

# Special Award for SMEs – Ultra Active Technology Limited 中小型企業特別獎 – 超敏科技有限公司



## Report Summary

Provided by Ultra Active Technology Limited

### Company Background

The business activities of UAT are the provision of sales, design, installation and maintenance service of video conferencing, audio visual systems and security.

Since its founding, UAT has cultivated a corporate culture in creating the value and sustainable growth of employees, customers, business partners, environment, and community. We challenge to insist on quality, value, and simplicity, delivering innovative and effective solutions even under tough challenges.

'Provide Best' is our company tag.

**Mission:** Generate customer value and satisfaction by continually providing our customers with the best IT, audio visual, and security products and services.

**Vision:** Continually explore sustainable and quality growth in aligning business operations with stakeholders' needs in the competitive environment.

**Value:** As one of the leading audio visual integrators, UAT is dedicated to our stakeholders and to contributing to our society. We are transparent and consistent in the way we operate. These are our core values: Integrity, Innovation, Flexibility, Quality, and Sustainability. Above all, employees are our greatest asset.

### Leadership

UAT's vision and values are communicated with employees, customers, and business partners through a number of channels, such as transparent vision, value, and policies on website; UAT Newsletter sent to customers, suppliers, and business partners; company policies and Employee Caring Program on notice board, and employee luncheon exchanging thought and value.

## 報告摘要

本報告摘要由超敏科技有限公司提供

### 公司背景

超敏科技有限公司是一家影音系統整合商，專營影音、資訊科技及保安業務。

超敏科技有限公司的核心業務涵蓋影音及保安，於1997年成立，矢志提升產品和服務的質素，同時銳意為各金融機構、學府、政府部門、基建及地產、專業服務和零售等項目提供音訊、視訊、數據、控制及保安的整合方案。

自成立至今，我們一直致力於社會、環境及社區的可持續發展，在營運上不懈地精益求精的同時，更堅守企業社會責任的核心價值，與持份者並肩成長。

「提供最好的」是我們的核心理念。

**使命：**竭力為客戶提供最好的影音產品及服務，提升客戶價值和滿意度。

**願景：**在行業競爭中，不斷探索可持續發展，使業務運作方向與持份者的需求保持一致。

**價值觀：**作為領先的影音系統整合商之一，UAT致力為持份者及社會作出貢獻，保持高透明度及穩定的經營方式。其中，員工是我們最重要的資產。

### 領導才能

UAT透過多個渠道與員工、客戶及業務夥伴分享願景和價值觀，當中包括：UAT季度通訊、公司政策、員工關懷計劃及員工聚餐等。

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## 中小型企業特別獎 – 超敏科技有限公司

To facilitate our management to operate and oversee the business in a transparent and accountable manner, business activities are timely recorded for audit and internal examination. UAT is directed and controlled towards the goals of a whole range of stakeholders, namely: employees, customers, business partner, environment, government, community, and shareholders.

### Strategy

Key steps in developing strategies and converting strategies into short/long term plans:

- Analyze primary activities, e.g. Sales, Operations, Logistics, and Customer Services
- Analyze supporting activities, e.g. Infrastructure, Human Resources, R&D, and Procurement
- Analyze the matrix of Products (existing and new) and Markets (existing and new)
- Determine strategically the future direction whether grow, renew, stabilize or withdraw
- Observe economic and political trend
- Identify strategic choices available to us
- Forecast sales and cost structure
- Evaluate financial position of UAT
- Meetings with stakeholders to get suggestions and feedbacks
- Distinguish and write down short-term objectives and long-term goals
- Assign responsibilities to team members
- Write down time and action table
- Request regular progress report of actions
- Monitor progress and adjust approaches and ends
- Evaluate results and justify cost and benefit

為使我們的管理層以透明和盡責的方式經營和監督業務，業務動向會定期記錄在內部審計中。透過這些紀錄，UAT與一眾持份者（員工、客戶、業務夥伴、環境、政府、社區及股東）訂立共同目標。

### 策略

我們遵循以下步驟，制定策略和將其轉化為短期或長期計劃：

- 分析前線活動，如銷售、營運、物流和客戶服務
- 分析後勤活動，如基礎架構、人力資源、研發和採購
- 分析產品及市場的矩陣
- 判斷未來發展方向
- 觀察經濟及政治趨勢
- 檢討可用的策略
- 預測銷售及成本
- 評估財務狀況
- 透過與持份者的會議取得建議和反饋
- 訂立短期及長期目標
- 分配團隊成員崗位
- 記錄時間和行動表
- 定期監管進度報告
- 監管進度並調整方向及目標
- 評估結果並整理成本和效益

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## Customers

We have been in the video conferencing and audio visual integration industry for 20 years and trained to be alert to the trend, development, changes and competition. In the sales meetings, we discuss and analyze the cause of the loss in order to identify the key area of incompetence: price, new competitor, solution, product, reputation, selling technique, and industry know-how. Lessons learned from failure give indication to the market trend and customer requirement.

