

Welcome to Trivision, Pat Martin!

This home page has been customized for you so that you can quickly locate important information.

Use the buttons to the left to view information about Trivision, its products, staff, and competitors, and the 3-D market as well as your e-mail inbox.

Organization includes:

- Brief profile of Trivision
- CompuCom's vision, values, and critical success factors
- Overview of CompuCom
- Organization chart for CompuCom (including Trivision)
- Results of an internal Trivision survey
- Background on Trivision staff members

Scorecard includes:

- Trivision's past performance

Products includes:

- Trivision's main products and services

Profiles includes:

- Descriptions of 3-D applications for each market
- Origin of the 3-D market
- Profiles of Trivision's main competitors

Reports includes:

- History of market share for Trivision and its competitors
- History of marketing and R&D spending
- Summary of proposed R&D projects for the upcoming year

AECT News includes:

- Latest news and trends in the 3-D market
- Report on your predecessor, Ellen James

E-Mail includes:

- Your current e-mail inbox

[Trivision Profile](#)

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[Ellen James' Personnel Notes](#)

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Trivision

Headquarters: New York City, USA

Other Major Offices: Montevideo, Paris, Munich, Nairobi, Tokyo, Jakarta, London, Sydney

CEO (CompuCom): Gilbert Bates

General Profile

Trivision's parent company, CompuCom International, has made a science of combining and leveraging small, high-quality niche providers into a powerful conglomerate. It all began when CompuCom International, a small computer hardware company, responded to a competitive market by acquiring two other small niche providers, Allnet Solutions (processing chips) and Advanced Communication Technologies (networking). Now, CompuCom International sells computer hardware (including notebooks, PCs, and network servers) and nearly dominates the business market with sales of computer equipment. CompuCom International sells hundreds of computer-related products in 60 countries. Nearly 60 percent of its sales are to businesses. In the past five years CompuCom International has launched its newest venture, Trivision Inc. This new subsidiary capitalizes on CompuCom International's current computer-based strengths by introducing revolutionary 3-D imaging technology—for the business market and beyond.

Currently, Trivision is very successful in the 3-D imaging market. In 2013 Trivision was the first of the "Big Four" providers to offer a true 3-D processor with effective high-resolution imaging. Trivision has established an especially strong presence in the business market by capitalizing on CompuCom International's existing clients.

Product/Service History

CompuCom International was invited to participate in the International Consortium of Communication Technology (ICCT) because of its expertise in developing computer hardware. After the Consortium dissolved, CompuCom International formed Trivision to market and sell its newly designed 3-D Adapters system. Initially, sales were exclusively in the business market. The introduction of TV1000 (a true 3-D to 3-D system) in 2013 allowed Trivision to enter into the health care and entertainment markets with dramatic first-year sales. Although Trivision has been experiencing strong growth, the markets and competition have been changing rapidly.

One unique feature of Trivision's business is its reliance on the SATEL satellite broadcasting system to transmit an Alpha-encoded 3-D signal. Trivision developed its 3-D imaging system and Alpha encoding with an eye toward using the worldwide SATEL satellite broadcasting system. Other competitors also use satellite broadcasting; however, unlike Trivision, they might rely on the competing WIDEVIEW satellite system. The WIDEVIEW satellite system does not support the Alpha-encoding format used by Trivision.

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**Association of Enhanced
Communication Technologies**

Snapshot

Trivision

With limited resources provided by its parent company, CompuCom, Trivision has achieved strong growth levels. However, Trivision has begun to feel the effects of its rapid expansion. Devoting a lot of resources to establishing

footholds in the entertainment and health care markets has eroded Trivision's original stronghold in the business market. It is unclear how Trivision will allocate its resources under the leadership of its new division president, Pat Martin. Trivision has the potential to become an all-encompassing 3-D provider or a high-powered niche provider. Lack of a focused marketing campaign and a reactive R&D strategy have not set Trivision up for success. Unless Pat Martin manages to turn the company around, CompuCom CEO Gilbert Bates will likely sell the upstart company to pursue its other new ventures in robotics and microelectronics.

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Vision

To be the 3-D imaging provider of choice around the globe by providing innovative, high-quality, competitively priced products.

To achieve our vision, Trivision must know *what* to focus on—the **Critical Success Factors**—and how to get there—by using the **Values**.

Critical Success Factors

To achieve our vision we must:

- Acquire new customers and increase market share in targeted markets.
- Enhance Trivision's reputation as a technological leader in 3-D imaging.
- Maximize shareholder value.
- Improve Trivision's ability to rapidly bring to market significant new products and services.
- Improve internal processes that will result in increased delivery effectiveness.
- Increase customer satisfaction and loyalty.
- Attract, develop, and retain talented employees.

Values

Meet or Exceed Customer Expectations

We at Trivision want to understand customer requirements and strive to meet or exceed their expectations. Client relationships are built on trust and mutual respect.

- We provide our associates with the skills, information, and authority to meet or exceed customer needs.
- An integrated team of diverse personnel provides innovative approaches to meet or exceed customer needs.
- We continuously measure customer satisfaction and strive to improve our quality of service.

Innovation

Trivision encourages and supports the development and application of new ideas. Risk taking is encouraged to seek innovative solutions to problems, new technologies, and product development opportunities.

- We celebrate and reward innovation attempts, whether they are successful or not.
- We encourage associates to share their thoughts and ideas to improve the business.
- We create an environment that nurtures the development of new ideas.

Teamwork

Trivision associates work together in teams to accomplish our organizational objectives and meet our customers' needs. Teamwork includes placing team and organizational goals ahead of personal goals, working collaboratively with others, and valuing each individual's unique contributions.

- We create cross-functional teams to develop the best solutions to challenges.
- We recognize and reward effective teamwork.
- We continually improve our extensive communication system to promote the efficient exchange of information and ideas among team members.

Quality

Trivision strives to provide the most technologically advanced, highest-quality products in all targeted markets.

- We encourage and reward development of processes and procedures that improve product quality.
- We represent the organization with products that make use of the most advanced and reliable technology.

Community Responsibility

Trivision strives to conduct business activities as a responsible corporate citizen through interactions with the community and concern for the environment.

- We encourage and reward development of processes and procedures that protect the environment.
- We encourage participation in organization-sponsored volunteer or charity programs and events.

Organizational Flexibility

Trivision must be adaptable to changes in the fast-paced technological environment and be able to modify practices and behaviors when needed.

- We provide associates with information and training they need to readily "shift gears" as business conditions change.
- Leaders of Trivision adopt new priorities as needs change.

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Trivision Organization Chart



