

Advantech Elite Internship Program

Advantech Co., Ltd.
2017-03-21

Advantech

at a Glance

Advantech defines its brand mission as
“Enabling an Intelligent Planet”,
to empower innovative technologies and solutions.

- **Headquarters**

Taipei, Taiwan (1983)
About 8,000 pp.

- **Revenue**

USD \$1,293M (2016)

- **Service Field**

Industry 4.0, Industrial IoT
Smart City (Medical · Retail · Logistics)
Industrial Equipment Manufacturer

- **Market Position**

No. 1 (29%) **in Industrial PCs**

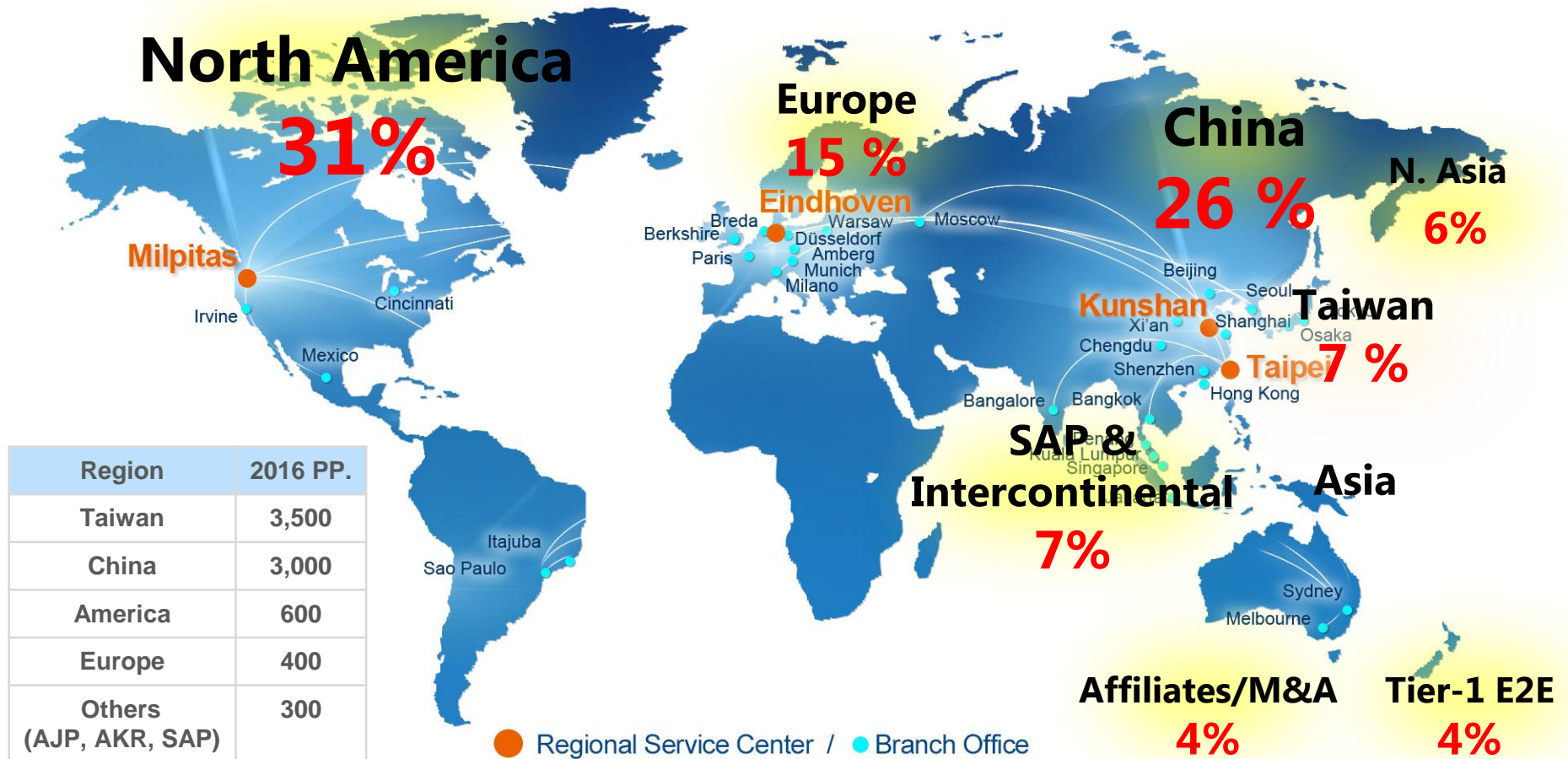


Enabling an Intelligent Planet

ADVANTECH

Worldwide Presence

- 2 Manufacturing Sites
- 4 Logistics Center
- 15 Repair Centers
- 23 Countries



Enabling an Intelligent Planet



Advantech Elite Internship Program

was launched in 2013.

This program is designed to bring young people's **innovations** to our business by offering a broad range of internships each year in, Marketing, IT/MIS, SW Programming, HR, and more.

If you are a talented individual who demonstrates **passion, innovation, teamwork,** and **self-motivation** qualities, we welcome YOU to join us!



Internship

UX & Website Promoter

Tasks

Create a highly-engaging and effective landing page by conducting SEO, UX optimization, multi-channel promotions.

Goals

1. # of registrants, site traffic growth
2. AdWords campaign performance
(# of conversions & CTR %)





UX & Website Promoter

- 50%** Create & optimize webpage & ad content.
- 30%** Optimize SEM campaign performance.
- 10%** Perform SEO check for marketing collateral.
- 10%** Conclude actionable tasks based on UX insights.

Collaboration

- Intern** Achieves goals with innovation.
- Regional MKT** Coach daily job, market insights.
- HQ MKT** Coach product and digital know-how.
- IT & Designer** UX insights & implementation.



