

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

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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.

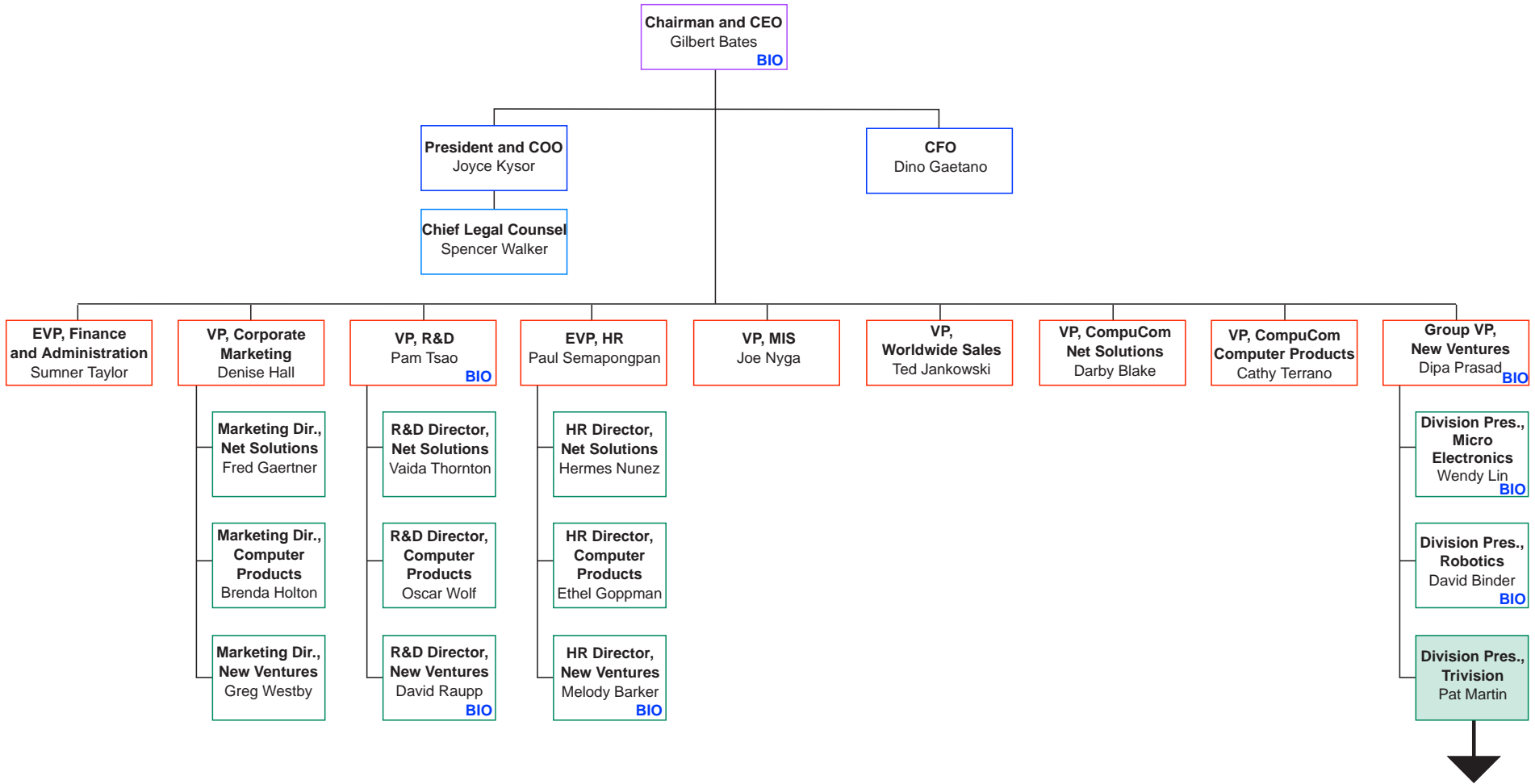
- We provide associates with information and training they need to readily "shift gears" as business conditions change.
- Leaders of Trivision adopt new priorities as needs change.

