

Tt[®] CULTURE BOOK

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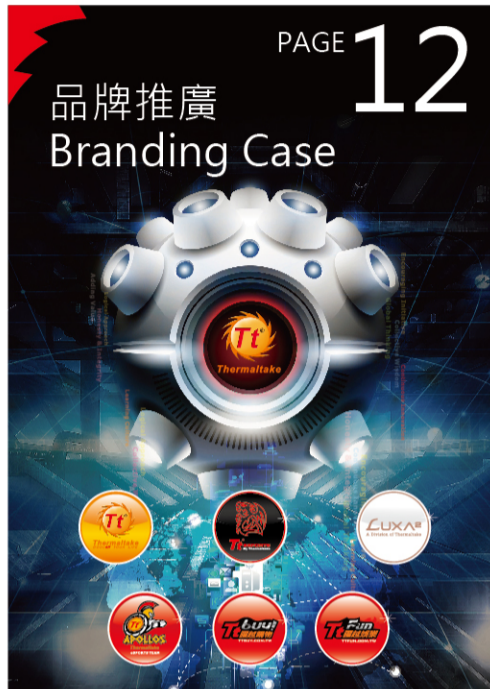
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董事長的話
CEO's Corner

曜越15週年榮耀 (15th Year of Excellence) 木瓜理論:以變應萬變，讓危機感深植曜越企業文化



木瓜理論砥礪以變應萬變，讓危機感深植曜越企業文化

台灣最近一部當紅電影KANO (附註1) 當中有個經典橋段，就是老師告訴球員們，「木瓜樹幹被釘上釘子時，因為以為自己將要死掉，就更努力結出肥美果實」，藉此鼓勵球員在球場上，就要奮戰到最後。

強烈危機感為企業生存之道

對於企業的經營也需要以上述所提到的「木瓜理論」來砥礪企業本身！曜越今年以**15週年榮耀(15th Year of Excellence)**提醒著全體同仁產業和趨勢變化快速，曜越一路走來抗寒保暖的能力必需要愈來愈強，在不同發展階段，隨時調整變革；因為唯有讓危機感深植於曜越企業文化中，才可讓企業歷久不衰，免除安於現狀，持續開拓創新。

對於未來我們更需要以「隨時為自己扎釘子」的居安思危態度，體認到危機感的存在方能夠在危機降臨之前做足防範！一個有強烈危機感的員工，能夠自我升級提升！一個具有危機文化的企業，能夠主動變革，在市場的變化中立於不敗！

企業最常犯的錯誤就是低估競爭對手的實力。只看眼前，不看未來。企業體質的強健需要是一群有紀律、效率、執行力和注重細節的同仁們一起努力；舉凡從研發、採購、銷售；其次是財務管理，都需要同仁齊心協力執行企業經營者的理念，一同穩紮穩打、步步為營進而爭取做到最優！

董事長的話
CEO's Corner

無界思考Boundary less thinking

而我非常鼓勵曜越同仁們向外學習，這並不是模仿，而是吸取他人優點，進而學習，重要的是有能力和創意持續改進！期許在前進到下一個15週年的曜越從優秀邁向卓越！

附註：

(1)《KANO》是一部描述台灣日治時期嘉義農林棒球隊(嘉農 = KANO)的台灣電影。電影描述在1931年的日本殖民地台灣，一支由原住民和日本人、漢人組成的嘉義農林棒球隊，原本實力貧弱一勝難求，但在新教練近藤兵太郎指導之下，拿下全島冠軍並遠征第17屆夏季甲子園大會的故事。資料來源：維基百科



期許在前進到下一個15週年的曜越
從優秀邁向卓越！

曜越集團董事長 暨 執行長

A handwritten signature in black ink, appearing to read 'Kemp Lin'.

31st Mar., 2014

Thermaltake 15th Year of Excellence



Papaya Theory -
Stay resourceful to cope with all challenges –
to let crisis awareness deeply rooted in
corporate culture of Thermaltake



Papaya Theory -
Strong crisis awareness is the way of living for Thermaltake Group

A classic scene of a currently popular Taiwanese movie “Kano” (Annotation 1) shows a coach explain to his baseball players a metaphor to encourage his them to fight till the end on the field: The papaya tree may have a mistaken impression of dying when nails are driven into its trunk, so the papaya tree tends to blossom and bear fruits in order to ensure survival.

Strong crisis awareness is the way of living for enterprise

Running and managing a business relies on the above mentioned “Papaya Theory” to encourage business itself. The **15th Year of Excellence** for Thermaltake is this year, it also reminds all colleagues of the rapid changes in the industry and business environment. To Thermaltake, the ability of defense and resistance has to be much stronger every year in the way; we have to make adjustments any time according to our various stages of development. To have Thermaltake in a long-lasting condition with continued innovation, only by allowing a sense of crisis rooted in the corporate culture of Thermaltake, allows us to stay alert to the challenges that lie ahead.

董事長的話
CEO's Corner

For the future we must stay alert to realize the sense of crisis does exist, therefore we can be well prepared in advance! A staff member who keeps crisis awareness in his/her mind can always elevate his/herself! An enterprise culture with crisis awareness can transform spontaneously and stay undefeated in the changing market!

