

# Industry Era

## 10<sup>BEST</sup> INSPIRING CEOs OF 2020

**Jack Chen**  
Chairman & CEO  
PLANET Technology

## Innovating Network Transmission Products

Before founding PLANET Technology Corporation in Taiwan in 1993, Jack Chen, Chairman and CEO was the R&D Manager and Director of International Marketing at Wang Laboratories, one of the world's leading computer companies in the 1970s and 1980s, for 11 years. At that time, Jack had accumulated immense experience in ICT product innovation and international branding management. Thus, it inspired Jack to build his own company exporting its products to the global ICT market under its own brand name "PLANET". Jack knew very well about how a company like PLANET could make its biggest positive influence to the society by creating its brand value through his experience while at Wang Laboratories. With the mission of being the best provider of network transmission products for customers in mind, Jack built a reputable brand facilitating a company to further boost its products and services in the global market. At the same time, the company is committed to strategically meeting customers' demands so as to make its brand competitive in the world market. Today, the company has distribution channels in more than 140 countries, making "PLANET" one of the leading brands of network and communications products in the world.

PLANET is a technology-driven company focusing on developing network transmission products. For the past 27 years, the company has been dedicated to providing a wide range of high-quality network products and solutions to satisfy the growing demands of network infrastructures for enterprises, MANs, IoT, IIoT, and any smart network applications. "From our distribution channels worldwide, we are aware of what kind of network product the market needs at first hand," says Jack. "On the other hand, by strategically cooperating with varied key component suppliers, we are able to successfully accomplish a product development in a short time. Therefore, we always develop the right products for our customers and stay ahead of the market, when compared with other competitors."

PLANET offers the customers its network products that are priced competitively but perform unmatched. By putting the 3R strategy into practice, they deliver the Right products at the Right time to the market at the Right price. PLANET meets every customer satisfaction when it comes to both business and technological requirements. In this respect, the 3R strategy is the key to success for PLANET, reflecting PLANET's corporate culture which is to be growth-oriented and forward-looking.

During the near three decades, PLANET has earned good brand awareness and recognized as one of the leading brands in the global ICT market by dedicating its operations to the innovation of network transmission products. The "PLANET" brand awareness was primarily boosted in Europe, followed by the Americas, Asia, the Middle East and Africa. PLANET has now established distribution channels in more than 140 countries across 5 continents. Under a long-term partnership regulation, these overseas partners and distributors have brought PLANET closer to customers, ensuring global branding but with a local touch, and creating mutual business opportunities and benefits. Furthermore, CSR is integrated as part of the core business strategy of PLANET. Utilizing a strategic long-term approach to implementing CSR and inspired by the UN SDGs published in 2015, PLANET has strived to achieve sustainable development and kept aligning its values and behavior with the expectations and needs of employees, shareholders, customers, suppliers, communities, regulators, special interest groups and society as a whole.

According to Jack, as IoT and IIoT have been trending in recent years, more and more smart devices are connected to make way for remote users. PLANET has developed a network management solution that is easy for users to centrally control different kinds of network devices, including Ethernet switches, PoE equipment, wireless APs, VoIP devices, IP surveillance devices, industrial networking equipment, IoT products and so on, thus promoting the efficiency of network management. **IE**

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