Customer visit is our day-to-day routine of our sales executives. Listening to their complaint, comments, and requirements is our daily mission.

Attending product shows has become our marketing routine, even overseas, e.g. the Security Expo in Beijing and AV Show in Amsterdam, not to mention the numerous local product exhibitions. We can explore new suppliers in the market and feel the pulse of technological advancement.

## Measurement, Analysis, and Knowledge Management

Our ERP system (called 'FLP') is a very strong work flow on-line system. All company work flows are on-line and processed instantly. Financial accounts are updated instantly, thus enabling financial information to be accessed always at the finger tip.

Information on FLP is presented like a spreadsheet called 'view' on-line. Likewise, data is grouped in different categories. We can immediately know a company overdue balance, relevant invoices, delivery information and cost of each product delivered.

## Workforce

At UAT, we have formulated a comprehensive training and development program to motivate employees to develop their full potential. Employees have diversified opportunities to keep abreast of the latest audio visual technology and positive attitude and soft skills to interact with stakeholders through orientation, on-job training, annual ISO awareness seminars, industry seminars, subsidized Continuing Education Program, and subsidized Industry certification, e.g. InfoComm Certified Technology Specialist program.

Training increases industry and technical knowledge of an employee which is necessary to accomplish a higher level of installation or configuration. Site supervisors and project managers are required to report progress daily. Such doing allows the General Manager to control the project to be completed according to deadline.

## 客戶

就會議及影音整合行業而言，我們發展已超過二十年，能精準地分析行業趨勢、發展、變化和競爭。在銷售會議中，我們討論和分析業務損失的原因，從中分析不足之處：價格、競爭對手、解決方案、產品、聲譽、銷售技術和行業知識，從失敗中獲得的經驗為我們道出市場趨勢和客戶需求。聆聽客戶的投訴、評論和要求是我們的使命。

出席行業產品展覽亦是我們的常規日程之一，即使是海外的展覽我們都會參與其中：如於北京舉辦的保安博覽及於阿姆斯特丹舉辦的影音展覽，更不用說本港的眾多影音產品展覽。透過參加行業展覽，我們可以在市場上發掘新的供應商，亦能感受到技術發展的動向。

## 評估、分析和知識管理

我們的企業資源管理系統FLP是一個強大的工作流程系統，即時在線處理公司所有的工作流程，實時更新財務狀況，一鍵即可查看所有工作進度。系統將資料以表格形式整合，並將數據分成不同類別，方便管理層及員工查看。

## 工作團隊

在UAT，我們制訂了一套綜合的培訓及發展計劃，推動員工發揮最大的潛能。他們享有多元化的機會以掌握最前端的影音科技、培養與持份者交流的正面態度及軟技巧，通過任職培訓、年度ISO講座、行業講座、Infocomm認可視聽技術專才計劃及持續進修等。

培訓及發展能加強工作滿意度和動力之餘，亦有助建立事業發展階梯。有效的培訓及發展也可以提升生產力及表現。

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### Operations

UAT formulates strategic plans starting from market and product and then identify opportunities whether putting investment in new product, new market or expanding the existing market. At the same time, we evaluate our competitive advantages and insufficiency. We then design the work processes to achieve the set short and long term strategic plans.

Respecting integrity, caring our employees and environment and serving our community get beyond the profitability. We hear and react to the safety requirements and buy appropriate tools and appliances. We adapt our work process and select suppliers that protect our environment. We carry out 5-day work and flexible working places to encourage work-life balance.

### Results

Most of the awards we received reflect that UAT ranks top in the industry of audio visual. To receive the AMX Professional System Integrator Award, we have to proof that we have competent programmers both in number and in quality. Also, we have been the distributor of Polycom for 20 years, which gives us price advantage and sufficient supply of video conferencing equipments. In 2016, we also won the Polycom Awards Excellence Cooperation.

### 營運

UAT 透過市場及產品趨勢制定策略，以計劃投資新產品、投資新市場抑或擴展現有市場，同時評估競爭優勢和不足，制定工作流程，落實短期和長期策略規劃。

誠信、關懷員工及環境、服務社會的重要性遠超盈利，我們購置工具和器材以確保員工的職業安全，並選用合乎環境要求的供應商。UAT 推行五天工作周，以鼓勵工作生活平衡。

### 業績

UAT 榮獲各項領先業務的獎項，其中 AMX 專業系統整合商大獎表揚我們的優秀程式人員。此外，我們擔任保利通代理商超過二十年，為我們帶來價格優勢和充裕的視像會議設備貨源，我們更於 2016 年獲嘉許為寶利通卓越合作夥伴。