The most frequent mistake that enterprises makes is underestimating the strength of the opponent, And to only see the present but forget to look forward to the future. A strong enterprise needs to be composed of disciplined and efficient staff who own execution and care about details. To consolidate our every step, from product development, engineering, purchasing and sales to finance management, we need everyone in Thermaltake to be capable of working together and sharing goals, in order to implement my idea in the same direction for a better future.

Boundary less thinking

I would like to also encourage all of you to obtain learning from external sources. This is not imitation but to absorb and learn from the fine experiences of others, And the most important thing is to keep improving with capability and continuous innovation for Thermaltake's second 15th year anniversary– from good to great!

Annotation :

(1)Kano is a 2014 Taiwanese baseball film. The film depicts the multiracial Kan baseball team from southern Taiwan overcoming extreme odds to represent the island in the 1931 Japanese High School Baseball Championship at Koshie Stadium, when Taiwan was still under Japanese rule. Performing beyond all expectations, the underdog team advanced to the championship game in the tournament. Source : WIKIPEDIA



Continuous innovation for Thermaltake's second 15th year anniversary – from good to great!

The President and CEO of Thermaltake

A handwritten signature in black ink, appearing to read 'Kemp Lin', written in a cursive style.

31st Mar., 2014



2014 **Ti** CULTURE BOOK

市場趨勢
Market Trend

市場趨勢
Market Trend

嗅出市場味道 讓品牌行銷效益大增

Tt eSPORTS / 行銷企劃專員 / Paul Lin 林時盟



2014 TGS台北國際電玩展
全系列電競新品亮相



【波賽頓 POSEIDON】家族系列即將全面攻台



躍越Tt eSPORTS
電競外設、騰訊QQ VIP、易迅網三方戰略合作
積極拓展中國大陸電競版圖

躍越Tt eSPORTS電競品牌自2010成立以來，除努力耕耘並致力於創新創意的產品規格來滿足玩家在遊戲上的硬體需求外，也充份展現出全球電競品牌的領導風範，著實為台灣電競市場注入一劑強心針。從結合網咖的北、中、南電競館旗艦店到擁有超過十家以上的金牌電競館據點，更於2012年進軍五鐵秋葉原量身打造直營的「躍越Tt eSPORTS電競專賣店」，然而這看似風光且鋪天蓋地的展店計劃，卻觸發許多處於猶豫不決的電競廠商毅然決然地跨入電競門檻，紛紛來搶奪這塊原本就處於金字塔頂端的小眾市場，百家爭鳴的後果也導致電競這片紅海於2013下半年更加混亂不堪。

經歷了蛇年的衰退，躍越Tt eSPORTS重新調整腳步，更確實從去年的失敗過程中學習箇中經驗，新品方面，在一年一度的CES 2014國際消費電子展中產品推出專屬的Tt電競專業認證軸承與業界首創五年保固的【波塞頓POSEIDON Z 青軸 全背光】機械式電競鍵盤，獲得一致好評；參展方面，為期五天的TGS台北國際電玩展更把重心放在新品介紹互動與現場銷售規劃；內地佈局方面，強化與遊戲龍頭騰訊旗下電子商務網站「易迅網」及「騰訊QQVIP」更深入的線上購物配合，另外，值得一提的獨家全系列【躍越Tt eSPORTS DK戰隊 王者歸來版】電競配備，甫上市就引發DOTA迷們一股搶購風潮。

這一連串適時調整戰略方向，並嗅出電競市場趨勢，卻也同時保有二十哩行軍步伐的心態，讓躍越科技馬年元月全球營收創近三年來次高，成功踏出且站穩2014的第一步，也相信展望接下來的挑戰，我們更具信心，以萬馬奔騰姿態，奪下勝利。

市場趨勢
Market Trend

玩家的滿足是曜越的使命

全球運籌管理處 / 船務專員 / Louis Lee 李權倫

在市場競爭激烈、日息萬變的遊戲市場中，曜越科技秉持著「打造享受娛樂、電競、科技、生活的文化品牌」的精神，為玩家的需求設計出品質優良的電子產品，透過各式各樣的行銷活動，讓不少消費者都留下深刻的印象，使得玩家們在遊戲中產生需求時，第一個就會想到Tt可以解決他們的需要。

以下介紹曜越會在玩家的需求中，會扮演甚麼樣的角色：

1. 成就感(Achivement)：優質的Thermaltake產品，可以讓玩家在遊戲中以高品質、高穩定的電腦效能來執行遊戲，再加上Tt eSPORTS產品使玩家在遊戲中可以完整體現自身技術，相較於其他因硬體設備而無法發揮應有水準的玩家，擁有Tt產品的玩家會有相當大的優勢，這樣便更有機會達成遊戲中的目標，來滿足自身對於遊戲的成就需求。

2. 社交(Social)：舒適且音質清晰的電競耳機，可以讓玩家在遊戲中不僅僅是享受遊戲中的音效，更是搭起與隊友之間的橋樑，玩家們可以在團隊合作中更即時、更順暢地交換重要訊息，讓自己在隊伍中建立不可抹滅的功勞，在贏得其他玩家的信任的同時，也為自己獲得更多的交友機會。

3. 投入感：優質的Thermaltake配備，使得自己的電腦有最好的控溫以及穩定電壓的系統，玩家可以長時間體驗遊戲中最高規的聲光效果，並且透過順暢的遊戲體驗，彷彿讓自有浸入在遊戲世界中的感覺，自己一整天的壓力與疲勞更會在遊戲過程中得到徹底的紓解。

