



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. Since then, Acer has successfully grown to become the second largest PC and notebook brand in the world, with the fastest growth among the top five players. Today Acer Group employs more than 7,000 people worldwide working in 70 countries. In 2009 it achieved revenues of US\$17.9 billion.

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.

The global PC market grew by 21.6 per cent year-on-year in the second quarter of 2010. In this period Acer achieved a market share of 12.3 per cent based on total PC shipments, a 28.1 per cent increase compared with the same quarter in 2009.

Product

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 and high definition televisions, projectors and smartphones.

Sub-brands include the consumer-focused Aspire series, the commercial sector's TravelMate and Veriton, and a Ferrari model from its design partnership with the luxury motor manufacturer.

Most recently it has launched the TimelineX series notebooks, which balance lightweight credentials with up to 12 hours of battery life for all-day mobile computing; and Iconia, a dual-screen touch device that offers an innovative approach to personal computing.

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 delivered US\$17.9 billion in revenue in 2009. Acer's consolidated revenue was US\$5.35 billion in the third quarter of 2010. This was also a significant period for Acer as it moved from being the third, to the second largest PC brand



in the world with 12.3 per cent global market share and 17.5 per cent mobile market share.

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.

In 2010 Acer won three Computex Taipei Design & Innovation Awards for the Aspire TimelineX 3820T/TG and Aspire X series desktop PC, while the Acer Aspire Ethos 8943G notebook garnered one of only four Gold awards. The awards honour products that stand out through excellent design, with the evaluation criteria including the degree of innovation, design quality, choice of materials, environmental friendliness, functionality and brand value.

Acer is among the recipients of Japan's Good Design Awards, which have become a trademark for outstanding design and quality, internationally. Acer won for its Aspire Ethos 8943G and its Liquid Metal smartphone. A panel of 70 judges screened more than 3,000 entries from around the world on their contributions toward society, culture and the global environment.

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

2010 has been another significant year for Acer, with the company successfully consolidating its position as second in the global PC market, and introducing innovative new products: the Aspire and TravelMate TimelineX ranges, which deliver up to 12 hours of battery life from a single full charge, giving



the benefit of all-day computing; the Aspire Ethos 8343 and 5943 series, embodying power, style and simplicity; and Acer Iconia, a new concept tablet that combines the versatility of a conventional 14-inch form factor with a unique



dual-screen layout and intuitive all-point multi-touch functionality.

Early 2011 sees the launch of a full range of Acer tablets, supporting the company's goal to simplify content consumption. It is a strategy that began with the development of Acer's multimedia sharing system, Clear.fi, and is based on the concept of sharing and enjoying multimedia content across any device.

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. Created in 1985, The Olympic Partner programme is the only sponsorship with exclusive worldwide marketing rights to both Winter and Summer Games, and gives leading corporations the opportunity to support the staging of the Olympic Games and the development of sustainable sport.

Acer's collaboration with Scuderia Ferrari began in 2003 and has enabled the two companies to introduce distinctive Ferrari licensed products featuring cutting-edge technology pioneered and perfected in the world of Formula 1. Today, products include notebooks, LCD monitors and smartphones, all engineered to conjugate state-of-the-art performance and distinguished design.

The brand's other key sponsorships include FC Internazionale Milano and London Wasps.

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. 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.

Things you didn't know about Acer

Acer developed one of the first IBM-compatible computers.

Acer was founded in 1976 under the name Multitech, focusing on trade and product design. The company had just 11 employees and US\$25,000 of capital.

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

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

1976	1980s	1995	1996	1997	2001
Acer is founded under the name Multitech, focusing on trade and product design.	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.	The breakthrough design of the Acer Aspire transforms the company from an anonymous PC manufacturer into a trendsetter.	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.	The company acquires Texas Instruments' notebook division.	Acer adopts a new corporate identity to symbolise its commitment to enhancing people's lives through technology.

2003	2007	2009	2010
The next-generation Empowering Technology platform is launched, integrating hardware, software and service to provide easy-to-use, dependable technologies.	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.	Acer becomes the world's number two company in the PC market.	Acer Inc. and China's Founder Group sign a memorandum of mutual understanding, to enhance ITC business in China.