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CompuCom Organization Chart



Ellen James' Personnel Notes File



Gilbert Bates (Chairman and CEO, CompuCom)

What can I say about the man who started one of the fastest-growing computer companies in the world? He has a penchant for starting new businesses and staying ahead of the market. New Ventures produced CompuCom Net Solutions eight years ago, and I think Gil is looking for the next big product area. I hope that it will be 3-D, but no one can be sure. One thing is true—Gil won't stay behind a new venture that does not show strong earnings growth potential. He definitely has faith in the strength of the business market, but I wonder if his lack of understanding in other markets limits our ability to grow.

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Ellen James' Personnel Notes File



Pam Tsao (VP, CompuCom Research and Development)

Pam is notoriously tight with the R&D budget. So many people are competing for R&D money that I wonder how she manages to make decisions. She seems to think she knows what is best for everyone, but no one can keep up with that much information. She has great foresight, but you need to play her game by keeping her informed and involved. Otherwise, you will pay the price.

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Ellen James' Personnel Notes File



Dipa Prasad (Group VP, New Ventures)

Dipa is an enigma to me. I really don't see her very often, and when I do, she always asks me to complete some worksheet. I know she has some high-level contacts out there that she uses occasionally to get things done. Dipa can really navigate her way around CompuCom. I wish she would be more involved in Trivision though. I only see her when there is a big success or failure. Definitely not a micromanager!

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Ellen James' Personnel Notes File



Wendy Lin (Division President, Micro Electronics)

Wendy is a real go-getter. She is aggressive in getting funding and very competitive. More than once, she has argued us out of some additional funding. However, she is fair. I would be careful of her just because she wants so badly for Micro Electronics to succeed. There is great potential in what she can do, but I question the degree to which she is a team player.

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David Binder (Division President, Robotics)

David is fairly new in his position, so I don't know much about him. He seems to be confident and well respected.

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David Raupp (R&D Director, New Ventures)

David has many good ideas, but he doesn't like to make recommendations. He views his role as someone who comes up with ideas and different avenues, but does not do the choosing. He responds well to careful planning and consistent R&D choices. However, it seems that his boss, Pam Tsao, is the one who ends up making the final allocation decisions.

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Ellen James' Personnel Notes File