除了軟體的遊戲外，硬體配備也是玩家們在遊戲過程中滿足的關鍵，曜越秉持「致力於創造完美的使用者經驗」企業使命，以符合玩家需求的設計理念，打造出最適合所有玩家電子配件，未來不論在設計、行銷以及甚至服務上，透過换位思考來理解玩家的心理，會發現到玩家們在各種不同情境下的特殊需求，而藉此設計出嶄新的產品以及創意的服務項目，來滿足玩家們更多的需求，也會是下一個重要的里程碑。

透過良好的散熱系統，玩家可以長時間投入遊戲世界中，不用擔心突然的延遲而打斷遊戲興致。



透過優質的電競耳機，在最關鍵時刻傳達訊息給隊友，讓團隊贏得最後的勝利。

玩家的實力可以100%呈現，電競專用配備讓玩家在遊戲中獨領風騷。



市場趨勢
Market Trend

淺談電競硬體與電子商務的潛力商機

董事長室 / 法務組 / 資深專員 / Wesley Wang 王泰凡

儘管智慧型裝置的崛起使得全球PC市場受到不少衝擊，傳統桌上型電腦仍有平板電腦及筆電所無法替代的優勢。以辦公室文書處理作業來說，使用鍵盤與滑鼠的工作效率遠高於觸控操作，而在電玩娛樂方面，桌上型電腦更具備了擴充方便、維修容易、效能優異等特性，並支援畫質細膩的高階遊戲，因此仍然受到眾多玩家的青睞。根據遊戲研調權威Jon Peddie Research (JPR)的預估，今(2014)年全球PC遊戲硬體市場規模約為189億美元，至2016年市場規模可達208億美元，每年呈現穩健成長，顯現了電腦周邊配備市場的潛力。

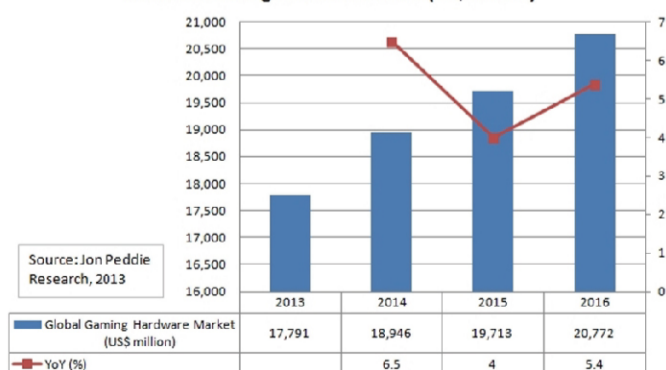
近年來，隨著網際網路的普及化，電子商務的全天候服務已逐漸讓消費者增加對它的依賴，充斥著各式各樣商品的網拍與購物網已成為許多人購物的首選。由於電子商務可有效降低行銷與通路成本，著名的資本管理公司仲量聯行(Jones Lang LaSalle)認為電子商務市場將持續以驚人的速度成長，並預估中國電子商務市場(2012至2017年)的複合年增率為36.4%，將於2017年成為僅次於美國、全球第二大的B2C電子商務市場。

曜越科技掌握了這樣的趨勢，與國內知名網購通路合作販售商品，並推出「Tt BUY曜越購物網」電子商務網站，使消費者能隨時隨地上網選購我們的全系列商品。同時，為擴展中國大陸銷售通路，提供消費者除了實體店面以外的選擇，日前已與騰訊旗下電子商務網站「易迅網」及阿里巴巴集團「天貓商城」攜手合作，可望提高公司的品牌知名度，進一步創造成長動能。



「Tt BUY曜越購物網」
為國內的消費者提供優質的電子商務體驗

Global PC Gaming Hardware Market (US\$ million)



全球PC遊戲硬體市場預估(來源：JPR)



中國地區消費者可至「易迅網」選購Tt eSPORTS電競配備

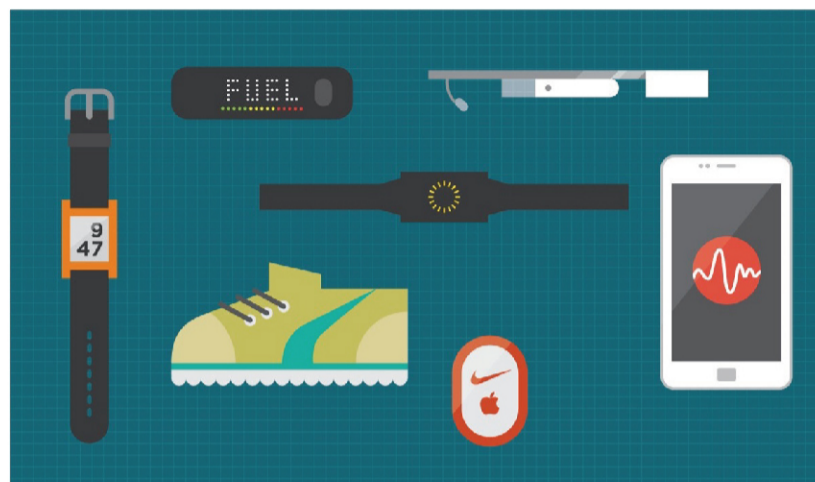
市場趨勢
Market Trend

WEARABLE TECHNOLOGY. THE NEXT BIG THING AFTER SMART PHONE!

