

# Tt<sup>®</sup> CULTURE BOOK

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Publisher  
Thermaltake Group  
Corporate Public Relations Office

Production Manager  
Charlotte Chen

Editor in chief  
Lucy Lee

Graphic Designers  
Visual Design: Anan Chen  
Web Design: Ken Huang  
Cover Image: Kevin Lin

Enquiries  
Corporate Public Relations Office  
Tel: +886-8797-5788 ext 2113 / 2115  
Email : [ttculturebook@thermaltake.com](mailto:ttculturebook@thermaltake.com)  
<http://www.thermaltakecorp.com>

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董事長的話  
CEO's Corner

## 面對風險，創造獲利!



業經營以生存為首要任務，而只要在思考企業如何成長、如何發展新產品，風險就無所不在！對於曜越成功邁入第15個年頭，環境風險仍是我們企業營運時所面臨的最大威脅，然而，擁抱風險卻是工作的一部份！我們則需要以何種態度來面對風險呢？！

於萬全策略(Fail Safe Strategy, profit and grow from risks that others avoid)一書提到：企業可以利用風險作為競爭優勢。如果可以抓住別人避之唯恐不及的風險，你就形同獨占，獲利就屬於你。你會在別人視為風險的地方發現黃金。

### 三種商業風險的來源

需求風險、競爭風險、能力風險是讓策略出軌的三種風險。『需求風險』來自企業的價值主張是否為市場所接受，或是來自市場的需要比預期中強烈。如果市場需求比預期中來得高，企業則很可能在產能擴充前就被競爭對手掠奪了市場。換言之，企業若無法妥善處理預期外的需求情況，便容易因『競爭風險』而失守，因為競爭者會奪取市場上的顧客。『能力風險』則是關於企業能否達到顧客付費所想要得到的價值，或是否會因為能力成本過高而無法產生令人滿意的獲利。

曜越面對風險，首先採取的戰略是接受風險是行動的第一步，接下來我們才會看到未來的願景、事實與選擇。舉例來說觀察產業趨勢和消費者行為後，Thermaltake今年稍早所推出最新的Urban和Chaser機殼兩大系列，有鑑於此，曜越對此最新力作，所針對其它有特殊功能需求的客群，有其無法滿足的可能性，則會遇上『需求風險』，意指此兩系列機型所針對的TA為喜愛極簡風格以及狂熱玩家個性鮮明的兩大族群；另一風險為『競爭風險』，對於我方競爭對手則有機抄襲複製，因此產品系列的完備和力道必須一次到位；至於『能力風險』將完全不在公司的憂慮範圍內，此兩大機殼系列與公司的核心競爭力相符，是我們的競爭優勢！如此不僅面對風險更降低了風險，為公司創造獲利！





董事長的話  
CEO's Corner

其次，企業文化必須維持足夠的彈性，一方面能立時發動攻擊行動，另一方面能做好準備，以應付隨時可能遭受來自競爭者的偷襲。而曜越所倡導的企業文化，有賴每一位員工的參與和執行，讓曜越旗下品牌在市場激烈的競爭中，持續往前邁進，持續創新成為長期的贏家!

# Urban Series



# Chaser Series



曜越集團董事長

9th Jul., 2013



董事長的話  
CEO's Corner

## Face the Risk, Obtain the Benefits



**T**he priority of running the enterprise is to survive, and when it comes to business growth and new products development, risk is an omnipresent issue we have to

face. Thermaltake now successfully entering its 15th year, environment risk is still the biggest threat for our enterprise operations. However, how to embrace the risk is actually part of our works! What attitude should we have when facing the risk?!

The Book 《Fail Safe Strategy, profit and grow from risks that others avoid》 has mentioned that enterprise should use risk as a competitive advantage. If you can seize the risk others keep away from, that means you monopolize it and profits belongs to you. You can see gold where others see risk.

### Three Sources of Business Risk

Demand risk, competition risk and capability risk are three risks may make strategy derailed. "Demand risk" comes from whether the enterprise value proposition accepted by the market, or demands are stronger than expected. Once the latter happens, the enterprise may lose market share before capacity expansion. In other words, if an enterprise couldn't handle unexpected demands, it may easily lose due to "competition risk" since competitors will try to plunder their customers. "Capability risk", on the other hand, is about whether the enterprise is able to satisfy the value customers paid for, or not be able to obtain satisfied benefit due to overspending cost.

Facing the risk, Thermaltake adopts "accepting the risk" as the first action step, so that we can understand our future visions, facts and choices next. For example, after observing market trend and user behavior, Thermaltake introduces Urban and Chaser chassis series to the market at the beginning of this year. However, Thermaltake has to take the risk that these two series may not satisfy consumers who have specific needs, that is to say, we will encounter "demand risk" since these two chassis series are design for PC DIY users who have distinct personality and love minimalist style only. Then here comes the second risk - "competition risk", to avoid product plagiarism from our competitors, these two chassis series should be well prepared once for all. As for the "capability risk", it's not even in our consideration! Urban and



董事長的話  
CEO's Corner

Chaser chassis series are fully in harmony with our enterprise core competence, and this is indeed our competitive advantage! We not only facing the risk but also reducing the risk to obtain benefits!

