



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs

 **ATrack**

威潤科技股份有限公司

ATrack TECHNOLOGY INC.

負責人：湯潤潤

地址：台北市內湖區文湖街12號4樓

電話：02-27975852

傳真：02-27974030

推薦單位：社團法人中華民國全國青年創業總會

營業項目：威潤科技專精於車用衛星定位監控器之研發與製造

產品名稱：衛星定位監控系統產品

Owner : Frank Tang

Address : 4F., No. 12, Wunhu St., Neihsu Dist., Taipei City 11445, Taiwan, R.O.C.

Tel : +886-2-27975852

Fax : +886-2-27974030

Recommended by :

Youth Career Development Association Headquarters, R.O.C.

Business Items :

ATrack specializes in telematics hardware designing and manufacturing

Main Products :

GPS Tracker



董事長 湯潤潤先生 Chairman: Mr. Frank Tang



產品 Product





威潤科技自2010年成立以來，即致力於先進功能高穩定度衛星定位監控系統產品之研發與製造，2015年順利掛牌上櫃。成立6年期間，已累積千種以上客製化的專案經驗，目前全球已有超過140個國家採用該公司的產品。威潤科技專精於提供品質卓越的產品與即時完善的客戶服務，期盼透過自有品牌 ATrack，將領先全球業界的衛星定位監控解決方案推廣至世界各地。

深耕專業 掌握市場趨勢

近年來物聯網備受全球關注，其中車聯網發展更是不可小覷，而衛星定位監控系統是車聯網資訊收集及傳輸不可或缺的核心設備。威潤科技秉持創新、合作與分享的企業精神，不斷地創新求變，透過優異的研發技術，發展出多樣化的監控機能，滿足全球客戶不同的需求。若以產品創新性、客戶滿意度及品牌躍升速度等角度來審視，威潤科技已晉升成為全球產業新銳。

客製化車用監控專案服務 創造核心競爭力

車用監控產業的最大特色就是以專案為基礎，由於每個客戶需要的產品規格不盡相同，因此很難開發一款標準產品可以完全符合每個專案的需求。威潤科技可以針對不同需求的客戶，提供客製化及高彈性的解決方案即便是衛星定位監控系統大廠也無法做到。由於擁有千種以上專案經驗，威潤科技相當了解客戶的期待，因此堅強的研發團隊能夠針對客戶的需求快速反應，進而幫助客戶贏得商機。其次則是售後服務支援，雖然客戶遍及全球各地，但威潤科技的專業技術支援團隊以全年無休的服務模式，即時回應解決客戶技術上的問題，以確保產品順利運作。

掌握技術 持續創新 深受客戶肯定

威潤科技以精實的研發、客服及行銷實力，提供客製化專案產品和即時技術支援等服務，開創新利基。此外，今年更是入圍地位相當於車聯網產業奧斯卡獎的TU-Automotive Awards最佳後裝市場車載資通訊產品及服務



研發部門 R&D Department



獎項決選名單的肯定。威潤科技今日能擁有各項優異的成就，源自於湯潤濶董事長從小對成功的渴望，勇敢實踐創業目標，並以「內部創業」的獨特企業文化，讓威潤科技在短期間內交出亮眼的成績單，驚豔全球車用監控市場。

勇敢追夢 讓世界驚豔

湯董事長出身苗栗山線客家庄，父親早年開鐵牛車幫人運貨，當時不滿6歲的他，就經常坐在後車斗跟著父親南奔北跑。幼時的經歷培養出湯董事長吃苦耐勞、全力以赴、持之以恆的樂觀性格，「現在回想起來，我從小就很好強、不服輸，有強烈追求成功的慾望。其實我對成功一直有著很高的嚮往，創業才是我應該走的路。」湯董事長表示。看好衛星定位監控系統發展前景，湯董事長

毅然決然與創業團隊共同創立威潤科技。

「公司一開始就鎖定美國與歐洲市場，只要能夠成功挑戰最嚴苛的市場，推展其他市場業務就相對容易多了」。以初生之犢不畏虎的勇氣，挑戰全球最知名的德國CeBIT漢諾威展，初試啼聲就讓許多國外客戶驚豔不已，讓湯董事長信心大振持續經營自有品牌，成功打響知名度，成為全球產業新星。

