

# 喬鼎資訊(3057) 2019年營運說明暨未來展望

主講人：喬鼎資訊董事長 林東旭

日期: 2019年12月20日

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# 議程

(共計40分鐘)

1

公司營運現況

10 min

2

儲存產業市場趨勢

5 min

3

2020年執行重點暨結語

15 min

4

Q&A

10 min

# 公司營運現況

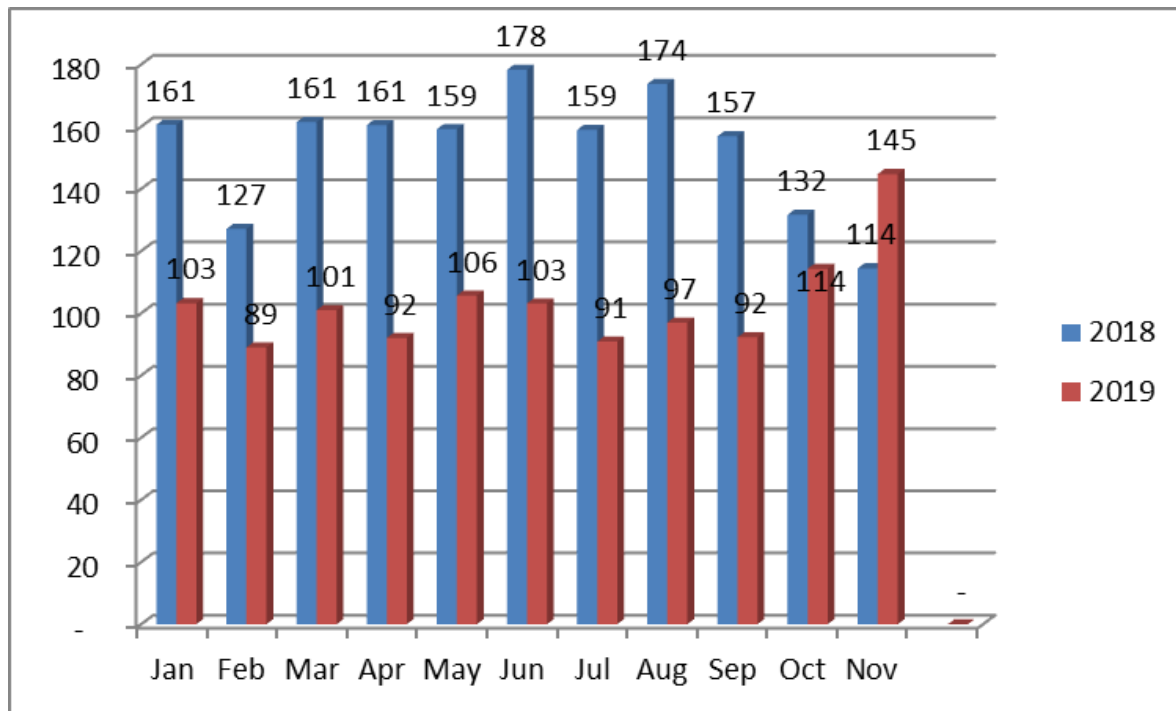
# 公司簡介



- 喬鼎資訊 (PROMISE Technology, Inc. , 股票代號：3057) 於1988年在美國加州創立, 深耕儲存領域30年, 全球市場皆獲肯定
- 全球員工300多位, 研發人數約佔40%, 在美洲、歐洲、日本、大陸、亞太及中東等策略版圖皆已建立銷售服務體系, 提供全球客戶最即時的支援與售後服務
- 致力提供各垂直產業創新的儲存解決方案, 與多家全球首屈一指的領導廠商合作, 提供垂直領域整合儲存解決方案, 專精的領域包括：多媒體、監控、IT/Cloud...等



營收比較表 (Sales Revenue, 2019 vs. 2018 Jan. ~ Nov.)