Luxa2品牌事業處 / 業務課長 / Giovanna Lin 林娟伶



Wearable Glasses allow us to access information anytime and anywhere.



Wearable Technology Is the Next Big Thing.

W

earable technology allow you access information where smartphone can't!

Smartphone, the LAST big thing that has changed the way we live our lives today. Information has never become so accessible than ever, users no longer need to turn on computers for simple research. However, smartphones still have its limitation which forbidden users to access information that is where the market discovered the market desired for wearable technology.

Smartphones have improved our lives in so many ways, and there is a bigger potential growth globally. According to world mobile phone & sales marketing report (2010 ~ 2015) "The market revenue worth of 258.9 billion in 2013 and expect to grow up to 341.4 billion by 2015". The forecast is a strong indication that smartphone market is expanding to a broader scale into the merging market. B.R.I.C (Brazil, Russian, India and China) the four new super advance merging market havemarket has played an influential factor of this new growth. But the smartphone still hold many restrictions that prevent us to access information more convenient or safe without harm the smartphone device.

Wearable technology will become the NEXT big thing to help us accessing information easier in new frontier. The global wearable smart band has grown tremendous for past year with over 700% growth, however the total amount shipped is relative small compared with smartphone market. Nevertheless, an independent analysts Canals predict a stunning 8 million units would be shipped in 2014, over 23 million units by 2015, and over 45 million by 2017. The wearable band is designed for water proof, health monitors, medical and wellness segment. It is exactly what we wanted that could solve the barrier for each smartphone today, the new wearable band could help us to improve our lives and access information that a smartphone could not achieve. But what concerned consumers the most about wearable watch? What about privacy issue or social norms?

Google Glasses brought up two major concerns, one is the privacy issue and the other one is the social norms. It is no longer a science fiction we seen from a hollywood movies that our government or banking institutions are spying on our phone calls, emails ,web activities and personal informations. What would prevent them to do the same thing if we all wear Google glasses, it will allow big brother to monitor what ever we do every day. The other key concern about google glasses is the social norms, would the society accepting people wearing google glasses around them? There are many regulations have been developed specific for the google glasses at the Google's home town, many restaurant, theatres or people have been asked to removed or leave the. Remembered, google glasses are not available to consumers yet, it is only for developer, there might be no where glasses this technology when it officially released.

Privacy issue!



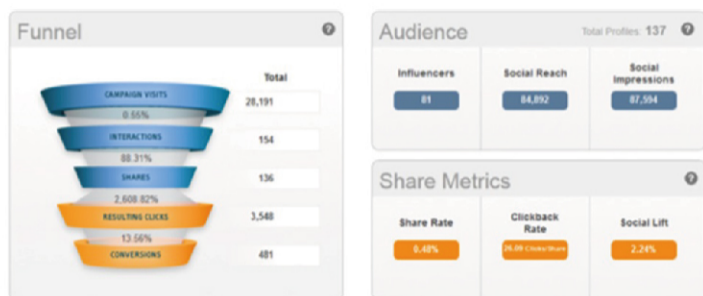
顧客焦點 Customer Sharing



顧客焦點
Customer Sharing

Top 5 methods to encourage your customers to share your content

Luxa2品牌事業處 / 業務課長 / Giovanna Lin 林娟伶



Recognised share influence.



Turning sharing into a game

“**E**ngage, integrated and motivate. 5 ways to make your fans market for you”

Encourage engagement,
let users spread the brand for you.

Traditional marketing has transformed itself from a one direction advertising exposure with excessive messages of how amazing their products was to become nothing more than noise and earned the label “spam” in modern marketing field.

Based on various of studies that have confirmed what marketers all suspected customers trust print media only about 33% of the time, however they do trust recommendations from friends 90% of the time. This is a clear message that customers are no longer listening anymore. Cooperations should stop over spamming information, instead let consumers to do the talk and spread your brand for you. Marketers should create more remarkable, engaging and empowered users to show their passion for your brand by sharing across over the social media.

Here are the five creative methods to integrated social into all your marketing ideas, engage and motivate your existing brands fans, use the opportunity to expand new fans in the process. There are lots to be learned from the brands that have embrace social and getting it right.

First. Turn, Sharing into a game. People love to challenge and they also love to win it.

Second. Identity recognised and reward influencers. Up and coming bands have had “street teams” for decades--fans who are willing to walk the streets to get the word out about their favorite band by handing out flyers to anyone and everyone.

Third. People are more likely to share something if they feel like something good will comes out of it.

Fourth. Give them something exclusive. Every customer wants to feel special, and one way to make them feel special is to give them something exclusive.

Fifth. People will mobilize when lots of folks can get a benefit. With the advent of DIY group deals, you can create campaigns where everybody wins if they get their friends to do something together.

In the end, it is all about knowing your crowd and amplifies it. Whether you are in B2C or B2B your business needs to start harnessing the power of social sharing. Your buyers have changed, and the key to breaking through the noise is engaging your audience and providing them a compelling reason to share. Your customers view any brand-to-buyer communication as an advertisement and are less likely to take your word for it. In contrast, a buyer will believe what a peer has to say about your brand. We think that the real promise of the social explosion isn't about updating your feed for hundreds or even thousands of fans. We think it's about getting your voice heard by the millions of people out on the social web in a different way—by turning your customers into powerful advocates for your brand and creating thousands of peer-to-peer recommendations on your behalf.