Next, enterprise culture should maintain enough flexibility to attack at any time and to be well prepared to deal with sneak raid from competitors on the other side. The enterprise culture Thermaltake advocated is relied on the participation and practice of every Tt members. Let's keep moving forward with our innovative spirit all together, making Thermaltake and its brands as the everlasting winner among this competitive market!

## Urban Series



The President and CEO of Thermaltake

*Kenny Lin*

9th Jul., 2013





2013 **Ti** CULTURE BOOK

# 市場趨勢 Market Trend



市場趨勢  
Market Trend

## 電源供應器邁向數位化的時代

Thermaltake / 產品企劃部 / 產品企劃專員 / Viola Yi 易思璇



TPG-850D軟體介面清楚且易於操作



TPG-850D 彩盒中藍色線條效果添加數位和科技元素



TPG-850D數位電源供應器

**隨**著科技不斷日新月異，許多智慧型相關應用的產品紛紛如雨後春筍般的冒出，雖然傳統類比式的電源供應器使用介面單純且低成本，但卻受到類比設計技術的限制，僅能作為單一電力供給的單位，在使用上無法達到多功供電的需求及電源管理。現今晉升電源供應器的最佳方案將係改變電源供應器供電架構，將數位化的電源管理規劃嵌入微處理器(簡稱MCU)內，著重電源轉換、電源管理和使用外在工具操控管理方式，快速的反應系統的需求，使電源供應器邁向智慧型態。

面臨許多智慧型產品當紅的風潮下，不斷創新的躍越也即在六月Computex電腦展中發表新產品 - 數位電源供應器，透過可編程的微處理器將軟體與電源供應器整合，可彈性地調整電源供應的運作方式，有效達到省電、監控和電源管理。利用軟體操作介面，當電腦處於高負載的情況時，調節軟體的電流、電壓、風扇轉速和功率，以使電源供應器產生更高的運作效率，並且即時產出功率、耗時的費用，更可於電腦在低負載的情況下調整電源運作方式，以達節約能源的效果。此外，亦可使用軟體發表電源供應器產出的資料，將其上傳至微博和Facebook與朋友一同分享。

在未來的數位戰爭時代中，除了掌握市場趨勢和順應潮流外，各項產品皆需不斷的精進，才能在一片紅海中取得勝利，以躍越的八大核心價值其中三項來說 - 「創新創意、創造價值和立足全球」，電源供應器的推陳出新，期待數位電源供應器能為躍越創造佳績及站穩全球的地位。



市場趨勢  
Market Trend

# India eSport Trend

Integrated Sales & Marketing Department / Specialist / Ken Yiu 游凱元



India-Our next target

**ESS BY XTREME GAMING**  
e-Sports Stadium

**Facilities:**

- Over 100 Gaming PC Stations.
- Luxurious Ergonomic Chairs.
- Very High speed optic fiber lease internet.
- Choice of screen size: 32", 22" & 17"
- Snacks Bar

**Hours & Pricing**  
Sun-Thu: 8 AM – 10 PM  
Fri & Sat : 8 AM – 8 AM (24 hrs.)

**Day Pass:** Rs. 100  
**1 Hour:** Rs. 30

**Locations:**  
**New Delhi:** F-101, Bali Nagar, Next to Ramesh Nagar Metro Station Gate no. 1. T: 011 45044166  
**Greater Noida:** FS Plaza, Jagat Farm Market. T: 05999895799

Fb.com/xgindia

Largest cyber café in India. Opened on Jan 1st, 2013



Largest gaming event in India, BYOC (bring your own computer) with over 3,000 participants

India, a country with the 2nd largest population in the world, has always been a mysterious place for many people. The news and images from the media were mostly negative, thus it has not been a favorable place as a tour destination. However, it is the 10th largest country by nominal GDP (growing on average of 8% per year), one of the members of BRICKS, and a must-go market for many industries, including Thermaltake.

The stereo type for India is usually "poor" and "messy", and many would doubt if people have the money to buy luxury or entertainment products, or if eSport actually exists or would it become popular. Some facts from Credit Suisse, the top 1% of the population own 15.9% of India's wealth distribution, the top 5% own 38.3% and the top 10% have 52.9%, more than half the country's wealth distribution, which means around 100 million people are considered "rich" in this country, and definitely the buying power is there. According to KPMG report, gaming industry in India is worth \$274 million USD in the year 2012 and expected to grow to \$700 million USD in year 2017, and India has the largest youth population in the world with 66 per cent of the total population (more than 808 million) below the age of 35, thus we definitely see a growing trend in gaming in India.

Now let's look into more depth of the India eSports community. Popular games in India are Counter-Strike 1.6, Dota2, and League of Legends. Main eSport promoter is a company named Xtreme Gaming, who hosts WCG India and BYOC (largest gaming event in India) event as well as many other tournaments. Xtreme Gaming also opened the largest cyber café so-called eSports Stadium beginning of this year in Delhi, with over 100 computers and hourly rate of \$0.51 USD. This marks the grand new era for eSports in India because previously the largest gaming café was in Mumbai with only 20 computers. There are also several professional eSports teams, most popular 3 teams being ATE Gaming, Team Brutality, and Team NSD, which are widely known among the eSports community.

