

SOUND ADVICE

When Yeung Siu Chung (Ben) joined his father's company, Fujikon Industrial Holdings Ltd, he took on a number of varied roles, slowly working his way up to an executive position at the headphone manufacturer. After 17 years, and several dramatic changes in the industry, Ben is now helping to ensure Fujikon continues on a journey of rapid growth and expansion.

BEN YEUNG / EXECUTIVE DIRECTOR, Fujikon Industrial Holdings Ltd

Yeung Siu Chung (Ben) started at the bottom. His father and Chairman/CEO of Fujikon, Yeung Chi Hung, was adamant his son should learn about the headphone manufacturer from the ground up and, after seven years spent learning the business, Ben finally assumed his role as an executive at the Hong Kong based company. Currently in his tenth year as executive director, Ben has taken the company through a number of transformations, mostly due to the industry itself having changed so much over that time, as he explained.

"When I joined the board, Fujikon's biggest customer at the time was Nokia. Obviously, when Nokia suffered its downturn everything changed. I realised that we could no longer work with smartphone manufacturers because all they required were cheap, mass-manufactured, earphones that were supplied with their mobile phones. There was almost no margin in those items because they are so technologically simple to make, and I knew we had to change direction. So, we began the transformation of

the company from a mass volume manufacturer to a technological powerhouse that was instrumental in pioneering Bluetooth headphones."

At the time, Bluetooth headphones were a niche product for Fujikon, but they quickly became a mainstream business, as the entire world began demanding the product, and with Fujikon being in such a strong early position, they managed to ride the whole wave of the smartphone adoption of Bluetooth headphones.

With the technology side of the business covered, Ben believes the biggest hurdles that faced the Fujikon team, at the time, was gaining the trust of some of the world's biggest audio brands, including Bose, Harman, Sennheiser, Logitech and Plantronics. "All of these brands have their own way of working, and our interactions with them forced us to become better at what we do," admits Ben. "They all have different expectations and concepts, so we had to quickly adapt to each one in order to form strong and workable relationships. As our company organisation became even more →



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efficient, it was imperative our manufacturing also became state of the art. So, we completely overhauled our IT systems at the time, in order to cope with the increase in demand."

With electronics still on the rise, and now accounting for up to 50 per cent of the total value of exports in Asia, Ben is aware that Fujikon must continue to capitalise on this burgeoning growth and adapt to new demands.

"We have to hold our own and expand on our technological capabilities. Currently, we have been enjoying a golden period, but we need this to continue. Our customers are becoming less and less technologically capable, so it is up to us to step in and take the lead. We have expanded our R&D department to a point where we are actually leading the product road map of our customers, as well as the technological road map of the industry."

Fujikon has now become a leading JDM (joint development and manufacturing) partner. Offering turnkey solutions to customers problems is their main task, as they take the leading role and endeavour to think for and





guide their partners.

With such growing responsibilities, as well as growing customers, Fujikon have installed new technology to streamline their systems, as Ben explained.

“We went from a great deal of home-grown software to running an SAP (Systems Applications and Products) on IBM hardware. This allows us to keep track of how we manage projects, as well as day to day production and quality issues. Automation is another area that we are continually expanding, as we want to be a leading competitor in our market category.”

With expansion comes increased staffing demands and, according to Ben, this is an area that offers some of the biggest challenges.

“A huge obstacle, and I think this can be said for many of the companies in the technology sphere, is securing talent. Whether in management or engineering, we are constantly in need of enthusiastic and knowledgeable employees. With this in mind, it is no good if only the local community know about us, we also need to expand our reach and make sure we have a global presence, so we can attract interest from as

“ We have been growing 20-30 per cent each year for the past two years ”



many regions as possible.”

This sector of development and manufacture requires a great deal of components and Fujikon currently works alongside over 250 suppliers. However, as Ben points out, this will soon change. “We are in the process of reducing that number down to around 150. We want to focus on the best and, as we become more specialised and grow in this market, we need to concentrate on suppliers who can serve us best and pinpoint those that have a growth plan similar to ours. We have been growing 20-30 per cent each year for the past two years, so it is imperative we find suppliers who are able to keep pace with both our structure and demands.”

As Fujikon continues on this specialisation journey, Ben is keen to maintain the company’s aspirations to “Thrive through technological advancements in product and information technologies.”

With such a solid background and education in the business, there seems no better person to lead the way and, just like the products Fujikon creates, Ben’s ideas and strategies all sound crystal clear. ➔

FUJIKON RAISES NEW STORAGE PERFORMANCE DECIBELS WITH IBM FLASHSYSTEM FS900



For more information about IBM FlashSystem FS900, please visit:



Tech-Trans Telecom (China) Limited (Tech-Trans) has been working as an IBM Business Partner for over 20 years and it is specialized in adopting IBM solutions to Hong Kong enterprises.

As a closed technology partner of Fujikon Industrial Co. Ltd (Fujikon), Tech-Trans helps Fujikon to design, deploy and maintain critical system infrastructure. Tech-Trans operation center provides daily system monitoring and administration service to offload Fujikon IT team’s workload as well as 7 x 24 level two support. It is one of the successful showcases that Tech-Trans adopted, IBM Flash storage, which helps Fujikon improve teamwork productivity and operational efficiency.



• Mr. Ben Yeung, Executive Director, Fujikon
 • Mr. Jeff Hui, Executive, Systems Hardware, IBM
 • Mr. Machine Chan, Executive, Tech-Trans
 (from left to right)

Hong Kong – listed Fujikon Industrial Co. Ltd (0927.HK) selected IBM (NYSE: IBM) to accelerate storage performance and improve staff productivity. The electro – acoustic OEM product manufacturer deployed IBM FlashSystem FS900 to achieve near – zero response time, and improve application and OLTP workloads performance and scalability.

Fujikon designs, manufactures and sells OEM electro – acoustic OEM products for well – known brands. Founded in 1982, the firm is a subsidiary of Fujikon Industrial Holdings Ltd and has over 30 years of experience in OEM/ODM acoustic manufacturing. The firm runs multiple mission – critical applications to support its 700 – strong workforce, including those for project management, workflow and analytics systems. Strong business growth increased its staff numbers and the business data it managed. The firm quickly realized that it needed a more reliable and high – performance storage infrastructure to ensure that its teams remain productive. Fujikon underwent an exhaustive selection process to select the best storage solution. During the Proof – of – Concept stage of the selection process, IBM FlashSystem FS900 performed well against rival solutions. It helped the firm to improve storage performance by 30 – 50 percents over existing solutions, convincing it to finally select IBM for the project

WE are impressed by the performance of new storage environment, which comprised IBM FlashSystem FS900. Performance gained was instantaneously felt and we are looking to migrate other workloads onto IBM’s storage platform,

said Ben Yeung, Executive Director, Fujikon Industrial Co, Ltd.

IBM FlashSystem FS900 is designed ground up for accelerating storage performance. The all– flash storage array features Tier 0 performance and ultra – low latency, answering Fujikon’s requirements and supporting its demanding applications and OLTP workloads.

Inline hardware compression also helped Fujikon to save more storage space and power than traditional hard disk drives and solid – state disks. It further bolstered Fujikon’s business protection with five–nines reliability, fully redundant, two dimensions of RAID and advanced flash management. “Storage performance is becoming increasingly crucial for business success. With a strong heritage in data – driven architectures, IBM understands this well. With our IBM FlashSystem FS900, we were able to offer instantaneous storage response while helping Fujikon to transform their operations to be more efficient and secure,”said Jeff Hui, Executive, Systems Hardware, IBM China/Hong Kong Limited.

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