哈瑪星科技股份有限公司
Hamastar Technology Co., Ltd.

總經理 陳文生先生
General Manager : Mr. Vincent Chen

Owner : Liang, Fong-Jane
Address : 18F., No.8, Minquan 2nd Rd., Qianzhen Dist., Kaohsiung City 806, Taiwan (R.O.C.)
Tel : +886-7-5364800
Fax : +886-7-5364899
Recommended by :
National Kaohsiung First University of Science and Technology
Business Items :
Information Software Development and Services
Main Products :
• Interactive eBook Authoring Software
• eBook Cloud Management Platform
• Cross-Platform Paperless Meeting Management System
• Corporate Sales Aid System
• Smart Classroom Total Solution
• Corporate EIP Platform Solution

負責人：梁鳳珍
地址：高雄市前鎮區民權二路8號18樓
電話：07-5364800
傳真：07-5364899
推薦單位：國立高雄第一科技大學
營業項目：軟體研發及服務
產品名稱：• SimMAGIC eBook
　　　　　　互動式多媒體電子書編輯軟體
　　　　• CLibrary 雲端書櫃管理平台
　　　　• MeetingHub跨平台無紙化
　　　　　會議管理系統
　　　　• SellingHub 企業輔銷系統
　　　　• TeachingCloud
　　　　　智慧教室管理平台
　　　　• Corporate EIP
　　　　　企業資訊入口平台系統

http://www.hamastar.com.tw

高雄總公司 Headquarter in Kaohsiung

2014春季電腦展 2014 Spring Computer Show

高雄市哈瑪星地區是早期先人移民高雄港的第一個門戶，創立於哈瑪星地區的「哈瑪星科技」期許自身在網路時代能開疆拓土，透過最先進的互動式多媒體電子書與程序模擬型教材製作工具，結合雲端科技與知識管理的專業技術，提供企業最卓越的軟體產品與服務。

哈瑪星科技由宏碁、科立爾數位科技、中山創投及和通創投等法人，於2000年共同投資，並延攬多位資深專業經理人及相關領域技術專長人才（來自資策會、宏碁、中山大學等）所組成，致力於軟體技術研發服務，以成為世界級軟體公司為目標，積極促成各項跨國產業合作機會。擁有完善之創新技術研發團隊，致力於創新性資訊應用技術之研發，在協助產業運用創新技術、提升競爭力方面成果斐然。服務對象包含各政府單位、民營企業、各級學校及機關團體，成立至今持續保持100%結案紀錄，各項服務廣獲客戶肯定與好評。

精益求精 屢獲獎項

哈瑪星科技成立至今，研發成果屢獲獎項，同時更持續在研發流程與服務品質方面精益求精，除導入國際軟體品質（CMMI）制度外，也多次獲得經濟部中小企業創新研究獎、產業創新成果獎、最佳國際合作發展獎、卓越SBIR產業貢獻獎、經濟部企業數位學習服務輔導品質獎、高雄市年度績優廠商表揚等殊榮。

經營理念與願景

以成為國內專業的軟體服務業為中程目標，以「研發」、「服務」、「顧問」為三

階段發展，哈瑪星科技目標是成為世界級的軟體研發及服務公司，並以四個企業文化的精神向度：「積極熱忱、專業服務、追求卓越、最佳品質」為中心，在董事會、首任總經理林銓銀、現任總經理陳文生及韓怡真、黃秀鳳兩位副總的帶領下，協助各產業提昇企業生產力與競爭力，並致力於協助各公協會促進相關產業之發展。同時，在能力所及之際，義務協助NPO機構規劃建置網站與免費營運。陳總經理期待公司同仁能「以滿足客戶與市場需求，創造軟體服務價值；以全力以赴與務實做法，追求企業穩健成長；以積極熱忱與樂觀態度，面對一切困難挑戰。」