As for the media, there is currently no magazine that specifically talking about games. However, there are several popular websites mainly focuses on gaming and eSport, such as The Game Ministry, Indian Video Gamer, Afk Gaming, Indian sSports Community where gamers find the most updated news/events, as well as product reviews. Popular gaming gear brands are CM, Razer and Cosair. They have sponsored several events as well as hosting their own tournaments, such as Razer E-Series Tournament.

With the above said, I hope all of you have a better understanding of eSports and its trend in India, as well as a new perspective on India. Meanwhile, let's work together to bring Thermaltake/Tt eSPORTS culture brand to India, establish a clear identity and unique top of mind position in the gaming community. India, here we come. Are you ready to live Tt?!



# 顧客焦點 Customer Sharing





顧客焦點  
Customer Sharing

## 洞悉消費市場

LUXA2 / 業務專員 / Tai Chen 陳泰源

今年五月我很榮幸的參與了資訊界的年度盛會“Computex Taipei”，密集的參展人群、種類繁多的產品以及競爭激烈的廠商，一切的經歷對於第一次參展的我來說都相當的新鮮。

我們公司所推出的「重量級充電站」成為了展場上的亮點之一，相較於其他廠商所推出的行動電源，我們LUXA2所推出的這款充電器不管在造型以及容量上都表現搶眼，特別針對家庭、甚至是商務空間，方便大家的需求而設計的商品，在展場上這項商品的詢問度相當的高，根據我仔細的觀察及研究，統整出我們的產品受顧客青睞的原因主要有幾點：

### 觀點一：需求量大、方便性高

在這個資訊轟炸的時代，不管我們在搭車用餐時、迷路失去方向時、甚至是無聊發慌時，手機、平板等電子用品已經成為我們日常生活中不可獲缺的一環，此項商品的設計就是為了方便參與戶外活動的民眾們，能夠盡情的享受他們正在從事的休閒娛樂，不必擔心失去聯繫的風險。此外，商品輕、方便攜帶、高智能化的自動斷電系統，也是重要的賣點之一。

### 觀點二：外型美觀、具附加價值

為了提升產品的附加價值，此項產品美觀、大方的外表也可成為家中的擺設，為家中增添科技化的藝術氣息，再者，充電器上的省電燈泡，也有作為小夜燈的功用，未來希望可以再結合鬧鐘等用途，再提升產品的價值。

經由這次的參展我察覺到，顧客導向的時代已經來臨，公司的品質建立必須仰賴客戶的口碑。因此，必須先將我們公司品牌深植於消費者的心中，突破創新的科學技術結合簡約時尚的設計一直是我們公司的特點，我們應該利用我們的優勢創造商品無可取代的特性，並且相較於其他競爭對手研發出更高的價值，如此一來，才可以滿足市場的心理需求，使我們公司在科技界占有一席之地。



