



Acer was established in 1976 with US\$25,000 in capital, 11 employees and the mission to break down the barriers between people and technology. Acer ranks number two for notebook PCs globally (Gartner data 2011), the Acer Group now employs 8,000 people across the globe, and revenues for 2011 reached US\$15.7 billion. Acer designs environmentally friendly products and, with its vendors, has established a green supply chain.



Market

Over the last decade, Acer has grown from a small-scale manufacturer with a little known brand into one of the largest PC companies in the world. Boasting a diverse product portfolio, Acer's success is largely attributed to its Channel Business Model (CBM) and it consistently invests in strategies aimed at the success of its partners.

Acer's commitment to its channel partners extends beyond product placement. By constantly monitoring business trends, Acer can tailor its entire product development and go-to-market strategies to suit the needs of specific target customers, helping the channel, as a result, to grow.

Product

Acer's channel business model is instrumental to the company's success, while its multi-brand approach integrates Acer, Gateway, and Packard Bell brands in worldwide markets.

The company's product portfolio covers diverse areas of IT equipment for both consumers and businesses. Its PC-centric product offering includes mobile and desktop PCs, tablets, servers and storage, LCD monitors, projectors, and smartphones. Sub-brands include the consumer-focused Aspire series and the commercial sector's TravelMate and Veriton.

Did You Know?

Acer developed one of the first IBM compatible computers.

Acer sells an average of 57 million devices in a year.

Acer introduced the world's first 3D notebook in 2009.

Achievements

Acer has grown exponentially in recent years and has evolved into a group with companies that have widespread success; strategically structured and globally focused, but responsive to the needs of the markets.

Acer has achieved this unrivalled success not only by adopting a successful CBM strategy but also by investing heavily in research and development – meaning it continues to gain recognition for its products that lead the

market in terms of innovation, technology and design.

Acer's product innovations once again received global recognition for their outstanding design in 2012: Acer's CloudMobile™ smartphone and S235HL LCD monitor both won the Design & Innovation Awards at the 2012 Computex



Taipei. Concurrently, CloudMobile™ also received the Best Design Award.

The Computex Taipei Design & Innovation Awards are organised in cooperation with the world-leading industrial design institution, iF Design. Their evaluation criteria include the degree of innovation, design quality, choice of materials, environmental friendliness, and functionality, among others. Acer has also been named an International CES Innovations 2013 Design and Engineering Awards Honoree for its Aspire S7 Touch Ultrabooks.

Acer is dedicated to developing integrated sustainability and corporate social responsibility (CSR) strategies, and is committed to being a global PC and IT player that embeds CSR as a key priority. The five focal points of its environmental objectives are to fortify its Environmental Management System; strengthen green product development; expand product recycling and processing services; and strengthen both its green supply chain management and environmental communication platforms.

Recent Developments

In 2012, Acer launched its new Tagline 'Explore Beyond Limits'. The digital revolution has fed this desire to learn, collaborate, create and push boundaries. Technology has opened up new worlds to discover, and the ability to explore them as never before. Acer believes it only takes one explorer to change the world, and that with the right tools, everyone has the potential to be that explorer. A new global consumer has emerged, one that values exploration at the heart of all they do. Acer calls these people Modern Day Explorers, and everything it does is in service to them.

Acer aims to be not just a technology company, but also a nimble team of pioneers. Its passion for technology is rooted in what it enables people to explore and create. Acer helps people push beyond their limits, to spark curiosity and ignite discovery with the products it makes. It encourages people to explore their



potential and the world around them by making tools for these Modern Day Explorers. Acer devices help people uncover their world faster, better and more securely.

Promotion

Acer has always believed that sports and technology share the same ideals: strength, passion, competitiveness, coherence, skill and the determination to overcome new challenges. Acer's ability to identify strategically favourable alliances has helped make its brands recognised outside the IT industry, with high profile sponsorships representing the spirit of the Acer brand and coherent ideals.

Since 1st January 2009, Acer has been a proud Worldwide Partner of the Olympic Movement, including the Vancouver 2010 Winter Olympics and the London 2012 Olympic Games. Acer supplied 13,500 desktops, 13,000 monitors, 2,900 notebooks and 950 servers for the London 2012 Olympic Games.

Brand Values

In 2006, Acer celebrated 30 years of long-term growth in the fast-paced IT industry. The Acer Group remains firm in its commitment to develop easy-to-use and reliable products.

Did You Know?

Acer sponsors Jonny Marray, the English tennis player and current Wimbledon Men's Doubles champion. Acer will be Marray's exclusive sponsor in the computer category for 2012 and 2013.

Brand History

► **1976:** Acer is founded under the name Multitech, focusing on trade and product design.

► **1980s:** The Micro-Professor computing tool is launched in 1981; the size of a large dictionary and costing under US\$100, it is an instant hit. In 1987 Multitech formally changes its name to Acer.

► **1995:** The breakthrough design of the Acer Aspire transforms the company from an anonymous PC manufacturer into a trendsetter.

► **1996:** Acer introduces the Nuovo notebook PC, featuring the innovative Heuristic Power Management system that learns the user's specific behaviour, and then distributes power accordingly.

► **1997:** The company acquires Texas Instruments' notebook division.

► **2001:** Acer adopts a new corporate identity to symbolise its commitment to enhancing people's lives through technology.

► **2003:** The next-generation Empowering Technology platform is launched, integrating hardware, software and service to provide easy-to-use, dependable technologies.

► **2007:** Acer completes the acquisition of Gateway, eMachines and Packard Bell. The following year it implements a multi-brand strategy to exploit awareness of Acer and its acquired companies.

► **2009:** Acer becomes the world's number two company in the PC market.

► **2010:** Acer Inc. and China's Founder Group sign a memorandum of mutual understanding, to enhance ITC business in China.

► **2011:** Acer launches its range of Android and Windows tablets.

► **2012:** Acer names Gold Pro Yan Tseng as Global Brand Ambassador.

Its mission is 'Breaking the barriers between people and technology' through the creation of empowering hardware, software and services. It is committed to designing IT products that improve usability and add value to its customers' needs – be it at work or leisure.

It also believes that innovation is not the mere creation of new technologies and solutions, but the guarantee that users receive the benefits of these developments, and feel truly empowered.

► www.acer.co.uk