## 綜合損益表 (Income Statement, 2019 vs. 2018 Jan. ~ Sep.)

綜合損益表 (單位:新台幣佰萬元)	2019				2018				variance
	Q1	Q2	Q3	Jan~Sep	Q1	Q2	Q3	Jan~Sep	
營業收入	293	301	280	874	449	498	490	1,437	(562)
營業毛利	81	112	89	283	151	165	148	464	(181)
%	28%	37%	32%	32%	34%	33%	30%	32%	.04ppt
營業費用	164	168	159	492	204	196	164	564	(72)
%	56%	56%	57%	56%	45%	39%	33%	39%	17.00ppt
營業淨(損)利	(83)	(56)	(72)	(210)	(53)	91	(16)	22	(232)
本期淨損	(85)	(60)	(81)	(227)	(57)	69	(21)	(9)	(218)
%	-29%	-20%	-29%	-26%	-13%	14%	-4%	-1%	-25.33ppt



## 挑 戰

1. 中美貿易大戰影響客戶採購決定
2. 新產品上市時間需配合OEM/ODM客戶時程



# 機會

## 機會一：深化－技術

- 1.現有ODM主要客戶除原有供貨產品, 2019年合作開發全新架構之產品線, 多年儲存技術備受肯定
- 2.新產品開發過程, 強化整合特定垂直產業的相關應用, 確保產品開發能符合客戶實際使用需求, 以利市場銷售

## 機會二：廣化－業務

- 1.監控市場的佈局持續發酵, 其他垂直市場的策略結盟亦一步一腳印持續進行中
- 2.業務佈局重新調整, 有效整合內部資源, 強化客戶服務暨市場掌握

# 深化: ODM客戶的技術肯定

PROMISE  
TECHNOLOGY

## Pegasus

Pegasus R4i / J2i [Data Sheet](#)



- Developed by Promise for Apple
- Fine-tuned for Mac Pro & macOS Catalina
- Legendary PROMISE Engineering, Quality & Support

### Custom-Designed for the Mac Pro

THE POWER OF PROMISE PEGASUS STORAGE, NOW INSIDE THE MAC PRO

Internal Storage Options for Mac Pro - PROMISE Pegasus R4i RAID Storage MPX Module and Pegasus J2i - to conveniently store and speedily access up to 32TB of data over internal buses.

#### Pegasus R4i RAID Storage MPX Module for Mac Pro


- Elegant and rugged chassis designed uniquely to fit into Mac Pro's MPX slots
- Plug & Play with built in driver in macOS
- Four swappable modules with 8TB 7200rpm SATA HDDs pre-formatted and pre-installed
- Best-in-class Pegasus hardware RAID an optimal combination of capacity, redundancy and performance with up to 680 MB/s in RAID5
- Promise Pegasus Utility for simple-to-use but powerful storage management and monitoring

#### Pegasus J2i Internal Storage Enclosure for Mac Pro

- Custom 2 Bay enclosure and cable assembly
- One 8TB 7200rpm SATA HDD pre-installed, pre-formatted
- Buy and kit for optional additional 3.5" SATA HDD (to be installed by end-user)

#### Technical Specifications

	Pegasus R4i	Pegasus J2i
Model		
Capacity	32TB raw	8TB raw (as shipped)
Form Factor	Full height MPX Module for Mac Pro	2-Bay Internal Storage Enclosure for Mac Pro
Interface	MPX connector for Mac Pro	SATA3 with custom power and data cable to Mac Pro
Storage Devices	Four SATA3 7200 rpm 8TB HDDs, preformatted HFS+	One SATA 7200 rpm 8TB HDD, preformatted HFS+ Add your own 3.5" SATA HDD
RAID	Preconfigured RAID5 Supports RAID levels 0, 1, 5, 6, 10, JBOD	N/A
Dimensions	337 x 164 x 86 mm (13.3 x 6.5 x 3.2 inch)	155 x 121 x 99 mm (6 x 4.8 x 3.9 inch)
Weight	4.2 kg / 9.2 lb (with 4 HDDs)	0.98kg / 2.1 lb (with 1 HDD)
Warranty	3-Year hardware warranty, global support	3-Year hardware warranty, global support

Contact us 

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P/N: 6431000000000003 3/2019/12/14 www.promise.com

New

## Promise Pegasus R4i 32TB RAID MPX Module for Mac Pro

\$2,299.95

Add to Bag



Pickup:  
Check availability



Ship:  
1 business day  
Free Shipping  
[Get delivery dates](#)