品牌推廣 Branding Case



Logical Approach
Honesty & Integrity
Adding Value

Encouraging Initiative
Collective Wisdom
Global Thinking



Learning Culture
Logical Approach
Collective Wisdom
Adding Value

Encouraging Initiative
Continuous Innovation
Learning & Growth
Honesty & Integrity
Global Thinking

品牌推廣
Branding Case

Thermaltake USA and PDXLAN a Community and Great Friendship

Thermaltake USA / Marketing Manager / Shannon Robb

Among some of the best ways to reach out to our core users the DIY user and gamers is to simply meet them face to face. In this world of online everything and social media takeover, simply meeting a person or company face to face can be a true pleasure. Some years ago now when I joined Thermaltake I had my first chance to attend a PDXLAN event in person and I was instantly drawn in by the amazing community and friendship between the attendees there.

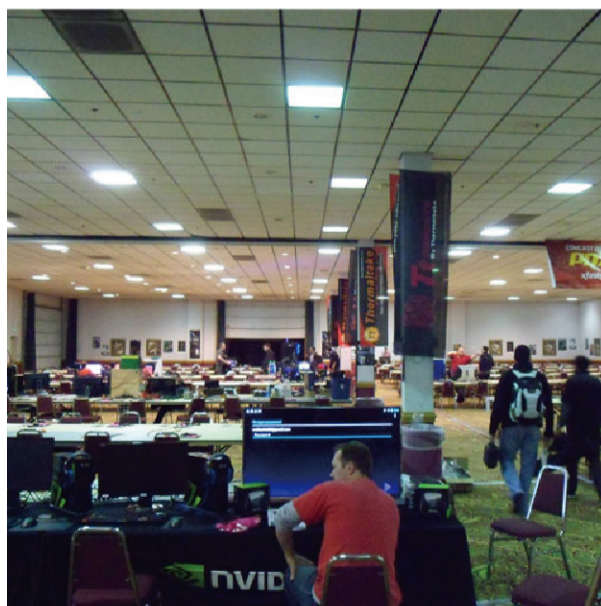
Thermaltake has been a strong and growing presence since that first visit and to this day we continue to grow with the community and these kind of interactions simply would never exist through standard online interaction as meeting people face to face I get direct feedback, I can show them what we have new and even let gamers try their favorite games on our hardware to show them how we can help improve their experience. PDXLAN is almost a magical place in the sense that you can get together even as a company and become real friends with the people who use your products. This is not just a company & customer relationship but actually forming a bond with the gaming and modding community and through this we learn from these friends how to better offer something they can use and benefit from. This is the kind of symbiotic relationship that I feel so many miss out on or do not see when they simply stick to the status quo in terms of marketing.

I think many can learn from this kind of direct approach to our users and target audience by simply doing what they do, play games, build systems and most of all have fun doing it because when you can truly have fun with your customers they will be customers and friends for life.

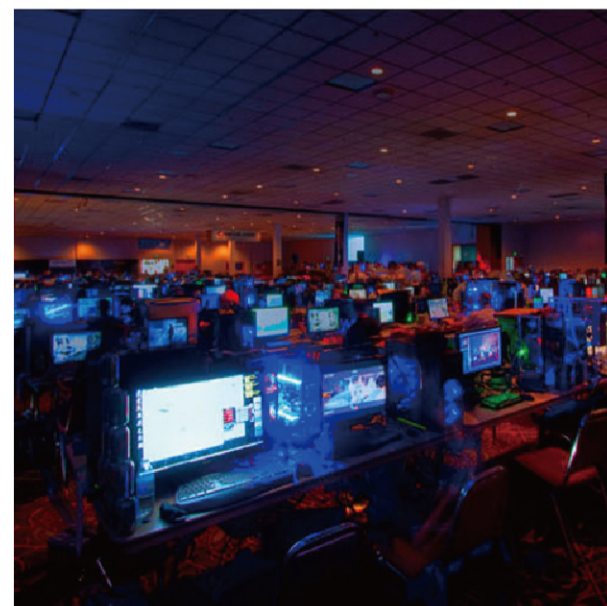
Some examples of this you can see in the included images where we have had fun with simple things like inflatable hammers or just the massive size of our user base all in one are at events like PDXLAN. With friends like this Thermaltake will continue to grow stronger with the gaming community!



PDXLAN Hammer Battle!



Initial Setup at PDXLAN



Massive Group of Gamers at PDXLAN

品牌推廣
Branding Case

Building Brand-Spend on Where it Matters

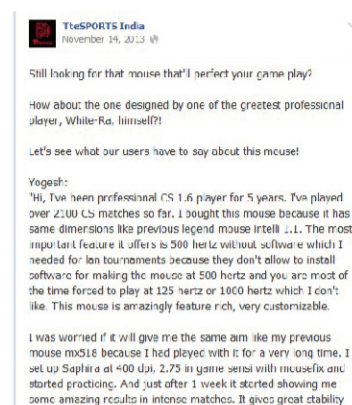
IMC-Sales Executive / Ken Yiu 游凱元



Branding in largest café in India



Sponsoring India College Gaming events



Use customer reviews to promote our products

I know I am still new to this "Branding" business, but I just would like to share my experience for the past 9 months with Thermaltake. As I was brought up in a traditional Taiwanese middle-class family, I was taught to spend every penny on where it matters because every penny made is hard-earn. Through the 6 years of Delta Electronics experience, almost on monthly basis the management reviews all the expenses in detail to save all possible costs since in OEM/ODM business, cost saving is an important part of the business. After I was involved in Thermaltake, I understood that it takes monetary investment that you may not see a quantified return to build a brand, but the investments are essential. Bringing my past experience into this new industry, I have always thought about where I should spend the money on, and how to spend on where it really matters for the brand for it to mean something.

