

10.晟昌機電股份有限公司

10.1 晟昌機電股份有限公司簡介

晟昌機電-揉合傳統智慧與未來科技，成就工具機馬達的菁英品牌

表 3-1 晟昌機電股份有限公司簡介

公司名稱	晟昌機電股份有限公司
公司品牌	Solpower
創立時間	民國 84 年
公司人數	約 100 人
經營理念	品質、服務、創新
公司產業特質	<ol style="list-style-type: none">1. 整合國內外優質的控制器與驅動器，研發各式產業機械專用馬達2. 配合工具機廠的需求，開發一系列的零部件，如 C 軸馬達、D.D 馬達、內藏式主軸電機等3. 在產業機械方面，開發一系列感應伺服馬達，如分條機械、印刷機械、裁紙機械、塑膠射出式型機、銅鐵加工機械等
具有隱形冠軍的資格	<p>目標市場</p> <p>產品特性與品質媲美歐、美、日本主軸馬達，在國內外廣為工具機及控制器大廠所使用，並外銷世界超過三十個國家，如中、德、日、義、美、瑞士、韓國、波蘭、印度等。</p> <p>產品品質</p> <p>從事機械電器製造業務超過 25 年，致力於提供優良的高階伺服馬達；以高精密檢測設備及嚴謹的 SOP 控管製造流程，生產高效率、高品質的產品。提供一站式服務，零部件完全由臺灣製造，能準確的控制每個製造步驟。</p>
未來展望	每一台機器上都裝置有晟昌所生產的零部件。

10.2 中文產業故事短篇

晟昌機電成立於 1995 年，以優質的機電設備和卓越的技術服務聞名於業界。公司的核心價值包括技術創新、團隊合作及客戶滿意。為實現這些目標，公司積極投資於研發、不斷創新，以保持技術領先地位。

(1) 領導與經營策略

晟昌機電的成功與領導者的領導風格和明確的經營策略密不可分。公司的領導者充滿熱情和才華，奉行「速度決定一切」的理念，不僅洞察產業趨勢，也能提前為未來方向做好準備。

晟昌機電的經營策略之一是關注技術創新。公司的使命在於成為客戶值得信賴的合作夥伴，提供卓越的機電解決方案，以幫助客戶提高生產效率和實現業務成長。

最後，晟昌機電非常注重人才的培育和發展。公司認為員工是公司成功的關鍵，因此不斷提供培訓和發展機會，鼓勵創新和團隊合作，並提供高於業界標準的獎勵制度。

(2) 關鍵技術或服務模式

晟昌機電最初專注於工具機主軸電機的製造，但由於來自日本品牌控制器的競爭，初期經營不易。然而，隨著公司進入 PC-Base 的主軸電機市場，並逐漸擴展其業務範圍，包括伺服馬達和驅動器等，晟昌機電逐漸成為領域內的領先者。

公司的服務模式以客戶為導向，提供客製化的解決方案，以滿足客戶特殊需求。此外，公司提供客戶售後諮詢和產品保固。如果客戶的產品在保固期內出現問題，公司將立即更換新產品，確保客戶的設備保持最佳運行狀態。

(3) 研發創新

晟昌機電一直將研發創新視為關鍵，並確保其產品和服務處於行業的領先地位。公司對研發的投資數不勝數，擁有一支約 18 人的專業研發團隊，對研發的投入遠高於業界水平。

這個團隊致力於尋找新技術和解決方案，特別是在未來可能發生的產業趨勢中，深入探索技術的新應用或改良現有產品的可能性。公司也投入大量資源用於申請和維護專利，保護公司多年的研發成果，並利用既有的技術，開創新的應用機會。此外，技術合作也是晟昌機電研發創新的一個重要部分，公司與研究機構建立合作關係，有助於知識、資源和經驗的共享，推動公司保持技術領先地位。

(4) 品牌

晟昌機電不僅以其技術和研發創新聞名，亦以品牌 Solpower 在市場中建立了良好的形象和聲譽。品質是企業品牌成功與否的重要關鍵，晟昌機電透過對製程的嚴格控制，提供高品質的產品和服務給客戶，讓客戶願意長期與公司合作。