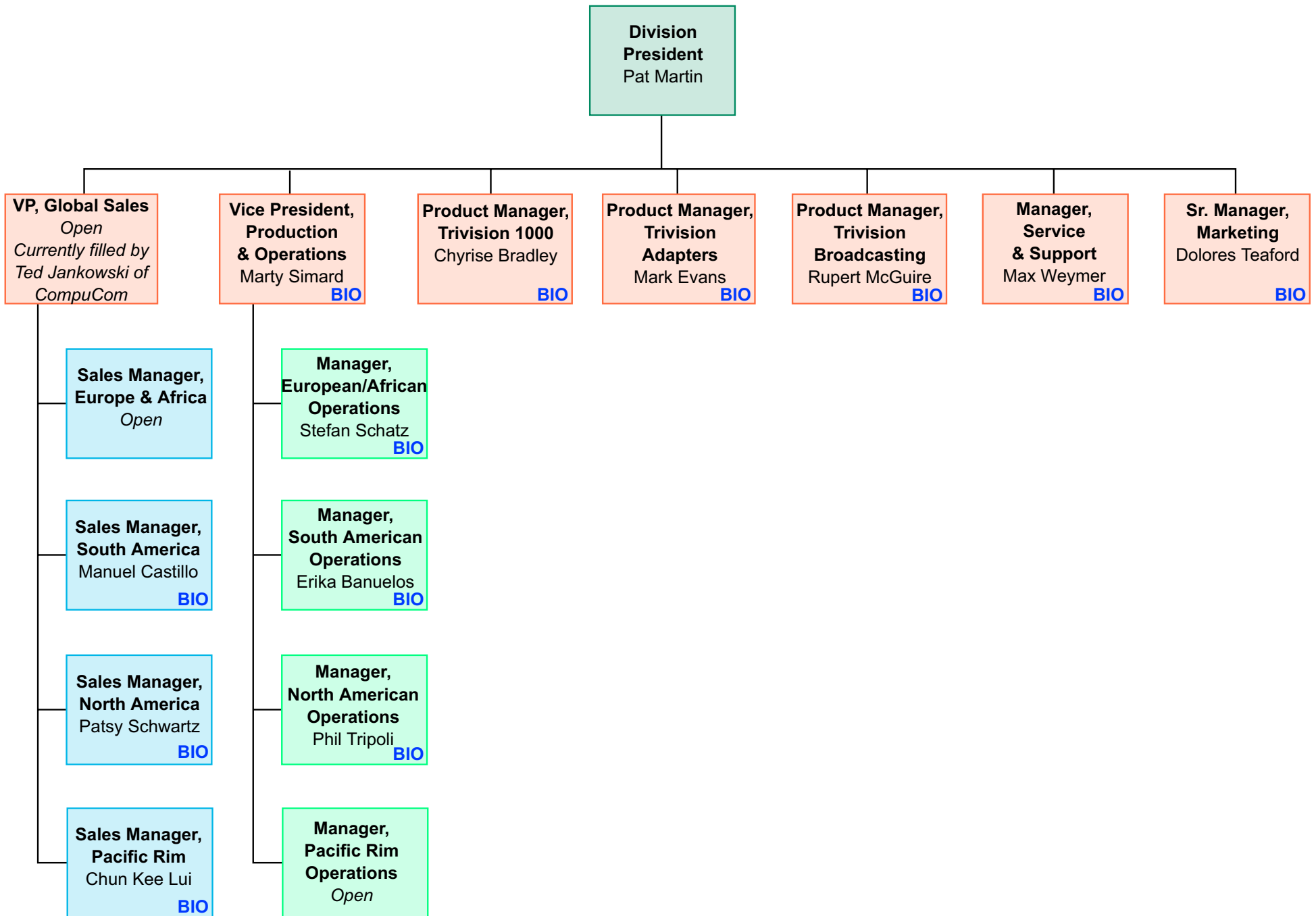


Melody Barker (HR Director, New Ventures)

“Control Freak” is the best phrase to describe Melody. She has her personal agenda at CompuCom and she probably considers everyone just a pawn in her plan. She is terribly afraid of losing control and wants everyone to do HR her way. The tough thing is that Melody is related by marriage to Gilbert Bates. She is not above pulling his name out when she wants something. Quite honestly, I’m not sure how to handle her. I’m sure some of her ideas are good, but I have a hard time figuring out her overall agenda. I think she wants to become COO.

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Trivision Organization Chart





Martin Simard
Vice President
Production & Operations

Location: New York City
Nationality: French

Overall Performance Rating: 3.20

Comments: Martin was promoted to VP of Production and Operations after successfully leading P&O for South America. Although he is experienced, this level of responsibility is new to him. He is strong interpersonally, but he has not been asked to make high-level decisions and coordinate worldwide operations. However, he is a strong people leader, and this quality was lacking in the previous VP of P&O. Martin will require mentoring and continuous development.

Tenure (yrs): New in role/2.0 at Trivision

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Chyrise Bradley
Product Manager
TV1000

Location: New York City
Nationality: American

Overall Performance Rating: N/A

Comments: Chyrise was just hired from Wagner Communications where she was also a product manager. She has much experience in the education market and moderate experience in health care. We selected Chyrise because of her position at Wagner and because of her strong orientation toward efficiency and cost management. Although her past responsibilities were not nearly as large as they are now, we are confident that she will adapt and become a strong performer.

Tenure (yrs): New at Trivision

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Mark Evans
Product Manager
Adapters

Location: New York City
Nationality: Canadian

Overall Performance Rating: 3.50

Comments: Mark has been the product manager for Adapters systems almost since their introduction. He is a solid performer and has been improving every year, keeping pace with new developments and making appropriate adjustments. He especially likes monitoring the industry and has a very broad understanding of what goes on. He was considered for the open position in TV1000 (now filled by Chyris Bradley), but was not willing to make the move at the time because of some personal problems with his family (which have since been resolved).