Internship

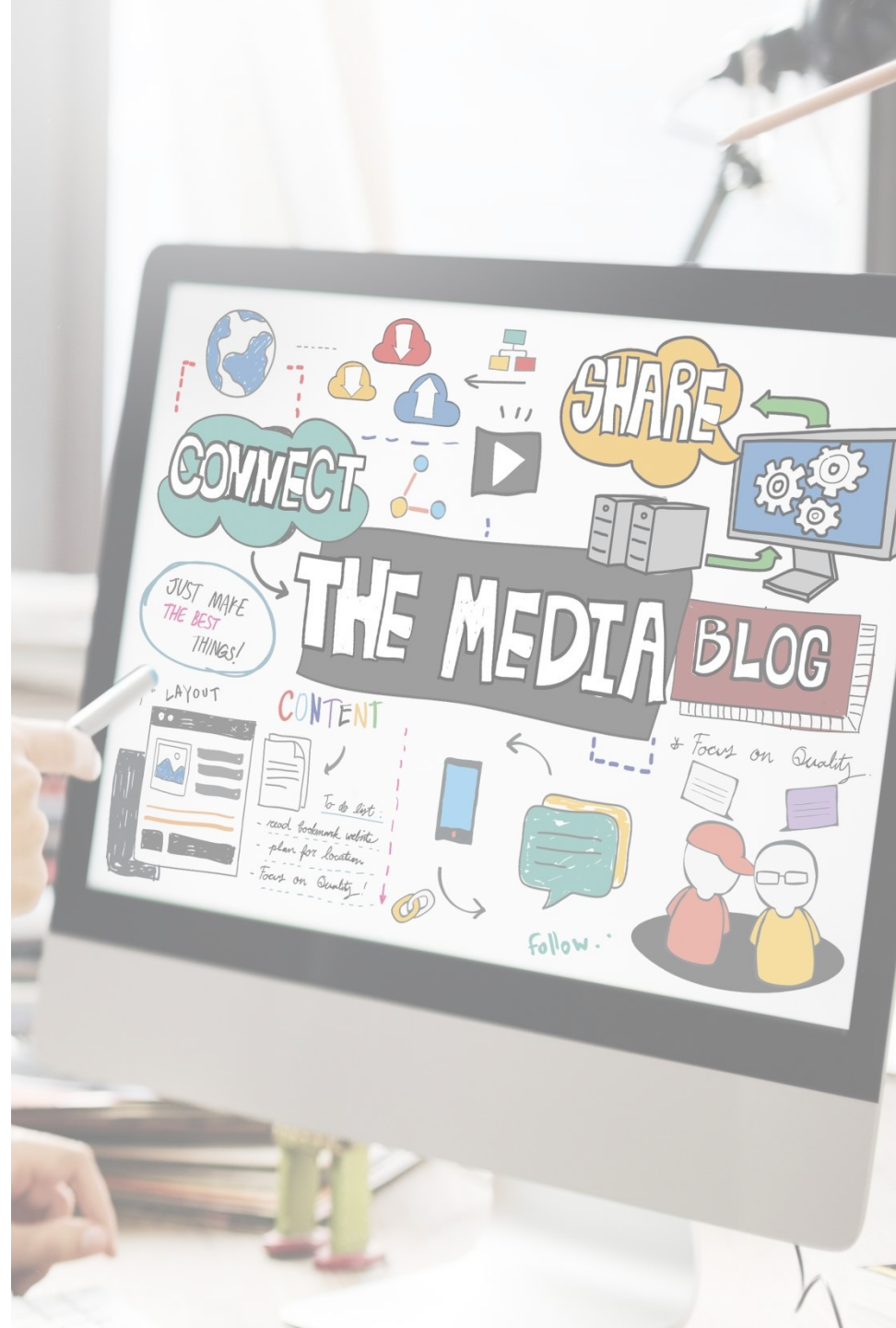
Content Promoter

Tasks

Create buzz among Target Audience (TA) by creatively maximizing content exposed channels, formats, frequency.

Goals

1. # of registrants, site traffic growth
2. Engagement (shares, likes etc.)
3. Posts*20 (media*6, social*14)





Content Promoter

- 50%** Brainstorm & create media blast creatives.
- 30%** Optimize social media campaign performance.
- 10%** Contact media for content exposure.
- 10%** Execute campaigns timely across media.

Collaboration

- Intern** Achieves goals with innovation.
- Regional MKT** Coach daily job, market insights.
- HQ MKT** Coach product and digital know-how.
- Media** Promote content to boost exposure.



P rocess

APPLICATION

Submit your application and finish online test by regional deadline.



INTERVIEW

Regional HR contacts suitable candidates for company interview.



WARM-UP

Work with mentors on a 3-week warm-up to prepare you.



INTERNSHIP

Achieve goals with local/HQ marketers for a fruitful internship.



O nline test

Check Landing Page

- ✓ Based on your skillsets, take a health check on the Advantech landing page.
- ✓ Provide 3-5 suggestions, including SEO and UX.

Breaking IoT Bottleneck with “Edge Intelligence Server”

First IoT Edge-to-Cloud Solution Designed for system integrators, software developers, and industrial equipment manufacturer to speed up IoT implementation.



Bottleneck: Lack of R&D resources, data gathering difficulty due to diverse sensor interface and protocols