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New

## Promise Pegasus J2i 8TB Internal Storage Enclosure for Mac Pro

\$399.95

Add to Bag



Pickup:  
Check availability

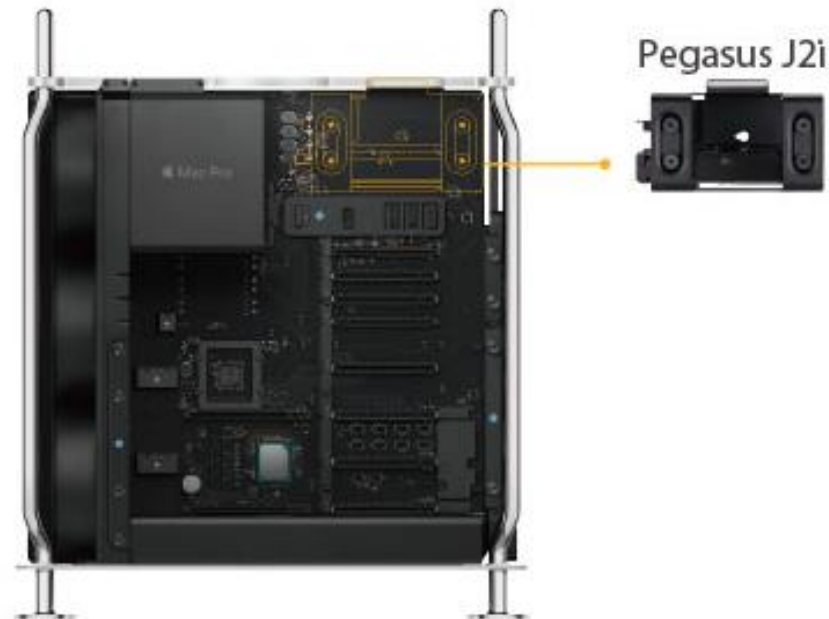
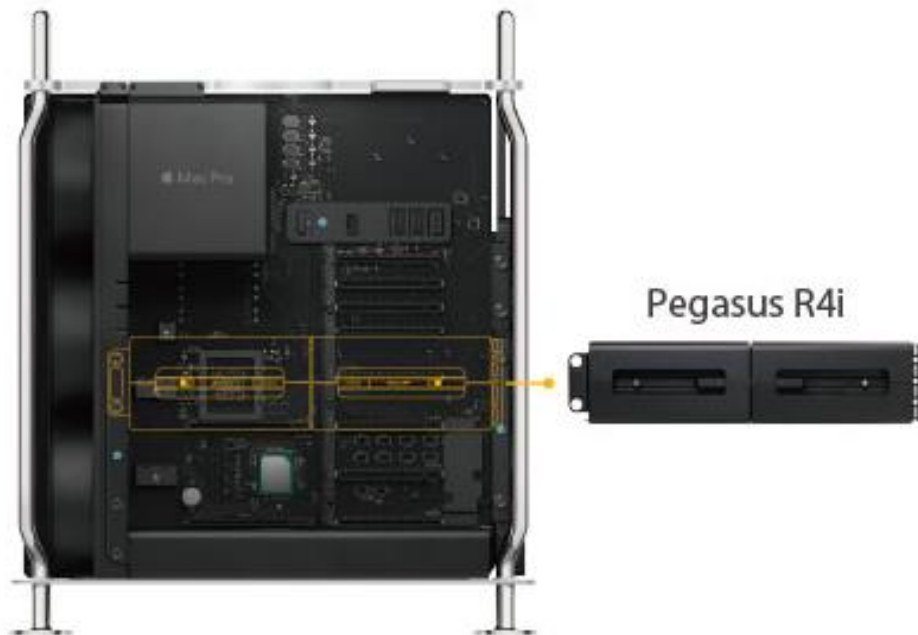