Tenure (yrs): 3.0 in Role/4.0 at Trivision

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Rupert McGuire
Product Manager
Broadcasting

Location: New York City
Nationality: British

Overall Performance Rating: 4.25

Comments: Rupert is a star performer who moved to Trivision two years ago from CompuCom's Net Solutions Business Unit. When broadcasting became an issue for 3-D, Rupert was brought in to make sure the new aspect of the business was successful. Broadcasting is seen as a true growth area, and we wanted to have a strong performer in place to ensure its success. Rupert has more than lived up to expectations.

Tenure (yrs): 2.0 in Role/2.0 at Trivision

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Max Weymer
Manager
Service and Support

Location: New York City
Nationality: Austrian

Overall Performance Rating: 3.50

Comments: Max came to Trivision from Robotics, another New Ventures group at CompuCom. At Robotics Max served as a customer service manager and helped grow its response capabilities as several new products were introduced. Max worked well in the rapidly changing work environment of Robotics. At Trivision he has also been quite successful and has a strong interpersonal rapport with his staff. Max moved to New York City to take his current position. His previous work at Robotics was conducted entirely in Austria.

Tenure (yrs): 1.0 in role/1.0 at Trivision

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Dolores Teaford
Senior Manager
Marketing

Location: New York City
Nationality: American

Overall Performance Rating: 3.30

Comments: Dolores has worked closely with Ellen James to execute Trivision's move into the entertainment and health care markets. Dolores was hired when Trivision introduced its first true 3-D system (TV1000). In her time as the leader of Marketing, Dolores has traveled around the world helping other Trivision locations market our products in other countries. She has a strong business background and an especially good understanding of the business market. Dolores has hired many new people in Marketing, and she has built a strong team over the past two and a half years.

Tenure (yrs): 2.5 in Role/2.5 at Trivision

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Manuel Castillo
Manager
Sales, South America

Location: Rio de Janeiro

Nationality: Brazilian

Overall Performance Rating: 3.75

Comments: Manuel is especially valued for his global understanding; he navigates the many South American cultures quite effectively. He has a strong personality and his preferred ways of running his sales operations. In his three years at Trivision, he has made significant contributions in the growth of the South American market against considerable opposition from PrizmCast. It will be interesting to see how Manuel adapts to changes in the industry and the market. He has good insight but can create barriers when he doesn't agree with positions or approaches.

Tenure (yrs): 2.0 in Role/ 3.0 at Trivision

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Patsy Schwartz
Manager
Sales, North America

Location: Los Angeles
Nationality: American

Overall Performance Rating: 4.25

Comments: Patsy was the highest grossing sales manager in the history of CompuCom. Her move to Trivision came after she decided to slow down her life and adopt two children. Although CompuCom was sorry to lose her, she built the relationships with many of Trivision's largest North American clients. Everyone likes her and she has an incredibly astute mind. It's hard to find any room for improvement with Patsy.

Tenure (yrs): 1.0 in Role/2.0 at Trivision

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Chun Kee Lui
Manager
Sales, Pacific Rim

Location: Tokyo
Nationality: Chinese

Overall Performance Rating: 4.00

Comments: Chun Kee was recently promoted from account executive to manager of sales in the Pacific Rim. His exceptional performance gained him recognition as one of the best salespeople at Trivision. In his push to make sales, he has occasionally taken some substantial risks with clients. Fortunately, his exceptional ability to adapt makes him equipped to handle any unusual complications. He networks quite effectively and maintains a long list of close relationships with critical contacts in the industry. More than once, he has been courted by the competition. His recent promotion was designed partially to ensure that he remains at Trivision.

Tenure (yrs): New in role/3.0 at Trivision

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Stefan Schatz
Manager
P&O, Europe/Africa

Location: Barcelona
Nationality: German

Overall Performance Rating: 4.00

Comments: In the past year Stefan has done quite well in his role. Due to his excellent skills and strong performance record, he was promoted into his current position. Previously, he was a production manager at the Barcelona lab. Trivision has great hopes for Stefan's strong leadership of P&O in Europe and Africa.