For example, Logitech G is very aggressive in pushing for their gaming brand in India. The way they do is, find an event organizer, give them money like USD\$2,000, and just let them do an event without personally involved. Another example which is from the book 'The Brander', where he does a promotion of Intel 4 launch by massive advertisement from airport bus, street signs, huge balloons, etc... Of course, if we decide to spend that kind of money I am sure we could have, but does it justify our returns?

Of course we need to invest, but how do we invest on where it matters the most, with the minimum cost? From my experience, I believe there are few key factors we should keep in mind. First of all, be the Target Audience yourself. If you want to know what gamers are thinking, what enthusiasts are thinking, BE one. It is only when you are one of them, think like them, you would be able to know where exactly to put your advertisement, how you should market your brand in the way your TA find it relevant to them. Secondly, understanding that the core of Branding is all about 'Differentiation'. Look for those points that competitors are lacking. For example, if competitors are mainly focusing on how cheap their products are, we can market ourselves as 'preferred partner of world's largest gaming café-Howie's Gameshack', to avoid direct price-war marketing, which ultimately would makes our profitability suffer. Thirdly, mouth-to-mouth advertising. I frequently take customer reviews from the largest online websites in India such as Flipkart.com and Snapdeal.com and let those reviews advertise our products because many customers (as I have interacted) found that most review website/forums, those reviews writes mainly the positive part about the product since they are getting the products for free or maybe paid to write that review. So it is best that they hear from the other customers who has actually bought the product with their own money.

I know there are many more experienced colleagues than me in this field, and I hope you do share your experience as well so we could learn from each other through collective .

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
8 Core Value Sharing

企業文化分享—追求改變與卓越

全球運籌管理處 / 專員 / Bonnie Chen 程郁雯



行動充電站



桃園機場 電競體驗區

超越自己

當

步伐邁的不夠大，往往落人之後。躍越對於市場趨勢的轉變及應對的迅速，我感受到了。躍越品牌在競爭激烈的市場中仍然佔有一席之地並成長，從旗下品牌不斷推陳出新的商品中可以看見創新創意並不是單單喊口號而已。

以世界最大容量的行動充電站舉例，我們做到別人還沒想到要做的產品。當向供應商尋問大容量的行動電源產品時，廠商推出的產品最高我只聽到20,000毫安培出頭的電容量，當我說出我們最新上市的充電站高達41,600毫安培，我聽到他們的驚訝與對我們產品的注意。引起別人的注意與好奇心，代表我們跑在市場前端。新成立的電競體驗區進駐國家門戶—桃園機場，設置的過程中不管遇到多少需要協調與溝通的地方，各個負責同仁也為了公司而努力，最終更以醒目的外型及卓越的產品網羅不少路過旅客們的目光。

在內部會議上，主管時常叮嚀我們所處的市場在變，我們的思維與策略也要跟著變，並列舉波特五力的分析(潛在競爭者的威脅、競爭者的威脅、替代品的威脅、客戶的威脅、供應商的威脅)我們將會面臨的威脅及取得成功的三種基本策略(最低總成本、差異化、集中目標)提醒我們將要面對的挑戰，也指出產品的四大週期(導入期、成長期、成熟期、衰退期)強調身處不同週期我們要拿出不同的應戰方法。最好的競爭策略是不斷創新並超越自己。We are looking for Excellency.

企業文化分享
8 Core Value Sharing

企業文化——新生訓練

全球運籌及採購事業處 / 總經理 / Peter Pan 潘建銘



績效解碼



績效設定

每次在對曜越新進同事做教育訓練時，當大家看到簡報檔案上的表頭出現「績效考核」幾個大字時，總會不由自主的哦一聲，我想他們心中的OS一定是「又來了」，不過還好最後的結果總是令新人喜出望外，因為人人聽得清楚明白，知道公司是如何的規功績制薪酬制度包含1. 利潤分享2. 薪資調整3. 績效考核。

利潤分享辦法的組成又包含了：1. 中秋端午節獎金2. 年終獎金3. 員工紅利，中秋端午節獎金是採定額制，年終獎金為公司稅後營業利益每壹仟萬元發放0.2個月薪資，另外員工紅利則是根據公司稅後營業利益提撥5%共全體員工分紅。

當然薪資的調整是大家最有感覺的，所以薪資的調整一定是和績效考核密不可分最直接，績效考核制度的建立是曜越2012~2013最重要的大事之一，績效考核制度就是要期初先設定目標、期末績效考核、以及獎金的回饋才是一個完整的循環，當然所屬的單位不同績效考核內容的設定也不同，其中營業利益的指標是所有人都必須有的指標，但是因為每個人工作的內容與營業利益直接產出的連結度有所差別，所以放入的百分比也會有所不同，如業務人員該指標的連結度就會高達80%，後勤人員50%，其他的指標則是依據個人的工作職掌表中重要的項目，跟主管討論後將目標訂下為可量化的標準並放入績效考核中，人人有目標並且朝著目標去努力達成，我想企業就成功一半了。