產品與Tt Dude



與消費者介紹公司及產品



產品的特色照



# 品牌推廣 Branding Case

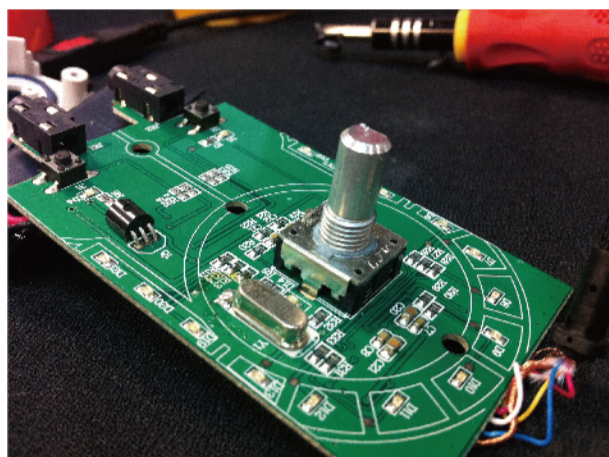




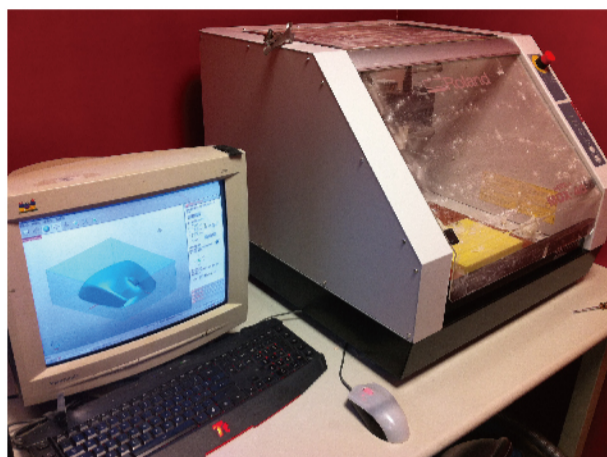
品牌推廣  
Branding Case

## 淺談電競產品

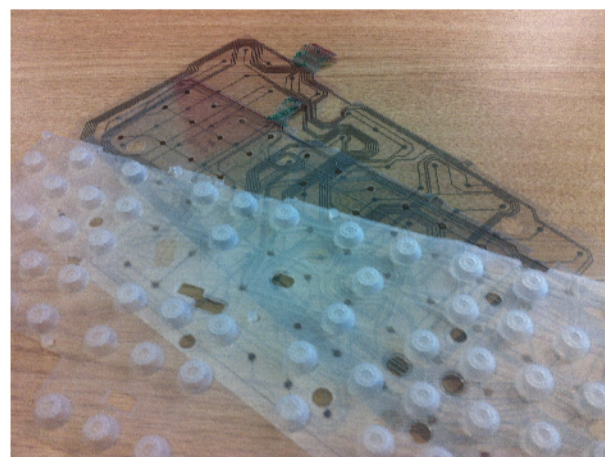
Tt eSPORTS / 工程師 / Steven Hsu 徐國勳



PCB



CNC



薄膜式鍵盤

**電**競市場從2009開始，隨著各大遊戲與硬體廠商的加入，讓電競這市場變成百家爭鳴的紅海市場，這也造就了電腦周邊：鍵盤、滑鼠(滑鼠墊)、耳機，蓬勃發展。針對電競配備與傳統配備有何差別在此做簡單分析。

### 電競鍵盤強調觸感與指令執行準確性

鍵盤是受到電競影響最大的配件，過去曾經盛極一時的薄膜鍵盤，在電競領域卻是小眾，相對的，機械式鍵盤卻大翻紅，原因是機械式鍵盤能夠提供較佳的手感與回饋，也有黑軸、青軸、茶軸等觸感分野，可以讓使用者自行挑選自己最適合的感覺。當然，更為耐用也是機械式鍵盤獲得電競選手青睞的原因，特別是整天都必須練習的職業選手。不過因為機械式鍵盤的鍵程較長，也有玩家會使用薄膜式鍵盤。

### 電競滑鼠小細節決勝負 握桿與舒適度

電競對於滑鼠的需求也非常高，特別是第一人稱射擊遊戲，加上螢幕解析度越來越大，所以電競滑鼠的解析度也越來越高，能夠接受的最大加速度也超過15G，其次則是每秒掃描次數的強化，配合前述規格，更為精確的雷射發光器也取代了光學發光器。

### 電競耳機不同音樂耳機 強調聽聲辨位

一般只是選購配備的耳機，在電競賽事中，卻扮演相當重要的角色，特別是第一人稱射擊遊戲，對於對手所在的方向、人數甚至武器，都可經由聽聲辨位判斷出來，因此電競耳機也會針對這樣的特性，將這些聲音特別定位與強調出來。



品牌推廣  
Branding Case

# Brand Personification

Tt USA / Customer Service Rep. / Andrew Chang



Thermaltake - Tt Dude



Pillsbury Dough Boy  
– Poppin' Fresh



Michelin Tires – Michelin Man

**B**rand Personification is pretty new concept being executed by today's corporations; the concept being put into play around the 1940s and 50s. Most recently the tactic has been more prevalent in our society as many companies gain more market share by personalizing and enhancing their branding image; the goal of brand personification is to create a memorable image of their branch which often appears in advertisement. Successful companies which have pulled this feat off are Mr. Clean, Aunt Jemima, Michelin Tires, and Hershey.

Effects of brand personification allows for an end user to better relate and remember the product, it is known that is easier to remember with a product if a person can relate to it as an object such as Thermaltake's very own TT Dude which allows customer to interact and relate with the branding. When building brand, a company usually tries to match the personality with the target audience, which in our case Thermaltake created a personification of a fan and a bolt to present an object that customer can relate with when thinking about Thermaltake.

With the creation of Tt Dude many fans of the company will be able to then follow the personified character on its own little adventures and be able to bond and think of the company as a character. This will not only increase brand awareness but also creates a ripple effect when an end user talks about Tt Dude and shares his/ her experiences with the their friends when they all have good experiences it'll be a ripple effect of either good or bad experience that each customer faces. If a customer is happy with their product brand personification will generally help the company, however if the product is bad then some people will relate the personification with a bad experience and spread a bad reputation.





# 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.





## 曜越，一個奇妙的地方

服務管理處線上客服部 / 線上客服專員 / Erica Chang 張倫瑛



2013~~第一次員工旅遊囉~~



▲ 2013~第一個大活動~旺年會

▼ 同心協力~完成積木牆~~

**進**入曜越後感受到公司的企業文化，我們的使命「致力於創造完美的使用者經驗」，我們的願景是打造曜越集團成為「享受娛樂、電競、科技、生活的文化品牌」，八大核心價值「實事求是、創新創意、立足全球、誠信正直、集思廣益、學無止境、創造價值、積極主動」，那時心想這也太「酷」了吧~真是特別的公司。

這一年來也終於慢慢了解，這些話的涵義。在曜越感受到和以往公司不同的氣息。每層樓都可看到公司以自有品牌做的不同規劃也極具巧思。公司的同仁都很有朝氣和活力。尤其是開會時，少有一般公司劍拔弩張的氣氛，而是總能提出不同IDEA，一起進行腦力激盪，有時還會有歡笑聲。而為了讓平時忙於工作的我們能有機會和跨部門交流，公司也有了新措施，將不同部門打散分組，組成6個Team在公司今年不論是旺年會、TtFUN積木牆、運動會大小活動上能有不同的表現。