創造內部創業的文化 建立永續經營的環境

威潤科技秉持「創造內部創業的文化，建立永續經營的環境」的經營理念，透過提供客製化及品質卓越的產品與即時完善的客戶服務，期盼透過自有品牌 ATrack，將領先業界的衛星定位監控解決方案行銷至世界各地，並成為全球前三大的製造商。■



上櫃前業績發表會 Pre-IPO Investor Conference



生產線作業情形 Production Line

ATrack specializes in telematics hardware designing and manufacturing. ATrack was established in 2010 and IPO in 2015. In a short period of time, we have already run thousands of customized projects and so far there have been more than 140 countries that are using ATrack's products. Furthermore, we have been recognized and selected as finalist for TU-Automotive Award, which is similar to the Oscar Award in the telematics market, in the Best Aftermarket Telematics Product/Service category. These significant facts about ATrack have proven that ATrack is a cutting-edge company in the telematics industry. ATrack is devoted to providing the best quality telematics hardware products and prompt service to worldwide customers.

Keeping Ahead Through Market Trend

Currently, IoT has attracted extensive attention worldwide, especially in the telematics field, and GPS trackers are the essential devices to collect and

transmit information in this field. ATrack adheres to the business philosophy of innovation, teamwork and sharing and is devoted to telematics hardware design and manufacture. Through the outstanding R&D capabilities, we have developed various functions of GPS monitoring to satisfy the need of our customers all over the world. From the product innovation, customer satisfaction, and brand elevation's point of view, ATrack is no doubt already the leading telematics provider in the industry.

Customize Telematics Products Creates the Sustainable Competitive Advantages

The essential characteristic of telematics industry is the project being customization-based. Every client has different requirement, so it's difficult to provide a standard product for all the clients. ATrack is able to provide highly - customized solutions to different customers which other top telematics companies are not capable of doing. Due



教育訓練 Employee Training

to our abundant experiences, we have the knowledge on customers' needs; therefore, our R&D team is able to feedback to the customers promptly and assists them to win competitive business opportunities. Furthermore, ATrack provides a 365-day aftersales technical service to assist our worldwide customers to resolve technical issues in time and



to ensure the functionality of our products. Through ATrack's outstanding capabilities of R&D, aftersales service and marketing, we provide the greatest customized products and real-time technical supports, which are ATrack's niche competitive advantages. The reason why ATrack is able to accomplish these outstanding achievements is due to the characteristic of ATrack's Chairman, Frank Tang. Frank has always been striving for success and boldly started his own business with a unique business attitude of "creating internal entrepreneurial culture." His unique attitude has led ATrack to become one of the top telematics companies in a short period of time and left a great impression on the market.

Make The Dreams Come True

ATrack's Chairman, Frank Tang, was born in a Hakka village in Miaoli, Taiwan. His father was doing shipment with tractor for living, and when Frank was still a little boy, he usually sat in the tractor and shipped the goods with his father. His childhood experiences have made him become an optimistic, hardworking person with a can-do attitude. "Recalling my childhood, I was a kid who was eager to do well in everything and wanted to be successful very badly. I have shown high interest in success and realized that running my own business is my destiny." Frank has seen the high potential in the telematics market and decided to start his own business with his start-up team to form ATrack technology Inc. "We have been focusing on the USA and EU markets, because once we are successful in the toughest markets, the other markets will be much easier to conquer." In



2016 Xmas

the beginning, ATrack exhibited in an internationally well-known CeBIT show in Germany, and fortunately the visitors of the show were very impressed by ATrack's products. With the positive exhibiting feedback, Frank had great confidence in developing the "ATrack" brand and to pursue excellent brand awareness; moreover, to make the ATrack become a global well-known company.

ATrack adheres to the business attitude of "Creating internal entrepreneurial culture, building up the sustainable working environment". By providing the customized and best quality products with comprehensive services, ATrack will be the leading GPS solutions provider to worldwide customers and become one of the top three manufacturers in the world. ■



綜合評語 Commentary

公司專注發展衛星監控通訊產業技術，掌握市場趨勢及客戶需求，提升效率，市場潛力無限。以新產品、新技術及高品質的專業銷售團隊服務客戶，創造品牌價值及客戶忠誠度，目前產品是全世界衛星定位監控產品之前十大品牌，成長潛力可期。

ATrack specializes in telematics hardware designing and manufacturing. Through their continuous innovation and unmatched level of responsiveness, ATrack has been recognized as a reliable hardware brand in the world. We would expect to see unstoppable growth from ATrack.



2016員工旅遊 2016 Company Trip