企業文化一定要先確立企業的使命與願景以及企業的核心價值，這些我想大家都已經很清楚了，重點在於執行，身為曜越人要如何將創造完美的使用者經驗融入在日常工作中，要如何享受娛樂、電競、科技、生活跟曜越的文化網綁在一起並且是發自內心的喜歡這個工作，那這樣才能稱為企業文化，並且會感染周邊的人，會將熱情傳遞出去。

制度面的建立只是基本功，企業文化的落實才能立於不敗之地，曜越的企業文化是需要大家一起來認同及灌溉的，我們一起加油！

企業文化分享
8 Core Value Sharing

新進員工淺談曜越集團企業文化

財務處會計部 / 會計專員 / Jim Huang 黃怡鈞



曜越集團旗下第一大品牌Logo



Thermaltake於COMPUTEX剪影



兼具設計感及功能性的產品

遙 想2013年9月收到曜越人力資源部門通知面試時，打開電郵中夾帶的許多附件，其中介紹了公司旗下三大品牌、所營事業、大事紀、歷史沿革及商業刊物，最令人印象深刻的是斗大的標題寫著「企業使命—致力於創造完美的使用者經驗」、「企業願景—享受娛樂、電競、科技、生活的文化品牌」及八個核心價值，在半知半解的讀過一遍後，以面試者身份走進曜越。始終難忘面試當天財務主管熱情介紹位於公司五樓-太陽島中展示的許多深具創意發想的機殼、耳機與鍵盤，覺得曜越是富滿創新之企業，當我接到錄取通知時，欣喜之意更是難以形容。

實際開始成為曜越集團的一員後，第一天上班時，馬上就感受到了曜越企業的生命，映入眼簾的是以紅色為基調的粉刷、極具科技感的裝潢及夾帶員工創意思想的佈置，讓我整個精神抖擻了起來；經過一個早上，我也發現會議室幾乎沒有空下來的時段，雖然不清楚會議的內容事項，但直覺感受到了各主管及員工們的積極與衝勁。隨著曜越工作時間的經過，有時在當董事長與會之會議記錄者的時候，董事長所佈達的想法、會議時的各方討論事項乃至於會議做出的結論，更是充滿著為達成企業使命—創造完美的使用者經驗的實踐與努力；對於堅持品牌的行銷及創造品牌附加價值的創新創意，更是令人折服。隨著2013年的結束，2014年的到來，董事長在旺年會時向大家報告了2013年的大事紀及表現，當然包括了勉勵大家的一席談話。我記憶猶新的記得，董事長向大家說明：隨者全球景氣的不確定、科技世代交替越來越快及產業競爭下的險峻考驗，無論環境與對手如何變化，大家要有如以20里行軍的速度，不急不徐，持續不斷地朝著我們設定的目標邁進，邁向成功。這一席勉勵，也深深的烙印在每位曜越大家庭的一份子裡，成為了曜越集團一個嶄新的企業文化。

在全球著名管理諮詢公司-麥肯錫公司顧問阿倫•肯尼迪在《企業文化--企業生存的習俗和禮儀》一書指出：傑出而成功的企業都有強有力的企業文化，即為全體員工共同遵守。企業文化—此非技術、非經濟的因素，大至決策的產生、企業中的人事任免，小至員工們的行為舉止、衣著愛好、生活習慣。在兩個其他條件都相差無幾的企業中，由於其文化的強弱，對企業發展所產生的後果就完全不同。曜越集團絕對是屬於成功的前者，隨者2013年的結束，曜越已經堂堂經歷了15個年頭，但在一個具有明確良好企業文化，員工亦能同心認同價值觀之上，我堅信曜越就如同旗下第一大品牌Thermaltake的Logo，如同太陽般，生生而不息，邁向永續經營。

員工園地 Staff Communication



員工園地
Staff Communication

Mutual support, teaching and learning

彼此扶持，教學相長

LUXA2 Business Division / Visual Designer / David Lin 林子修



去年2013有幸能參與公司的福委工作。在各樣的活動中，與各福委彼此分工合作；一同完成既定的目標。



每年的運動會，同仁們都發揮了無比的活力、及團結的精神；一同完成每個運動項目。(圖為去年2013年運動大會)



如同復仇者聯盟一樣，在公司裡，每個同仁都發揮其所長的；使公司在每一年都能得著成長及擴大。

曜 越是一個大家庭，在這裡每個人都為著公司努力打拼著。當遇到困難時能彼此扶持一同往前，就如哥林多前書十二：12：「就如身體是一個，卻有許多肢體，~。」每個人都是這身體中的各個肢體，當一個人有困難時，其他人會感受到；並會補上去。有一次，同事想幫忙我處理一些圖片，就請教我Photoshop軟體的使用；這讓我感受到同事們如同家人般的溫暖。

在部門裡與同事們一同並肩作戰，從他們身上可以學到許多事情。如同張仲謀先生說過的：「同學才是培養一個人思考、學習的最大助力。」從主管身上看見從高處來看待每一件事情，對其輕重緩急需要有所衡量。從業務們身上學習到，合理的價格不僅能降低公司費用的支出，還能提升公司與廠商之間的夥伴關係。從PM身上體會到，如何有效安排每項專案的行程，並在既定時間內完成目標。從行銷身上學習到，如何運用印刷及網路媒介，來行銷公司產品；創造品牌及產品雙贏的局面。