而在產品推陳出新不斷研發下，致力於創造完美的使用者經驗是很重要的。公司產品不僅在各實體通路和線上購物中心能買到，在2012年公司也正式成立了實體店面，讓消費者可透過實質上對曜越產品的體驗和認識，進而喜歡並購買產品，我想~這也正滿足消費者的需求。

企業文化是企業的靈魂，更是推動企業發展的動力。身為曜越的一份子，讓我們將這份熱情一直保持下去~~~





## 工程車已準備完成

全球運籌管理處 採購一部 / 物控採購專員 / Benjamin Lin 林建璋



曜越太陽神紅海加油團必著



一起玩星海的朋友也前往應援



TT SHOW GIRLS !!!

「致」力於創造完美的使用者經驗」，以提供「享受娛樂、電競、科技、生活的品牌文化」。以此來形容我司企業文化與工作氛圍可說是再為合適不過。

對電競十分熱愛的我，能在曜越科技工作實在是件非常興奮的事情，公司連環境內也是充滿了各式各樣電競的氣息，不管是會議室以星海爭霸遊戲內的指揮中心而命名，連讓員工享受放鬆的茶水吧台，也是以補給站來暱稱，公司內的太陽神殿內有著許多高性能的電競配備及主機，工作之餘也都是可以讓我們進入電玩的虛擬世界內廝殺一番。讓在工作中的我們可以很貼近遊戲內的感覺。

伴隨著公司的電競隊歷經了兩次的TESL職業電競聯賽冠軍賽，雖然兩次星海爭霸電競隊都無法拿下總冠軍，不過現場的氣氛實在是超讚，公司不但在環境中的佈置氛圍及正式職業聯賽重要賽程中大力贊助及舉辦。有時觀看國內外業餘電競直播，中間穿插的廣告也都是曜越相關電競產品，連抽獎的獎項也是公司贊助的耳機及鍵盤，在網路上也是引發非常大的熱烈迴響，人人都想入手。我本身也愛打些線上遊戲，也是相當支持公司產品購買了高階鍵盤滑鼠及耳機，好的遊戲在公司的高階產品輔助下，玩起來更是能夠融入其中啊。

雖然公司在業餘的戰隊培養上並不順利，甚至在網路上還引發軒然大波，在職業聯賽上的表現也是無法做到最好，但在公司不遺餘力的贊助及推廣之下，還是成為了全球玩家DIY的首選品牌，要做出好的產品不難，但要做出品牌，可不是少許時間就可以得到大家的認同，可以很客觀的說，未進入公司相關電腦設備也都是自己DIY組裝，當時認為Thermaltake在心中的位置就是相當高階及有品質有水準，只要價位允許的範圍下一定是首選。由客觀的角度來從消費者的心中出發，就可以知道在企業文化的推廣之下，也可以深入每個消費者的心中，萬丈高樓平地起，對於品牌企業來說，也是如此，只有創造完美的使用者經驗，才可以創造提供「享受娛樂、電競、科技、生活的品牌文化」。



# 企業文化分享 8 Core Value Sharing

海外事業管理處 / 專員 / Vivian Lu 盧价鈴



曜越積木牆創意組裝-創新創意



曜越人全員閱讀活動-學無止境



GSM - 集思廣益立足全球

**曜**越科技一貫專注於電子競技的理念與研發產品的熱情，連結國內外電競賽事、社群等活動，曜越科技以『享受娛樂、電競、科技、生活的文化品牌』之企業願景，與秉持『致力於創造完美的使用者經驗』企業使命，從曜越總部辦公室更不難發現曜越充滿熱情活力的一面，曜越科技以品牌創新獨具思維與宏觀視野，致力投入自有品牌的發揚與交流，創造新世代電競文化潮流語彙！

品牌強調的是創新創意，而Tt給予員工極大的發揮空間，舉凡是每月的積木牆創意組裝、DIY電腦組裝、聖誕佈置、GSMM 集思廣益立足全球、員工電競遊戲競賽以及忘旺年會團體創新舞台體驗秀、個人Tt Cosplay 達人秀...等，無不表現出「“曜越”」是年輕充滿活力的品牌。公司更積極落實全員行銷閱讀的概念，不定期拓展員工行銷概念，發放書籍增長行銷知識。

企業要打造品牌形象，首先要有積極的企業文化，亦要從建立良好的文化做起，才能使同仁共同為願景而打拚的文化，因此要建立良好的文化，就必須從內部行銷做起，而曜越集團的宗旨及八個核心價值反映未來將引導我們公司以及全體員工的使命。

成功品牌的行銷有四大階段，在消費者心中建立知名度、偏好度、理解度，最後才產生購買力。首先要在目標對象中擁有「知名度」，知名度足夠後，才能引起消費者的正面「偏好」。當消費者「理解」產品、風格、對他的好處後，才會產生「購買」的行為。而現金今從商品經濟，到服務經濟，現在已進入到「體驗經濟」。有句話說：「不要指望需求，重要的是去努力探尋顧客真正的狀況」，對顧客而言，重要的不是商品或服務，而是體驗帶給他們的價值；在體驗經濟中，企業是「體驗策劃者」，創造出的那種「情感共振」型的體驗，給顧客留下難以忘懷的愉悅記憶，因此企業必須費盡更大的心力絞盡腦汁，求新求變，才得以創造無限可能！！