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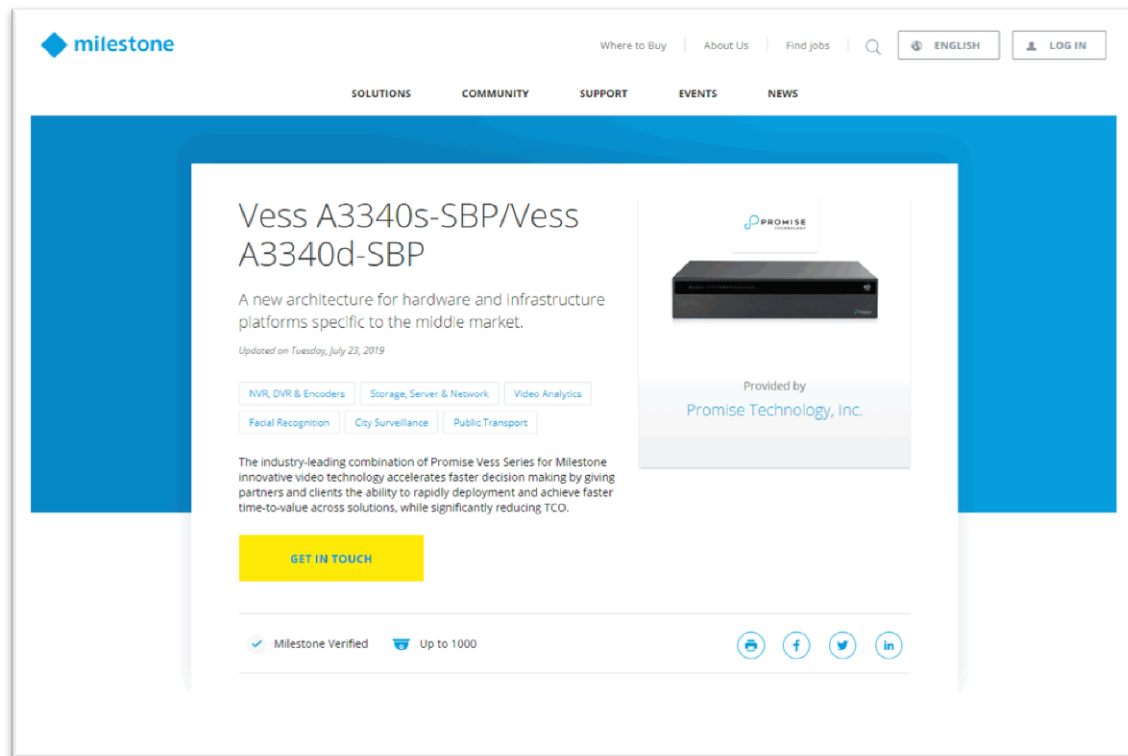
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# 深化: ODM客戶的技術肯定





# 深化: 世界級客戶的技術肯定(CERN)





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## Vess A3340s-SBP/Vess A3340d-SBP



A new architecture for hardware and infrastructure platforms specific to the middle market.





*Updated on Tuesday, July 23, 2019*

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[Facial Recognition](#) [City Surveillance](#) [Public Transport](#)

The industry-leading combination of Promise Vess Series for Milestone innovative video technology accelerates faster decision making by giving partners and clients the ability to rapidly deployment and achieve faster time-to-value across solutions, while significantly reducing TCO.


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 Milestone Verified  Up to 1000



# 廣化:一步一腳印

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## Third party

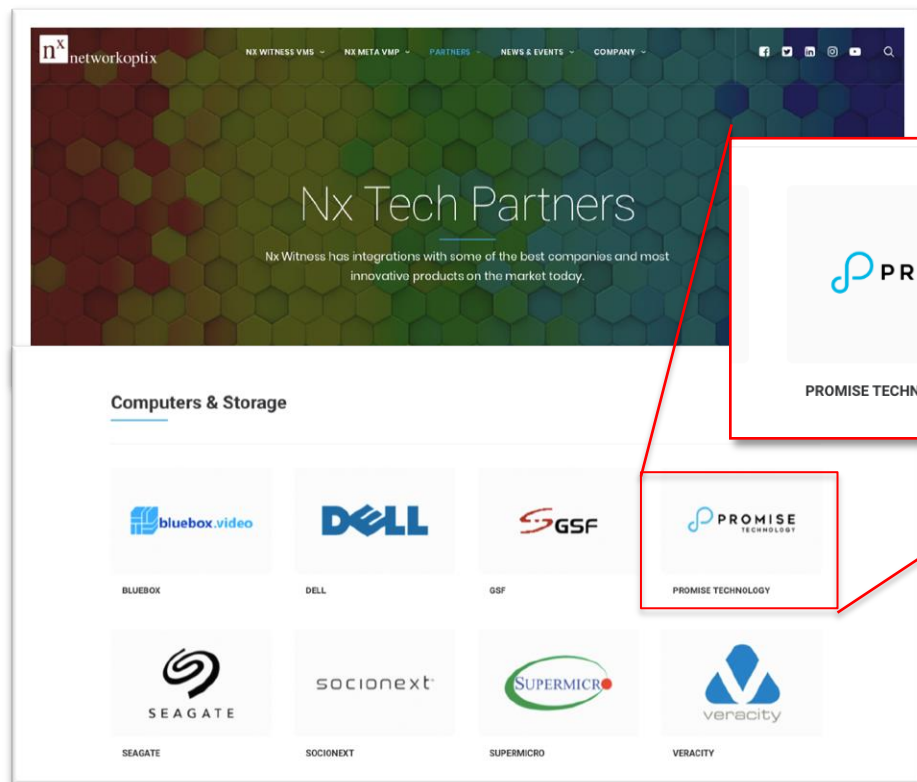
Solution	
Privacy Masking	KiwiSecurity
Radar Solution	Navtech Radar
Storage Solution	EMC StarWind Netapp <b>Promise</b> Capsule Quantum Rasiliant Hewlett Packard Enterprise Hewlett Packard Enterprise and SUSE Overview of third party storage integrated with BVMS
PSIM Solution	Proximex Gallagher