重視優質人力資本

軟體行業中同仁的能力、經驗與技術是哈瑪星最重要的人力資產，因此非常重視專業培訓，包括基本教育訓練、中階幹部及高階主管培訓等。另專業成長部分，採社群合作學習方式，設有技術創新、企劃設計及行政服務社群，鼓勵同仁藉由知識社群活動，勇於分享各項創新與創意、技術解決方案、客訴服務經驗、網頁創新風格、產業發展策略或其他對同仁工作專業發展有

技術研發 Research & Development

幫助之經驗分享及合作學習。

在員工福利方面重視員工激勵制度，藉由工作表現獎勵、年中及年終績效獎金、分紅入股等方式激勵員工，也建立有完善員工福利制度。

建構優質核心競爭力

哈瑪星研發團隊主要在高雄，可以控制專案及技術研發成本，以取得成本優勢。擁有高品質的人才，超過50%員工具有碩士學位，能夠有效掌握技術趨勢及客戶需求。在服務客戶方面，亦聚焦於特定領域，可形塑集中深化優勢，主要服務領域以政府與企業EIP等資訊委外服務、校園或企業行動學習、數位學習等。經過多年深耕，並已在下列方面建構了核心競爭力：

• 優質的專案管理制度
• 卓越的技術研發能力
• 嚴格的品質管理制度
• 客戶為中心的服務文化

產品研發及指標性客戶

多年努力研發出之產品與服務，主要包括跨平台無紙化會議管理系統導入規劃服務、互動式多媒體電子書編輯軟體（SimMAGIC eBook）、雲端訓練中心 雲端書櫃管理平台 機械製造業創新雲端服務平台、專屬APP程式應用服務（iOS、Android、Windows Phone）、程序模擬系統建置與導入規劃服務數位學習平台建置與導入規劃服務、知識管理平台建置與導入規劃服務、企業與政府部門EIP資訊入口規劃與建置等。指標客戶包括行政院、司法院、監察院、國防部、中鋼、保德信人壽、台積電等。未來將持續不斷研發創新產品與服務，及開發更多國內外指標性客戶，以穩健擴展業務。

南部優質穩健企業

軟體服務業近來結合政府三業四化的發展大環境，符合世界經濟發展的趨勢。哈瑪星科技具優質經營團隊及核心技術能力，指標客戶快速成長，服務水準亦廣獲客戶好評，另結合高雄在地文化，腳踏實地，紮根深厚。過去3年快速成長，展現優質競爭力。哈瑪星科技期待與熱愛軟體產業的優秀人才共同創造企業的永恆價值，一起為創造台灣軟體產業的成功典範奮鬥。■

2014年度營運策略會議 2014 Annual Operating Strategy Meeting

The Hamastar area in the Kaohsiung Harbor was the first gateway for ancient immigrants. Hamastar Technology was founded here and, as the name suggests, we expect to establish a path as a pioneer in the era of the Internet. With the latest interactive multimedia eBook and process simulation authoring tools, we combine the Cloud Computing Technologies and Knowledge Management (KM) to the expertise with innovative management and provide outstanding technical products, services and software solutions to the enterprises and Internet users.

Hamastar Technology was founded through investment by several international software companies, including Acer and Corel, and venture-capital companies, including Sun Yat-sen University and Hotung Group, with all senior managers recruited from the Institute of Information Industry (III) and Acer. The Hamastar Technology focuses on R&D of new technologies and actively searches for the overseas cooperation on the achievement of becoming the international software company. Service clients contain various government agencies, private businesses, schools and government agencies and organizations at all levels. Hamastar maintains 100 percent closing record on cases, and the customer service has won wide recognition and praise.

Award-Winning Excellence

Since being founded, Hamastar Technology has been committed to continuous and significant improvements to our technical services and the quality of our products and had been acquired many achievements. In addition with the standard of the Capability Maturity Model Integration (CMMI), we also received many awards such as the "17th Small & Medium Enterprises Innovation Award", "Industrial Innovation Achievement", "Best International Cooperation Development and Application", "SBIR (Small Business Innovation Research), Award for Excellent Industrial Contribution", "Best "E-Learning Service Vendor", Industry Bureau, Ministry of Economic Affairs and "Blue Chip Firm" Kaohsiung

City Government in recognition of SME conference. This has enabled us to remain in the competitive industry of information technology and web services and has earned us a solid reputation of achievement in various business fields.