## 企業文化分享

董事長室秘書組 / 執行秘書 / Frances Hsieh 謝佳芳

**曜**越的企業文化往往在無形中影響每個員工的行為與激發潛能，記得在員工協力堆疊積木中，每個人無不竭盡所能，集思廣益，共同完成堆疊積木的任務。還記得我與同事間正一籌莫展時，大家又往往互相鼓勵，我想起曜越的核心價值-實事求是，集思廣益，真的是潛移默化每個人的信念與行為，我很高興能與這些優秀的工作夥伴共事，也在過程中找到樂趣。

而在年初時，為了籌辦高階主管的慶生，我與同事間，常常花費許多時間彼此腦力激盪，為的就是能有創新的活動展現，雖然過程中充滿許多挫折，也往往有許多關於提案的良性爭辯，但事後我回想，在創新創意過程中，本來就充滿許多不確定因素，也常常必須找出解決方案，應付突發狀況，這時我才恍然大悟，原來在曜越的創新創意與積極主動的文化中，每個員工都已經習慣創意的思考與具體的實踐力，而在適當的機會中，充分表現，正如十年磨劍，在亮劍的瞬間燦爛奪目，背後卻有無盡的鍛鍊與挫折。

而今年全體員工共同研讀的體驗行銷，常常在那段時間聽到同事間的熱烈討論，也以公司的實際案例互相參照，我想公司的核心價值中，學無止境，創造價值，正充分體現在同事間的討論與實踐過程裡。

我總以為在工作一段時間後，往往許多人都會淹沒在日常瑣碎的事務中，而只想快速度過每周的五天工作，就像每天重複相同動作的時鐘一樣，忠實履行義務，但卻失去熱情與期待。但在曜越的企業文化的影響下，工作雖然很忙碌，但是每個人還是可以在工作中找尋到創新與熱情，我想這也是曜越吸引許多熱血工作夥伴的主要原因吧！



令人垂涎欲滴,想要大口「吃下去」的「品牌蛋糕」



在夥伴的腦力激盪下，共同創作的曜越隊長



所向無敵，令競爭對手畏懼的曜越鋼鐵人



# 員工園地 Staff Communication





# "笑" 率、效率、獲利

人力資源組 / 專案副理 / Joe Hsu 徐康懷



快樂的運動會



幸福的部門下午茶



喜悅的旺年會

# 哈

佛大學心理學家班夏哈認為：「我們是在正向的情緒中，才會感覺更幸福、快樂，所以會更努力、更投入工作，才會創造更好的績效。是幸福快樂，創造成功與成長」，所以提升幸福感是一件很重要的事。

我們應該怎樣才能提升幸福感？班夏哈有以下幾點建議：「要增加正向能量」、「養成習慣看進步、看優點」、「用不同的角度解讀挫敗」、「靜下來，方向會更清楚」。

不丹總理吉美·廷禮在世界20餘國推廣GNH(幸福力)，他也提到：「幸福事是一種心境，幸福的員工會是一個多產的員工...那他就能從自己的工作中看到價值和意義」。所以除了增加正向能量，我們還要「認同自己的工作，重視的工作價值和意義」。

有一個廣告的主角是偏遠地區的郵差，他們怕農民急需用錢，他們知道阿嬤在等孫女的來信，所以不敢休息。他們說雖然沒有津貼，但收到的笑容比誰都多，這是他們做過最好的工作，「送信，不是我的工作，而是讓台灣的角落也能收到溫暖」，當工作不只是工作，生命有了價值。這廣告意義深遠，讓我們看到了幸福就是要正向思考、肯定自己，重視工作的價值。

正向心理學創始人、美國賓州大學心理學教授賽利格曼，也提出正向思考能讓人感到幸福快樂，並提出「正向企業」的說法，呼籲企業應先耕耘員工的正向情緒，然後自然就會賺到錢。所以企業也有責任要提升員工的正向情緒。宏碁創辦人施振榮先生也堅信「有競爭力的企業，一定是能夠照顧員工幸福的王道企業」。

那企業該怎麼做？根據世界經濟論壇《幸福與全球成功》報告中指出，員工最幸福的時刻是：

- 1.工作目標明確(任務重要性)。
- 2.員工有合理的自由與彈性(自主)。
- 3.員工能勝任工作需求，並且充分發揮技能(工作適配)。
- 4.直屬主管有人際關係與專業管理才能(管理才能)。
- 5.工作的安排上，能注意到公平和程序正義(公平)。
- 6.對員工心理健康問題夠敏感，小心管理出缺勤，必要時調整工作，並協助就醫(心理健康意識)。