✓ **Solution:** Simplified deployment with pre-integrated solution containing Edge Computer/WISE-PaaS software/ Development tools

Bottleneck: Long development lead time

✓ **Solution:** Implement WISE-PaaS software features to enable IoT connectivity, data manageability and analytics in various applications

Bottleneck: Don't know how to start cloud applications

✓ **Solution:** Pre-configured Azure service simplifies implementation for various applications

Take Our 60 Second Quiz to Discover if Edge Intelligence Server Is Right for Your Company

Take this short quiz to get instant feedback on your company's capability to connect from the edge to cloud. Submit to get your score and score report.

Your Score is:

Analytics Score ?/10	Connectivity Score ?/10	Edge Score ?/10
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Take The Quiz Now

What Are The Exclusive Features of Edge Intelligence Servers?

Free access to WISE-PaaS platform & 6+ software modules

Remote Monitoring and Management

Interactive Multimedia Management

Smart SCADA Management

Online test

Watch the TED Talk !

- ✓ Watch the assigned TED talk video and list out 3 key findings from the video.
- ✓ To promote this video to the right TA, list 3-5 keywords.



Kate Adams:

4 larger-than-life lessons from soap operas

TED@UPS · 12:27 · Filmed Sep 2016

 20 subtitle languages 

 View interactive transcript



List



Download



Rate



Link



Share

Online test

Read the Trends !