Integrated video archiving	
Face Recognition	
Automatic License Plate Recognition (ALPR)	
Monitor Walls	Barco
Perimeter and Asset Security	OPTEX
Privacy Masking	KiwiSecurity
Radar Solution	Navtech Radar
Storage Solution	EMC StarWind Netapp <b>Promise</b> Capsule Quantum Rasiliant Hewlett Packard Enterprise Hewlett Packard Enterprise and SUSE



# BOSCH

# 廣化:一步一腳印




 Adobe

Adobe Video & Audio Partner Finder

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 **PROMISE**  
TECHNOLOGY

<https://www.promise.com/us/>

Redefining Storage Possibilities

## Promise Technology

### Company Overview

Promise Technology is a recognized global leader with 30 years of experience in the storage industry. Promise creates innovative solutions tailored to the unique needs of the IoT, Cloud, IT, Rich Media and Surveillance markets. From personal cloud appliances, to scalable enterprise IT Infrastructure, blazingly fast post-production tools, video security solutions and hyperconverged systems, Promise adapts its products to meet the real-world challenges customers face every day. Promise's highly experienced sales and engineering teams are strategically located throughout the Americas, EMEA, and JAPAC regions to provide unparalleled services and support to its customers around the globe.

Primary Business Categories:

- Storage (NAS, SAN, Desktop, Cloud)

Regions Served:

- Americas
- Asia Pacific
- Europe
- Middle East and Africa
- Worldwide

Target Customers:

- Colorists





Home / Resources / Compatibility Guides / Detail

## VMware Compatibility Guide

### Model Details

Model : Vess R3K Series  
Manufacturer: Promise Technology, Inc.  
Array Type: FC  
Product Id: Vess R3K Series  
Vendor Id: Promise Technology, Inc.  
(Storage Virtual Appliance): No

Print

### Model Release Details

VMware Product Name:

ESXi 6.7 U3

Attention: Storage partners using ESX 4.0 or later may recommend VMW\_PSP\_RR for path failover policy for certain storage array models. If desired, contact the storage array manufacturer for recommendation and instruction to set VMW\_PSP\_RR appropriately.

Firmware Version

Test Configuration

Device Driver

13.03.0000.07

16G FC Switch

qlnativefc 2

Collapse All

VMware Product Name:

ESXi 6.7 U3

Attention: Storage partners using ESX 4.0 or later may recommend VMW\_PSP\_RR for path failover policy for certain storage array models. If desired, contact the storage array manufacturer for recommendation and instruction to set VMW\_PSP\_RR appropriately.

Firmware Version	Test Configuration	Device Driver	MPP Plugin	SATP Plugin	PSP Plugin	Features
13.03.0000.07	16G FC Switch	qlnativefc 2.1.30.0-11	NMP	VMW_SATP_ALUA	VMW_PSP_RR	<a href="#">View</a>