晟昌機電的品牌在業界已具備相當的口碑，並未積極投入品牌行銷。公司的品牌策略主要藉由創新、高品質的產品吸引客戶目光，當客戶感到滿意時自然就會記住了公司的品牌名稱。

(5) 顧客與市場

晟昌機電的產品應用範圍廣泛，包括工具機、產業機械、新能源電動車馬達、節能減碳馬達等。在市場方面，公司的競爭對手主要來自於日本和德國，在全球市場上的競爭激烈，但由於晟昌機電能提供高性價比的產品，因此逐漸在國際市場中獲得競爭優勢。公司除了在國內銷售取得首位外，也積極拓展國際市場，目前已在 34 個國家銷售。

晟昌機電的客戶群廣泛，公司目前主要以電子郵件的方式，與來自世界各地的客戶往來討論或連繫。透過不間斷的溝通方式，公司能仔細了解客戶需求，快速地給予客戶支援和服務，進而掌握技術發展和市場趨勢，

(6) 產業挑戰與發展策略

面對當前的經營環境，晟昌機電提出了兩項公司所面對的挑戰。首先，土地和資金的不足是許多製造業所共同面臨的課題。晟昌機電認為政府應可提供廉價的工業用地，以幫助公司擴大業務、降低土地取得成本，同時還可減輕公司籌措資金的壓力。

此外，吸引和保留人才是晟昌機電所面臨的另一個主要挑戰。晟昌機電注重人才的培育，除了提供具有競爭力的薪資和福利，也積極招募和培訓新的人才。

(7) 小結

晟昌機電以自我品牌 Solpower 在工具機馬達領域取得卓越的成就，是一家成功的臺灣企業。其傑出的技術和研發創新實力，加上對市場發展趨勢的敏感度，適時提供客戶合宜的客製化解決方案，為客戶提供高性價比的產品，使公司能夠在競爭激烈的市場中突圍。未來，公司將秉持「品質、服務、創新」的企業理念，信守對客戶的承諾，不斷擴大國際業務，在長期的發展中取得更多的成就。

10.3 英文產業故事

Solpower - blending traditional wisdom with future technology, achieving the elite brand of machine tool motors

Table 3-10 Introduction to Solpower Machine Electronic Corp.

Company Name	Solpower Machine Electronic Corp.
Company Brand	Solpower
Incorporation Date	Incorporated in 1995
Number of Employees	Around 100 people
Business Philosophy	Quality, Service, Innovation
Company Attributes	<ol style="list-style-type: none"> 1. Integrate high-quality controllers and drivers from both domestic and international sources to create specialized motors for a variety of industrial machinery. 2. Engineer a range of components tailored to the requirements of machine tool manufacturers, including C-axis motors, D.D motors, and built-in spindle motors. 3. For industrial machinery applications, design a series of induction servo motors catering to diverse needs such as slitting machinery, printing machinery, paper cutting machinery, plastic injection molding machines, copper and iron processing machinery, and more. 4. Address the growing demand for new energy electric vehicles by developing a comprehensive range of EV-specific motors, spanning from electric motorcycles to electric buses.
Qualifying as a Hidden Champion	<p>Target Market</p> <p>Our product features and quality stand on par with European, American, and Japanese spindle motors. Widely adopted by leading machine tool and controller manufacturers globally, our motors are exported to over 30 countries, including China, Germany, Japan, Italy, the United States, Switzerland, South Korea, Poland, India, and more.</p> <p>Product Quality</p>

	<p>With over 25 years of experience in mechanical and electrical manufacturing, we are dedicated to delivering exceptional high-end servo motors. Our commitment is reflected in the use of high-precision testing equipment and rigorous Standard Operating Procedure (SOP) control manufacturing processes, ensuring the production of high-efficiency, high-quality products. We offer a comprehensive one-stop service, with all components entirely manufactured in Taiwan, allowing for precise control at every step of the manufacturing process.</p>
<p>Future Prospects</p>	<p>Every machine is outfitted with components manufactured by Solpower.</p>

Solpower was founded in 1995 and has gained industry recognition for its top-notch electromechanical equipment and outstanding technical services. The company's core values encompass technological innovation, teamwork, and customer satisfaction. In pursuit of these objectives, Solpower actively invests in research and development, consistently pushing the boundaries of innovation to sustain its technological leadership.

(1) Leadership and Business Strategies

The success of Solpower is closely tied to the leadership style and clear business strategy of its leaders. The company's leadership is characterized by passion and talent, guided by the principle that "speed determines everything." They possess not only insight into industry trends but also a proactive approach to preparing for future directions.