Tenure (yrs): 1.0 in Role/3.0 at Trivision

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Erika Banuelos
Manager
P&O, South America

Location: Buenos Aires

Nationality: Argentinean

Overall Performance Rating: N/A

Comments: Erika took over the manager of South American P&O position previously held by Martin Simard. Although she is young and somewhat inexperienced, she has shown great potential. In her previous job she coordinated production for three small facilities in Brazil. Her critical thinking assessment ratings were the highest ever recorded for a Trivision applicant. Erika was hired with the understanding that career advancement opportunities are available at Trivision to employees who demonstrate great potential. Although she could have taken a better-paying position elsewhere, Erika chose to come to Trivision because of the potential for development and advancement.

Tenure (yrs): New at Trivision

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Phil Tripoli
Manager
P&O, North America

Location: Albuquerque
Nationality: American

Overall Performance Rating: 3.75

Comments: Phil has been with Trivision from the beginning. He started out as a salesperson and recently made the transition to P&O manager. His leadership at the Albuquerque lab has greatly increased the level of teamwork, and reliability also seems to be improving. By translating his understanding of the market into production and operations issues, Phil has made a significant contribution to Trivision's growth in North America.

Tenure (yrs): 1.0 in Role/4.0 at Trivision

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Trivision Culture Survey—2015

% Agree **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.

- 45% We provide our associates with the skills, information, and authority to meet or exceed customer needs.
- 50% An integrated team of diverse personnel provides innovative approaches to meet or exceed customer needs.
- 55% We continuously measure customer satisfaction and strive to improve our quality of service.

% Agree **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.

- 15% We celebrate and reward innovation attempts whether they are successful or not.
- 20% We encourage associates to share their thoughts and ideas to improve the business.
- 32% We create an environment that nurtures the development of new ideas.

% Agree **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.

- 60% We create cross-functional teams to develop the best solutions to challenges.
- 65% We recognize and reward effective teamwork.
- 71% We continually improve our extensive communication system to promote the efficient exchange of information and ideas among team members.

% Agree **Quality**

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

- 75% We encourage and reward development of processes and procedures that improve product quality.
- 80% We represent the organization with products that make use of the most advanced and reliable technology.

% Agree Community Responsibility

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

- 15% We encourage and reward development of processes and procedures that protect the environment.
- 18% We encourage participation in organization-sponsored volunteer or charity programs and events.

% Agree Organizational Flexibility

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

- 21% We provide associates with information and training they need to readily “shift gears” as business conditions change.
- 28% Leaders of Trivision adopt new priorities as needs change.

% Satisfied Area

- 68% Benefits
- 22% Performance management process
- 45% Selection process
- 38% Quality of new hires
- 59% New employee orientation program
- 21% Amount and quality of training/development opportunities
- 32% Promotion process
- 24% Quality and frequency of communication on business direction, priorities, and results
- 44% Communication vehicles (Town Talks, Corporate Insights, newsletter)
- 65% Availability of information concerning Trivision policies/practices
- 75% Effectiveness and availability of resources and equipment (phones, faxes, copiers, computers, etc.)
- 40% Fairness of compensation related to job responsibilities
- 65% Physical work environment

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**Association of Enhanced
Communication Technologies**

Snapshot

CompuCom

The PC hardware industry has begun to play real favorites with Denver-based CompuCom Computers. CompuCom makes desktop PCs, notebooks, and network servers, nearly 60 percent of which it sells to businesses, especially large corporations. In some cases it markets compatible peripherals and software from other manufacturers. CompuCom, which is moving toward the top ranking among PC makers, continues to broaden its service and support offerings as it rises through the ranks of the world's largest computer companies.

By using the industry-standard Dorion platform (Macrocon Doorways operating system and Orion microprocessor), CompuCom has grown by leaps and bounds and garnered the envy of many computer manufacturers. CompuCom's built-to-order systems mean lower inventories, which translate to lower costs and higher margins. Lower inventories also allow the company to offer the latest technologies.

Their proven approach has shot CompuCom up in the S&P 500 rankings and made it one of the most highly valued stocks on the market. Not to be limited to PC sales, CompuCom is leveraging its success by branching into new ventures, such as computer robotics, microelectronics, and 3-D imaging.

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