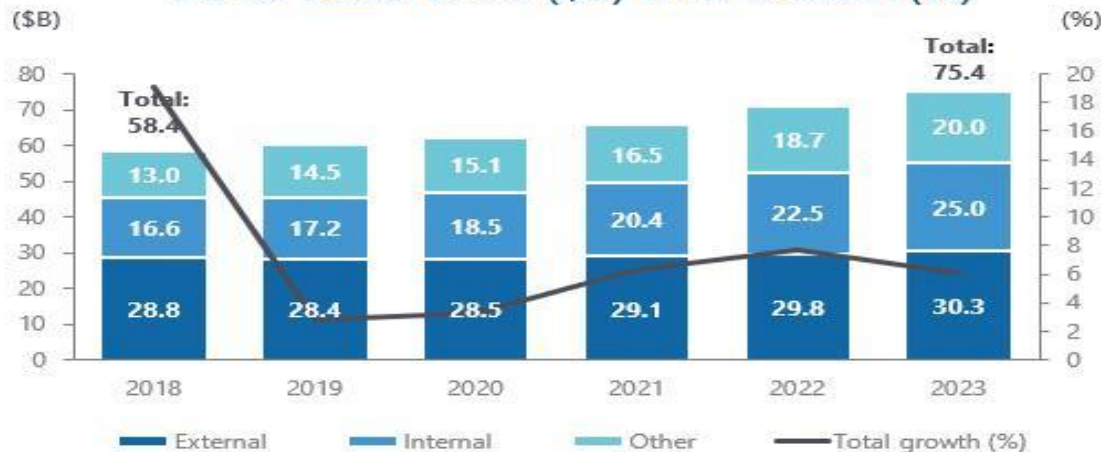
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# 儲存產業市場趨勢

# 市場持續成長, 但須借力使力

2018–2023 Value (\$B) with Growth (%)



## Selected Segment Growth Rate

- ▲ External CAGR 1.1%
- ▲ Internal CAGR 8.5%
- ▲ Other CAGR 8.9%

## Total Market CAGR

5.2%

IDC estimates that growth in nearly every industry will be driven by digitally enhanced offerings, operations, and relationships as well as the ongoing adoption of 3rd Platform technologies. Large amounts of data creation, collection, processing, analysis, and retention remain a key underpinning of the digitally transformed world and, as a result, **storage and compute demand will remain in place**. That said, encroachment from ecosystem and platform-based competition will **pressure storage vendors as attention must be increasingly dedicated to partnerships**, not solely clients

## 外接儲存設備仍是市場主力, 新興應用將是主要成長趨力

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2018– 2023 CAGR (%)
External	26.5	25.9	24.6	24.9	28.8	28.4	28.5	29.1	29.8	30.3	1.1
Internal	15.2	15.3	14.6	14.5	16.6	17.2	18.5	20.4	22.5	25.0	8.5
Other	4.0	5.4	6.4	9.7	13.0	14.5	15.1	16.5	18.7	20.0	8.9
Total	45.7	46.7	45.6	49.1	58.4	60.1	62.1	66.0	71.1	75.4	5.2

Source: IDC, 2019

- External enterprise storage systems will account for \$30.3 billion by 2023, remaining the largest segment of the market. Overall, combined, the ESS market will reach \$75.4 billion in 2023, growing at a 5.2% CAGR for the next five years.
- Hybrid cloud/multi-cloud IT strategies, intelligent edge, and artificial intelligence (AI)/machine learning have been, and will remain, **key areas of investment** in the coming years, both for end users and vendors serving the market. Given the reliance on data transmission, dissemination, and/or computation for these focus areas, high performing, flexible, and intelligent storage solutions will remain a top investment priority for vendors serving the space.

# 2020年成長策略

## 策略：產品 - 短打上壘, 快速取分

- 綜合考量喬鼎的核心能力與現有資源, 我們2020將以更務實的態度來設定產品開發目標
- AI, Cloud, Big Data這些趨勢仍是未來3-5年的發展重點, 但與此同時必須回歸市場態勢和客戶需求, 以現有技術基礎, 推出可以在短時間內創造最大收益和利潤的產品



## 策略二：市場 - 穩中求勝, 更上層樓

- 不同市場的成功經驗, 可以拓展到其他地區市場, 以全球化的視野, 在現有的佈局上累積更多樣化的垂直市場銷售
- 今年度進行公司內部數位轉型, 從客戶實際使用情境出發, 有效整合“產品開發-應用平台-經銷體系”的連動與貫穿, 配合全球化的佈局, 為明年成長做好奠基工作, 配合更多新產品陸續發表, 銷售成長指日可待



## 策略三：客戶 - 順應趨勢, 廣結善緣

- 借力使力, 透過與策略夥伴的深化合作, 增加喬鼎在不同客群的曝光度, 進而達到交叉銷售的綜效
- OEM/ODM客戶經過2019年的耕耘與鋪陳, 2020可望進一步開花結果





# 結語

結語：

**STEP 3**  
加速成長

**STEP 2**  
轉虧為盈

**STEP 1**  
現金平衡

十年磨劍, 一朝揚名;  
穩紮穩打, 揚帆待發!



**感謝您的蒞臨及聆聽!**

**Any Question?**