One of Solpower's key business strategies is a dedicated focus on technological innovation. The company's mission is to be a reliable partner for customers, delivering outstanding electromechanical solutions that enhance production efficiency and drive business growth.

Furthermore, Solpower places significant emphasis on talent cultivation and development. Recognizing that employees are pivotal to the company's success, Solpower continually provides training and development opportunities, fosters a culture of innovation and teamwork, and implements a reward system that exceeds industry standards.

(2) Key Technologies or Service Models

Solpower initially focused on manufacturing spindle motors for machine tools,

facing challenges in the early days due to competition from Japanese brand controllers. However, the company pivoted by entering the spindle motor market of PC-Base. Over time, it expanded its business scope to include servo motors and drives, ultimately establishing itself as a leader in the field.

The company adopts a customer-oriented service model, offering customized solutions to meet specific customer needs. Additionally, Solpower provides after-sales consultation and product warranties. During the warranty period, if a customer encounters an issue with their product, the company promptly replaces it with a new one, ensuring that the customer's equipment maintains optimal operating condition.

(3) Research and Innovation

Solpower has consistently considered R&D innovation as a pivotal factor, ensuring that its products and services maintain a leading position in the industry. The company has made substantial investments in research and development, boasting a professional R&D team comprising about 18 individuals. Notably, its R&D investment surpasses industry standards.

This dedicated team is focused on discovering new technologies and solutions, particularly anticipating industry trends that may emerge in the future. They engage in in-depth exploration of novel applications of technology and possibilities for enhancing existing products. Solpower also allocates significant resources to the application and maintenance of patents, safeguarding the results of years of research and development and leveraging existing technologies to create new application opportunities.

Furthermore, technical cooperation plays a crucial role in Solpower's R&D and innovation endeavors. The company has established collaborative relationships with research institutions, fostering the exchange of knowledge, resources, and experience. This collaborative approach contributes to Solpower's ability to uphold its technological leadership in the industry.

(4) Brand

Solpower has not only gained acclaim for its technological prowess and R&D innovation but has also cultivated a strong market image and reputation under the brand Solpower. Recognizing the pivotal role that quality plays in corporate success, Solpower ensures the delivery of high-quality products and services to customers through stringent control of the manufacturing process. This commitment fosters long-term cooperation with customers who appreciate the company's dedication to excellence.

Despite already enjoying a considerable reputation in the industry, Solpower has not actively pursued extensive brand marketing. The company's brand strategy primarily revolves around capturing customers' attention through the introduction of innovative and high-quality products. The belief is that satisfied customers naturally remember the Solpower brand, emphasizing the power of positive customer experiences in building and maintaining brand recognition.

(5) Customers and Market

Solpower's products find diverse applications, spanning machine tools, industrial machinery, new energy electric vehicle motors, energy-saving, and carbon-reducing motors. In the competitive global market, where rivals primarily hail from Japan and Germany, Solpower faces intense competition. However, the company has carved out a competitive edge by delivering cost-effective products. Apart from leading in domestic sales, Solpower actively expands its footprint in the international market, currently reaching customers in 34 countries.

With a broad customer base, Solpower predominantly engages with customers worldwide through email communication. This approach enables the company to carefully discern customer needs, promptly offer support and services, and stay attuned to technological developments and market trends through continuous communication.

(6) Industry Challenges and Development Strategies

In the current business environment, Solpower has identified two primary challenges. Firstly, the scarcity of land and capital is a widespread issue confronting many manufacturing industries. Solpower advocates for government support in providing affordable industrial land to facilitate business expansion, mitigating land acquisition costs, and alleviating financial burdens on companies.

Secondly, attracting and retaining talent poses another significant challenge for Solpower. The company places a strong emphasis on talent development, offering competitive salaries and benefits. Additionally, Solpower actively engages in recruiting and training new talents to address the evolving needs of the business and industry.

(7) Conclusion

Solpower has garnered remarkable success in the realm of machine tool motors through its renowned brand, establishing itself as a prosperous Taiwanese company. The company's exceptional technological expertise and commitment to R&D innovation, coupled with a keen awareness of market trends, enable it to deliver tailored solutions promptly and offer customers cost-effective products. This strategic approach

has propelled Solpower to stand out in a highly competitive market.

Looking ahead, Solpower remains dedicated to its business vision centered around "quality, service, and innovation." The company pledges to uphold its commitments to customers, persist in expanding its international business ventures, and strive for even greater achievements in long-term development.