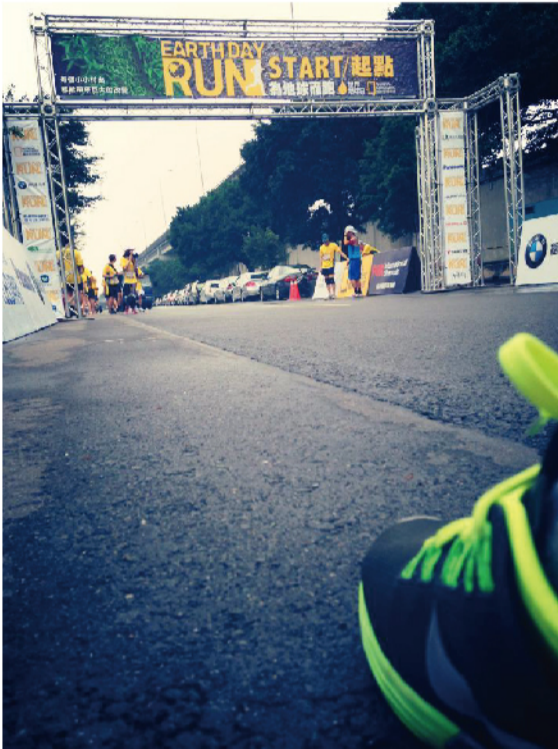
這些都是公司目前努力的方向，提供同仁一個舒適的工作環境，舉辦各式各樣的員工活動，要求全員都有明確的工作分析，實施有制度的績效考核，考核成果連結績效獎金，目的就是希望大家在Tt上班能感到幸福。

你幸福嗎?記住「正向思考」「重視的工作價值」就能與公司一同創造幸福美滿的日子。



# Tt Running Club – Keep Running!

品牌創新中心視覺影音組 / 視覺傳達設計師 / Honda 劉亨達



4月份參加國家地理頻道所舉辦的  
為地球而跑 (10K)



三月份參加台北國道馬拉松 (10K)



近期請跑步教練 (圖中白上衣者)  
來教導正確的跑步方式。

**其**實我以前是一個很討厭慢跑的人。因為覺得跑步好累好悶好無聊，而且重點是也跑不遠。從小到大只喜歡球類運動，總覺得人與人之間的對抗才有趣，但後來接觸慢跑才發現，慢跑的時間是屬於自己跟自己的對話。穿上跑鞋，戴上耳機，彷彿這個世界沒有別人，只聽得到自己的聲音。有時可以思考、有時可以沉澱，腦子動太快，累了，甚至可以放空休息，常常就這樣不知不覺得跑到了目的地。

剛開始慢跑只是純粹為了身體健康、增加肺活量，加上我很愛品嚐美食，我自認為跑步可以降低我在大快朵頤過後的罪惡感，也可以消耗少許因為平時貪吃而攝取過量的卡路里，但從體重機顯示出來數字發現，原來我真的想太多。還記得第一次跟同事一起約下班跑步的時候，我連3K都跑不完呢。之後慢慢循序漸進到4K，再慢慢增加距離到6K甚至8K，就開始藉由報名參加10K的大型路跑活動(3月份國道馬拉松)，來不斷挑戰自己的極限，直到目前最遠的記錄是參加5月份PUMA所舉辦的螢光夜跑，距離為14.3公里。

前陣子在臉書上看到董事長post出一句話想跟大家分享一下：「你要一直跑才能保持在相同的位置，如果想跑到別的地方至少要比現在快兩倍才行。keep walking keep running！」我想這句話真是說的一點也沒錯，放諸四海皆準，這世界唯一不變的就是一直在變，所以只有跑是不夠的，還要跑得正確、跑得快、而且還要可以跑得長、跑得遠、跑得久。就如同我們在工作上一樣，不斷追求創新，還要破壞式的創新，跨界跨領域的創新，跳脫傳統框架的創新。

最後想要藉這個機會打一下小廣告，我們曜越跑跑社秉持著每周有10K(每周加起來總合10K)，月月有10K(每月參加單次距離10K以上之大型路跑活動)的精神，並且致力於執行這個理念。近期內還會請到跑步教練來教大家正確的跑步方法，並且增強核心肌肉的訓練，歡迎大家一加入我們，跨出屬於自己的第一步吧！



員工園地  
Staff Communication

## A new person's perspective – revived hope in Taipei

Tt eSPORTS / Global PR Managing Specialist / Jeff Chang 張翰元

A few months ago, I was pretty disillusioned about the value in continuing to work in Taiwan. Mentally I'd been preparing myself to go back to Southern California; even though I greatly preferred general life in Taipei more than the City of Angels where I grew up, I was in the mindset that the work environment is better in the US. When around mid-to-late March, amidst conversations regarding Real Racing 3 and why you can't race a 'Focus against a M3', I was told by a college pal to try submitting my resume to Tt eSPORTS.

I showed up to Tt eSPORTS/Thermaltake, a company which already had a few people I'd met previously in Taiwan – including a good friend of mine whom at the time unbeknownst to me was in Tt USA already, and interviewed with a Tony Liu. Turns out we grew up in the same area, same high school, similar background, etc... I felt a bit nervous, but apparently the interview went well. Next thing I knew, I would be starting my first day on Wednesday in the middle of April. A company involved in eSports and also producing headphones; a company actually doing something related to interests of mine since high school!