公司的VD們雖分屬在各個部門，但若有求知的動力；距離不會是問題。如同已故賈伯斯先生曾說過的：「求知若飢、虛心若愚。」對於包裝設計很感興趣的我，只要有包裝方面相關疑問，同事們都會不吝嗇的分享他們在工作上的經驗；像是結構、材質或色彩運用...等方面的答案，都能成為我學習上的幫助。記得有一次在設計產品LOGO上遇到一些問題，就藉著同事提供的設計方法，馬上成了我很好的幫助。

從同事們身上，使我學習到從不同角度來觀看包裝設計這個領域。不僅要考慮最基本的保護性及美感，還需注意價格、材質、運送過程、及上架.....等，使最終送到消費者手中是OK的。幫助別人是件快樂的事，在公司裡，彼此的扶持，相互提攜，能使我們常保一顆快樂的心；如同箴言十七：22：「喜樂的心乃是良藥；~。」

職場性騷擾防治

董事長室 人力資源組/ 人力資源專員 / Lulu Chen / 陳盈如

如何辨識職場性騷擾



深坑同仁參與2014性騷擾防治宣導會的情景，顯示公司打造一個性別平等以及友善工作環境的決心。

性騷擾防治

首

先，感謝這幾個星期公司同仁們對性騷擾防治講座的踴躍參與，各項性別平等一直是重要的時代課題，在民國102年修訂的「性別工作平等法」第一章第1條明文規定：「為保障性別工作權之平等，貫徹憲法消除性別歧視、促進性別地位實質平等之精神，爰制定本法。」，所以打造一個性別平等以及友善工作環境一直是公司矢志朝向的目標。

英語中的「Harass (騷擾,煩惱)」它來自法語動詞「Harasser」，此字更可追溯至古法語「Harer (縱狗追咬)」。在古代法國人叫獵狗去追擊獵物時，總會大喊一聲「Hare!」。後來二十世紀70年代中期以後女權主義者賦予此字新的含意，用「Harass」表示「對...性騷擾」，用「Sexual Harassment」表示「性騷擾」。

大家試著想像一下被狗纏咬的難堪和困擾，以及由此引起的不舒服感，也就不難了解此字所代表的負面處境了。

在現今男女平權的社會中，職場性騷擾已不單限於女性，許多男性也會遭受到職場的性騷擾，行為人與受害者的性別不限，所以無論男女同仁都應了解職場性騷擾並加以預防，以維護自身的權益。為此，本公司人力資源部門(HR)設有相關性騷擾防治措施、申訴及懲戒辦法，被騷擾同仁可以書面或口頭向公司HR部門申訴遭受到性騷擾，我們會正式受理並成立調查小組進行調查與懲戒，讓加害人的性騷擾行為有機會被制止與被懲罰，杜絕此類事件再次發生，以期協助並確保一個免於性騷擾並安心的工作環境。

員工園地
Staff Communication

Staff Communication

Thermaltake USA / Warehouse Manager / Steven Tao 陶雷



End of Year Party



Play Soccer



Video Game

Thermaltake of the United States Branch is comprised of young and full passion employees from different countries and nationalities ranging from Main Land China, Mexico, Taiwan, to Hong Kong. Everyone has different cultural backgrounds, interests, and experiences. At Thermaltake, it is our goal to better reflect the world around compatibility and culture by letting employees to exchange and increase cohesiveness among staff as well as organizing a series of activities to develop employee affection so that everyone has a happy heart and is the most efficient for the company.

Here are some examples to give you an idea of Thermaltake's activities.

1. Because of different diets, Thermaltake offers every employee free lunches. Chinese, Western, Mexican cuisines are made to order to meet the needs of every employee's appetites. Employees can take advantage of this complementary lunch and share their experiences and promote good relationships during their lunchtime break.

2. To develop more team oriented spirit, Thermaltake gives employees access to table football, TV, Gaming, and many other activities to develop team spirit.

3. Because some employees are from Mexican decent, soccer is a primary love at Thermaltake. During break, small soccer games would be played and as soon as the 2014 World Cup begins, every employee will begin to cheer for their respective country's team.

4. Annually, Thermaltake throws a company bash for its employees. At this party, an abundance of gourmet food, wine, and drinks are consumed. Also, to boost the lively atmosphere and harmony, a raffle of extravagant prizes is held. Annual employee summaries of gains and losses are announced as well. This gives lessons in failures and achievements and allows employees to set new goals for the upcoming year.

To summarize, Thermaltake is a cohesive family. With a personalized management, a staff that works harmoniously to achieve set goals, Thermaltake employees maximize efficiency and productivity. Thermaltake employees are the company's biggest asset. It's the cornerstone of maintaining the rapid development of the company. We take this opportunity to share some of the daily routines with all of our colleagues with the hope of bringing positive energy to the company as a whole.

Tt[®] CULTURE BOOK

www.thermaltakecorp.com

March 2014 / Volume 5.

實事求是 Logical Approach
創新創意 Continuous Innovation
立足全球 Global Thinking
誠信正直 Honesty & Integrity

集思廣益 Collective Wisdom
學無止境 Learning Culture
創造價值 Adding Value
積極主動 Encouraging Initiative