Company Philosophy and Vision

Hamastar Technology is a provider of software applications and services. We partner with industry associations and academic and industry consultants to identify high-value opportunities and provide innovative solutions that improve our clients' businesses. Our three-pronged strategy consists of R&D, service and consulting. Since the beginning, we have made efforts and achieved a reputation as a reliable and professional software-service company in Taiwan and insist in the ideas of "passion, professionalism, prominence and perseverance". Under the leadership of Board of Directors, first General Manager Eric Lin, the current General Manager Vincent Chen, Vice General Manager Jenny Han and Rita Huang, we hope to assist industry to enhance business productivity and competitiveness, and is committed to assist the public association to promote the development of related industries play. Vincent encourages all employees to face challenges with the utmost positivity, to pursue progress with supreme efforts to create the value of software services, and believe in success. Meanwhile, we also volunteer to help the NPO (Non-Profit Organization) on building up the websites and free operations with our capabilities.

Talent and Employee Benefits

Employee's ability, experience and technology is the software industry's most important human asset, and therefore, we emphasis on professional training, including basic training, training for middle managers and executives. 1/3 of employees in Hamastar are project assistant manager and above. In addition, we set up the technical innovation, design and administrative services communities to encourage employees to share the innovation and creativity, technology solutions, customer complaints

service experience, web innovative style, industry development strategies by knowledge community activities.

In terms of employee benefits, we have a complete system of employee benefits, and also employee motivation by performance-based rewards, year in and year-end performance bonuses, profit sharing and etc.

Core Competitiveness

We set up R&D team in South Taiwan to control the project and technology research and development costs. We also have high-quality talent, more than 50 percent of employees with a master's degree, be able to effectively control technology trends and customer needs. In customer service, primarily in the field of government and corporate EIP and other IT outsourcing services, campus or enterprise mobile learning, digital learning. We have strong competitive edge in the following areas:

• Quality project management system
• Excellent R & D capabilities
• Strict quality management system
• Customer-focused service culture

Product Development and Customers with Indicator

Our main products and services include the implementation planning services of Cross-platform Paperless Meeting Management System, SimMAGIC eBook Interactive Multimedia e-Book Authoring Software, Cloud Training Center, Cloud Management Platform Bookcase, Machinery Manufacturing Innovative Cloud Services Platform, Exclusive APP Program Application Services (iOS, Android, Windows Phone), Process Simulation Systems planning services to build and import digital learning platform to build and import planning services, Knowledge Management Platform to build and import planning services, Corporate and Government EIP entrance planning and information build and etc. Customers include the Executive Yuan, the Judicial Yuan, the Control Yuan, the Ministry of Defense, Steel, Prudential Life Insurance, TSMC. Our goal

學校企業參訪 Business Visiting

is to continually develop innovative products and services, develop more domestic indicators of customers and steady business expansion.

Quality and Robust enterprise in S. Taiwan

HamaStar Technology, combining with Kaohsiung local culture, has excellent management team and core technical capabilities, has won wide praise. In the past three years, Hamastar has rapid growth, showing great competitiveness. We expect to create a timeless value of business and a successful example of Taiwan's software industry with the software industry talents together.

綜合評語 Commentary

該公司團隊年輕且專業能力強，組織運作以小組為主，公司注重員工教育訓練，在研究創新的投入備受肯定，且獲獎無數。導入國際軟體品質制度（CMMI），並保持100%結案紀錄，為公司發展奠定良好基礎，積極響應政府政策，提升社會水平具示範作用，值得肯定。

This company's team is young with strong professional capabilities. Their organizational operation is mainly set up in small teams. The company takes great importance in employee educational training, and it is highly recognized for its investments in research and innovation and it has garnered many accolades. After implementing the international software quality system (CMMI, Capability Maturity Model Integrated), it has maintained a 100% case filing record. This sets a solid foundation for the company's development. Through its active participation in government's policies, it serves an exemplary effect on enhancing the society's level. For this, the company deserves recognition.