

# Portwell 美國瑞傳科技

American Portwell Technology, Inc.



執行長 李垣麟  
CEO Allen Lee



公司辦公大樓 Office Building



<http://www.portwell.com>

負責人 Owner：李垣麟 Allen Lee

地址 Address：44200 Christy Street, Fremont, CA 94538, USA

電話 Tel：002-1-510-4033399

傳真 Fax：002-1-510-4033184

推薦單位 Recommended by：

駐舊金山台北經濟文化辦事處

Taipei Economic and Cultural Office in San Francisco

中華民國僑務委員會

Overseas Community Affairs Council, Republic of China (Taiwan)

舊金山灣區台灣商會

Taiwanese Chamber of Commerce, San Francisco Bay Area Chapter

世界台灣商會聯合總會

World Taiwanese Chambers of Commerce

北美洲台灣商會聯合總會

Taiwanese Chambers of Commerce of North America

北加州華商經貿學員聯誼會

World Federation of Chinese Traders Alumni, North California

營業項目 Business Items：

工業電腦應用整合服務，嵌入式工業電腦，網路通訊應用整合服務，醫療系統應用整合服務，工業平板應用服務，多樣性的客製化服務

Industrial Platform Service, Embedded Computer, Communications

Appliance Service, Medical System Platform Service, Panel Device

Service, Customization Service

產品名稱 Main Products：

工業單板電腦、背板、主機板、機箱、電源供應器，嵌入式電腦，網路通訊及網路安全平台，工業級平板電腦

Single Board Computer, Backplane, Motherboard, Chassis, Power Supply, Embedded Computer, Communications and Network Security Appliance, Industrial Panel PC



產品 Products



商展 Trade Show

美國瑞傳科技成立於1999年，總部設於美國加州矽谷。在負責人李垣麟執行長的領導下，本著樂觀積極、行穩致遠的精神，全力開拓工業電腦在美國市場的銷售。憑藉其對產品的精通，對同業市場的趨勢掌握，優良的產品品質及專業快速之技術支援來提高公司的競爭優勢，深獲客戶肯定。從2000年到2012年底，公司創造逾20%的成長率，員工人數增長至近百人，除了佛利蒙總部，全美設有六個通路銷售據點。ISO 9001:2008國際品質管理系統(QMS)及ISO 13485:2003醫療器材品質管理系統(MQMS)認證的取得，也肯定了美國瑞傳長期以來不斷致力於提昇產品和服務品質的努力。85,000平方英尺的廠房也通過國際標準組織ISO 14001:2004環境管理系統(EMS)認證，是一個符合環保法規、節約地球資源的企業，致力於提供人類更健康、更安全和更環保的環境。

#### 追求創新 專業快速

面對工業自動化、雲端市場等不同產業之特殊需求，美國瑞傳不斷地專精研製並追求創新，深化前瞻性研發，讓大家都能輕易享用創新科技所帶來的便利。在當地提供專業與快速的客製化服務，緊密的客戶關係，彈性及在地性的物流服務。客戶不僅能以合理價格快速取得產品，更能享受到本公司所提供「諮詢、產品、設計、製造、配銷」之全方位服務，在各產業市場中獲得客戶的青睞與長期信任。

#### 人誠客和 本業尊貴

美國瑞傳之經營理念為「人誠客和、本業尊貴」，取自「以人為本、以誠為業、以客為尊、以和為貴」。美國瑞傳視集團全體員工為



會議討論情景 Meetings

公司最大的資產，讓每位員工皆能發揮所長，並共享經營成果。公司管理階層均重視道德誠信之從業行為，秉持廉潔、透明及負責之經營理念，以誠信執行政策。「寬以待客、和氣生財」，美國瑞傳希望任何的生意，都是和客戶在「雙贏」的情況下達成。

#### 樂觀積極 行穩致遠

負責人李垣麟先生本著其一貫「樂觀積極、行穩致遠」的理念，於2000年帶著一個美國夢來到美國，以台灣人的韌性，加上拓荒者的心情來開發美國工業電腦市場，經歷了一段華路藍縷的艱苦歷程，一步一腳印，抓住每一個機會。李先生擁有強烈的使命感、責任心、以迅速確實的行動力與執行力，對部屬信賴並有效授權，並不斷提升公司的整體基礎建設環境，加強服務效能。除此之外，李先生總是能夠及早感受企業內外環境的變化，並準確預測這些變化，進而為企業發展即早作出了正確的因應對策。

