

GIGA-TMS: 20 Years of Pioneering

GIGA-TMS started manufacturing magnetic cards in 1987, and moved into RFID technology long before it became popular. Now, in its 20th year, the pioneer looks back at its origin and takes 2007 as a turning point for the company's further development. The effort put into promoting its Promag brand illustrates this attempt.

BY BEATRICE KAO

Since 1987, GIGA-TMS has been a specialized manufacturer in magnetic cards and readers in Taiwan. Ten years later, when the company's CEO noticed the new RFID technology, he foresaw its potential and engaged the research and development department in RFID research. Now, two decades later, GIGA-TMS owns not only high-standard RFID know-how, but also guaranteed long-life and reliable products.

Focus on RFID and Portable Products

"We were one of the very first companies in Taiwan to move into RFID research," said Sandria Liu, International Sales Manager for GIGA-TMS. Considered a pioneer in the RFID field, GIGA-TMS's market was just as international as it was national. After the September 11 attacks, GIGA-TMS dedicated itself to researching the security applications that can be derived from RFID. "Sensing the trend, grasping the perfect timing, and working in steadfast and earnest manner are our keys to success." Currently, their main focus is on 13.56 MHz. "The application range of such high-frequency RFID is much wider than most people ever imagined," said Liu.

Apart from RFID, portable products are also GIGA-TMS's specialties, including time and attendance products, card readers, guard-patrol terminals and data collectors. Most of these products used to be wall-mounted or desk-topped, but are now made portable and handier. Moreover, the network implemented in them enables all recorded data to be transferred directly back to the system operation center.

Providing Flexible and Customized Services

GIGA-TMS exports 40 percent of its annual production mostly to Europe. "It all started in Europe," said Liu, while recalling the

efforts the company made to win the trust of overseas customers. "European customers required more customized products than other areas at that time. Therefore, in order to enter the European market, we defined ourselves as a customized-service provider. Most of our early products were manufactured according to European customers' requirements."

While other companies have shifted to similar strategies over the last 20 years, Liu reported that its European customers have remained loyal because of the company's strong service and technical support. "We have our own manufacturing and research capabilities is equivalent to flexibility. This is why our customers are glad to cooperate with us on a long-term basis," said Liu. Its high flexibility is reflected on its being able to take all kinds of orders, no matter how big or small. This is also true even when the demand does not correspond to normal specifications. Thus, the customization service GIGA-TMS provides to the worldwide market has become the company's pride. "Only a company which has its own manufacturing facilities, as we do, could offer this kind of service. To us, nothing is more important than satisfying our customers," Liu said.

Promag: Professional in Magstripe

Now in its 20th year, GIGA-TMS is looking to strengthen its image as a teamwork-centered manufacturer, while remaining faithful to its principle: customer first. Part of that effort is its Promag brand. Although the name has been around for a while, starting from 2007, the company will put even more efforts into promoting it. According to Liu, the name combines "pro" for professional and "mag" for magstripe. "We chose Promag as our primary brand because magstripe was where we started out." AS