Fast forward 2 months in- it's the middle of June, I've attended GSMM and Computex 2013, and know my coworkers in the Tt eSPORTS department a bit better; as a bonus I've even met some famous figures from eSports. I've been really enjoying the time here. The work atmosphere isn't like what I thought all tech companies in Taiwan had become. Over here, the environment is more open- desk space, cubicle height, office colors, and meeting rooms are all less stifling than the average Taiwanese tech offices. The general ambience just feels like it supports creativity and gives staff more room to both breath and work. Personal time (off-work) is respected and I've got two small marketing projects I'm heading on my own.

The new position has also made things easier on the family side for me. The office is closer to my grandparent's place, and I get to see them more often. In addition to the better working environment, my parents have –for now- stopped pressuring me to go back to the USA. Overall I'm very grateful to have been given the choice to join the Tt family, and look forward to the experiences ahead.



On Set of Product Introduction Video



Office area, with Tt-eSPORTS listening station.

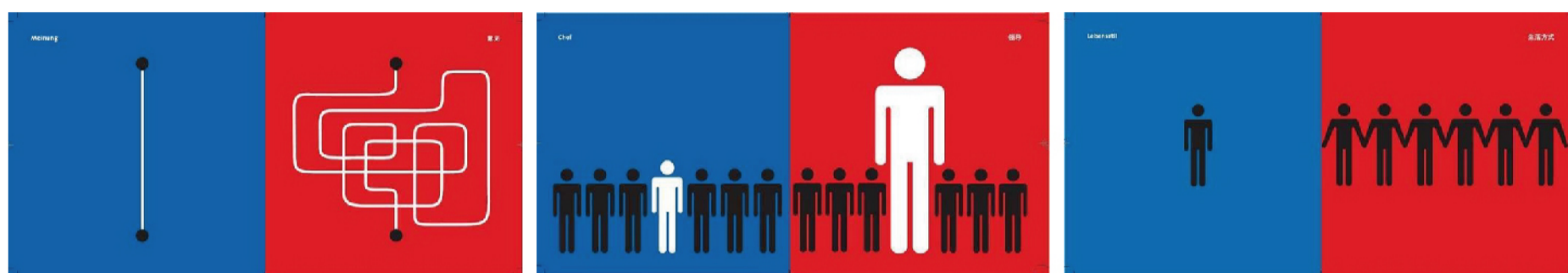


Meeting White-Ra with Eric and Andy



# Understanding the German working culture

Tt Germany / Marketing Department Management Assistant / Melvin Kuohsiung Tien



Opinion v.s. 意見

Boss v.s. 老闆

Lifestyle v.s. 生活方式

**I**n any business, if you can understand the local business culture, then you are one step ahead your competitors. What is German's working culture? Beside the benefit from Euro and successful labor reforms, I am going to discuss what is German's working culture and his DNA.

## 1. German education system:

It provides a conveyor belt of highly skilled workers to meet the specific needs of the country's long-established and powerful manufacturing base, which is rooted in the stable, small-scale family businesses that have long provided the backbone of the economy. That is why, there aren't any high educated employees in German office, but it almost fits our company scale and fit the most needs.

## 2. German values and behavior patterns in business:

Germany has enjoyed one of the most successful and envied economies since the founding of the Federal Republic in 1949. Companies have achieved success by hard work and efficiency – both highly valued character traits. The quality of products is recognized throughout the world. Organization is tight and precise (well-ordered); everybody knows his function. Decisions are made after careful, thorough and precise analysis. Risks are minimized; security is a lifeline. Time schedules are strictly adhered to: punctual delivery means on the precise day! Formality is a necessary sign of respect. Business is serious business. These are the values that pervade society and are the foundation upon which German managers build.

## 3. Decision making, problem solving and security:

Risk avoidance and thorough analysis are the main concepts here. German managers tend to feel uncomfortable with situations over which they have no control. As taking risks implies less than complete control, they attempt to control the risk by analyzing all potential new projects thoroughly before making decisions. Why? The reasons are historical, psychological and economic. Germans associate risk with the possibility of failure – something they have learned to avoid since their school days. Young people grow up in a system where mistakes are punished by negative grades and failure is punished by having to reset a school year. They learn to fear making mistakes.

## 4. Teamwork:

Unlike people in other countries, Germans do not learn to work together from an early age. The German concept of a team is more often than not a group of experts who work together on a specific task to reach a specific goal. Working together may imply adding their input following individual work on the topic of their expertise.

## 5. Communication style:

German verbal communication patterns are one of the greatest sources of confusion to others. In brief, they are very direct, short and to the point, and can thus appear to be abrupt and demanding. The content of the message is more important than the means by which it is transmitted. The word 'muss' (have to) is used much more frequently than in English. Germans whose command of English may be very good, but who lack an understanding of the undertones of communication styles with English-speaking people, tend to translate directly, producing English expressions using German communication patterns.

Doing business in Germany is a challenge. Like all successful countries, Germans possess a firm conviction that their way of doing things is the best way. This by no means indicates that they are unwilling to accept alternatives or to try out new ideas. It does mean, however, that you need to present very convincing and solid arguments in order to persuade them to change.



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