#### 熱心公益 貢獻社會

美國瑞傳自創立以來，一直認為企業營運不應只是追求企業自身之成長與獲利增加，更應取之於社會，用之於社會，善盡企業責任，

積極贊助當地僑學界及社區的活動。李垣麟先生更秉持著飲水思源，回饋鄉土的心情，公餘之暇熱心參與僑社團體的活動，且不遺餘力的

贊助學術團體，提攜母校後進，以及支持重視華人，並肯定華人多元文化對社會的貢獻之主流民選公職人員。 ■

American Portwell Technology, Inc. (APT) was established in 1999 and is headquartered in Silicon Valley, California, USA. Mr. Allen Lee serves as the President and CEO of the company. Mr. Lee believes that combining an optimistic and positive attitude, with a strategy of taking prudent and steady steps in managing APT will lead the company to reach new heights in developing the industrial/embedded computer market, and expanding its market share in the Americas. With APT's advanced technologies, vertical market know-how, quality products, and most importantly, professional and speedy services, it has strengthened its competitive advantages and earned great customer confidence. Over the past twelve years, APT has grown tremendously: over 20% Compound Annual Growth Rate (CAGR) in terms of sales revenue; over 100 employees; six regional sales offices; and 85,000 sq. ft. of office and production space. APT has both the ISO 9001:2008 and ISO 13485:2003 quality management systems in place with a commitment to provide consistent, high-quality products and services. It is also an ISO 14001:2004 certified company in compliance with environmental laws and regulations. APT is

committed to making every effort to conserve the earth's natural resources and provide a healthier, safer and more eco-friendly living environment.

### **Innovative, Professional and Speedy**

APT takes on the challenges of relentless innovation with state-of-the-art technologies to address the various needs of different industries. With its forward-thinking business strategies and plans, and advanced research and development, APT's products and solutions have enjoyed great success across multiple markets. The company is dedicated to customer satisfaction, and has built close and strong relationship with its customers. In addition to professional and speedy customization services, APT provides flexible engineering, operations and logistics supports locally. Its customers not only receive value-added products in a timely manner, but also benefit from its one-stop service capability, including consulting, product, design, manufacturing and logistics services.

### **People, Integrity, Values and Harmony**

APT's success is built on its belief in People, Integrity, Values and Harmony. People are treated



美國世界日報矽谷科技冬季營 World Journal Silicon Valley Technology Winter Camp





生產線 Production Line

as the foundation, and are the most important asset of the company. Every individual is provided with great support to create his/her own career path, and is encouraged to fully utilize his/her expertise—by stretching their imagination—to help grow the company and its business. The leaders at APT have cultivated a culture to emphasize business disciplines, integrity, reliability and responsibility, and implemented policies in an honest and truthful fashion. As a result, these practices have enabled APT to establish long-term and mutually rewarding, “win-win”, relationships with its customers.

### Steady Steps Reach Farther

With a strong belief that “steady steps with optimistic and positive attitude go a long way,” Mr. Allen Lee fully embraced the American dream when he came to the United States in year 2000. With the Taiwanese attitude of perseverance and toughness, Mr. Lee had a pioneer’s mentality toward developing the industrial computer market in the Americas. It has been an arduous journey, but step by step, he has always been able to convert every challenge into opportunities, and conquer numerous impossible missions. Mr. Lee is also a respectful, mission-oriented team leader; during any decision-making process, whenever possible, he always delegates important tasks to his employees with trust. Moreover, to strengthen APT's capability of service, he is committed to investing continuously in overall company infrastructure to build an even more effective and efficient organization. In addition, having the capabilities of foreseeing potential effects and impact resulted from the ever-changing business environments, he could always, ahead of time, adapt, strategize and plan.

### Giving Back to the Community

Since its beginning, APT has always believed that a business entity should not only focus on its own growth and profit maximization but also perform its social responsibilities. With this belief, APT has actively participated and sponsored activities and events organized by the overseas Taiwanese organizations, academic groups and communities. And with a deep appreciation to his home country and his origin, Mr. Lee does also enthusiastically participate at various overseas Taiwanese activities, as well as sponsors student events. He also supports local elected officials and those organizations supporting cultural diversity, and appreciating the contributions made by the Taiwanese and Chinese people to the society.

- 工業電腦技術創新的領導者，多次榮獲頒獎表揚，深獲客戶肯定，為Intel最大合作伙伴之一，投入大量資源，強化組織，努力轉型為全方位科技服務，維持長期競爭優勢。卓越的表現，對社會經濟具有正面的鼓勵效果。
- 負責人熱心參與僑社團體活動，秉著飲水思源，回饋鄉土的心情，贊助學術團體，提攜後進。
- A leader in innovations of industrial PC technology and one of the leading partners of Intel, American Portwell has won numerous awards, citations, and recognition from customers. By investing in large amounts of resources, American Portwell has strengthened the organizational structure and transformed it into a versatile provider of technology services, so as to maintain ongoing competitiveness. Its outstanding performance has positively encouraged social and economic development.
- The President of the company is enthusiastic about local compatriot group activities. With a vision to engender his homeland, the owner has also sponsored academic groups to foster the interests of young people.

綜合評語  
*Commentary*