驗，未來才能創造出完美的使用者經驗。我想，浸淫在這樣環境裡的同仁，應該都迫不急待想看看未來還有什麼有趣、好玩又具有挑戰性的任務在等著我們一起征服。就讓我套用一句現下最流行的旁白：「就讓我們繼續看下去」公司將來的成長與茁壯，我相信是指日可待的!



足球場上的揮汗追逐!!



聖誕佳節的巧思布置。



旺年會同仁們的齊心演出!!

員工園地
Staff Communication

What is it like to work at Thermaltake USA?

Writer : Thermaltake US Thermaltake Product Manager Chie Young



A few times I wonder what it is like to work at other Thermaltake offices around the world. And in asking this question, it made me think that fellow colleagues at other offices might be wondering what it is like at our office in California.

Thermaltake USA's office is located in the City of Industry, California, about 55 KMs from the Los Angeles International Airport. We are a full operation facility, with Accounting, Customer Technical Support, Human Resources, Marketing, Product Management, RMA, Sales, and Shipping and Receiving departments. We are a small but very diverse team of 35 full-time employees with 12 warehouse staff members from at least 6 nationalities.

The work environment is very casual and friendly, but yet everyone is extremely dedicated at their own respective jobs. One particular thing I came to realize since joining Thermaltake USA and become highly fond of our office is the unique multi-cultural environment. On any given time of the day, it is not uncommon to hear colleagues speaking Chinese-Mandarin or Spanish besides English. As I have mentioned above, we have employees from at least six countries, with people from various industry and professional backgrounds. I absolutely love working in this environment every day, I not only learn about my peers' home countries and cultures, their hobbies, but also how to work and deal with different idiosyncrasies. In my personal opinion, this is an extremely valuable real life experience and it is something you cannot just take a course at school.

Another aspect that impressed me is the passion and interest everyone has towards the computer industry. Every day I learn something new, from PC performance tuning, troubleshooting skills, to design and materials used to build a product.

Although I have been with Thermaltake for just a few months, I believe I made the right decision to join the company. This place is fast pace, we work hard but we always find time to joke around and have some fun. If any of you reading this article and are planning to visit Los Angeles in the future, I would like to invite you to come visit and give us an opportunity to show you around the beautiful sunny Southern California. So see you soon at Thermaltake USA!

The book review of Liar's Poker

Writer : Tt USA RMA Admin Viola Liao

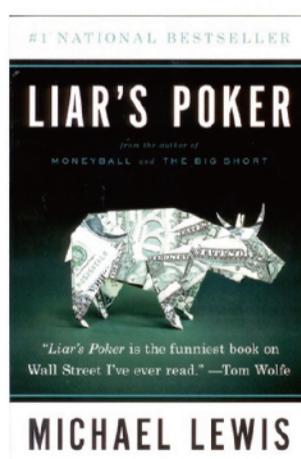
Liar's Poker was written by Michael Lewis, an American non-fiction author and financial journalist, having a lot of famous novels such as Moneyball and The Blind Side...etc. This book was first published in 1990, describing the author's experiences as a bond trader on Wall Street during the late 1980s. It is not only explaining how the history of mortgage trading and the overview on Wall Street, but also talking about how the author graduates and became a successful bond trader internally, and externally.

For instance, at Chapter 2, the author used his experience to tell us how a freshman of graduated student looked for job opportunities. He prepared the connection with high influential people, which in the book were wives of directors in Salomon Brothers. Therefore, he won the tickets to enter Salomon Brother as a trainee. Moreover, in the book, He would tell us his experience how to be successful negotiating the salary without mentioning the money. Moreover, the author would show us how Wall Street people earn by not mentioning the money.

On Chapter 3, He was explaining the culture value of Salomon Brothers, as well as the importance of employees of Salomon Brothers to love their culture values in order for the whole team to achieve the goals. Instead of giving more salaries or bonus, Salomon Brothers treated their Bond Traders some ridiculous trip such like on an occasional week day, they would fly from Manhattan to California after trading. This way, the traders would all appreciate the treat and work harder to target their sales targets for Salomon Brothers even though their paid was famously not paid well in their Industry.

Salomon Brothers thought that was enough to motivate traders' motivations, but it was never enough. Salomon Brothers was a lead of Mortgage trading and spending time to train their bond traders becoming the top traders on Wall Street. But, it was regretted that because of the management system in the firm as well as their poor bonus system, they continued losing their traders in the firm and they failed to recognise this problems. It was said that people love to join the firm and go through the training programme in Salomon Brothers, but most of them would not stay in Salomon Brothers as they could jump to some other firms as other firms would give traders better picture. I think this was sad to train your traders for other firms.

There are more chapters which are very interested. Michael Lewis is well spoken and his work is truly inspiring. I thought to share with my Tt team. Thank you for your time.



The cover of Liar's Poker



The picture of Author Michael Lewis



John Gutfreund, the CEO of Salomon Brothers



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