- ✓ List the most valuable digital insight you have got from the article.
- ✓ Show the 3 actions you will take for next year, and describe your reasons.

PREDICTION ONE:

Businesses will hire people with content marketing skill sets.

Business
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market

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become
content
talent a

PREDICTION TWO:

Marketers will include upper-funnel metrics to measure con

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LinkedIn

PREDICTION THREE:

B2B marketers will invest in multi-touch attribution models.

Marketers already know that they need sophisticated attribution instead of relying on site traffic and search rankings. Frighteningly, many brands do not have any attribution tracking.

56%
of SEA marketers **do not use**
any attribution models

For marketers using attribution today, first-click is by far the most popular (47%). First-click attribution poses challenges that are unique for B2B brands, who often have a long and complicated buyer's journey. For B2B, investment in custom or multi-touch attribution models would more accurately weight marketing effectiveness and inform campaign optimisation.

LinkedIn Sales & Marketing | 2017 Digital & Content Marketing Predictions for Southeast Asia | 8



Top Three Reasons Preventing Adoption of Attribution Tracking by Asia Pacific Companies



Source: "State of Marketing in Southeast Asia Pacific," Econsultancy in association with LinkedIn, Sept 2017

APPLICATION DATES

Country	City	Intern	Application Until	Internship
Taiwan	Taipei	4	5/28	7/3-8/31
	Shanghai	4	5/28	7/3-8/31
China	Kunshan	2	5/28	7/3-8/31
	Beijing	4	5/28	7/3-8/31
S. Korea	Seoul	2	5/28	7/3-8/31
Japan	Tokyo	2	6/25	8/1-9/15
Europe	Munich	2	6/25	8/1-11/30
	Eindhoven	2	6/25	8/1-11/30
US	Milpitas	4	5/28	7/3-8/31
	Cincinnati	2	4/23	5/8-8/18

(The warm-up tasks will start 3 weeks before the internship.)



APPENDIX. UX & WEBSITE PROMOTER

TASK	GOAL	Warm-Up				Month 1				Month 2				
		w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	
Warm-up 1: Landing Page SEO Proposal			■											
Warm-up 2: Social Media Posts				■										
Warm-up 3: Topic Media Plan					■									
Orientation & Training														
Landing Page Optimization (Topic Landing Page)	<ul style="list-style-type: none"> Registrants # Site Traffic Increase Rate 						Localize	Adjust SEO	Increase Traffic	Update	Increase Traffic	Check		
User Behavior Analysis (Corp. Site & eStore)	<ul style="list-style-type: none"> # of Feedback Collected 						Polls creation		Publish	Polls creation		Publish		
SEM / GDN Ads	<ul style="list-style-type: none"> Conversion # CTR % 						Keywords & ads research		Post	Check	Keywords & ads research		Post	Check
Performance Presentation1	Task KPI hit rate													
Performance Presentation2	Task KPI hit rate													

Drive leads by connecting all marketing channels

APPENDIX. CONTENT PROMOTER

TASK	GOAL	Warm-Up				Month 1				Month 2			
		w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4
Warm-up 1: Landing Page SEO Proposal			■										
Warm-up 2: Social Media Posts				■									
Warm-up 3: Topic Media Plan					■								
Orientation & Training													
News Clips Sending (Topic eNews)	<ul style="list-style-type: none"> • 8+ eNews • Registrants # 					Collect	Post	Check	Collect	Post	Check		
Media Message Blast (Local Industry Media)	<ul style="list-style-type: none"> • 3+ Media • 6+ Posts • Visitors # 					Survey	Collect	Post Content				Check	
Community Message Blast (FB, LinkedIn, Forum)	<ul style="list-style-type: none"> • 14+ Posts • Registrants # • Shares # 					Collect	Post	Check	Collect	Post	Check		
Performance Presentation1	Task KPI hit rate												
Performance Presentation2	Task KPI hit rate												

Drive leads by connecting all marketing channels

APPENDIX. WARM-UP EXERCISE

WEEK1: LANDING PAGE SEO PROPOSAL

Study SEO techniques and best practices, propose KPIs to improve & AB test actions.

WEEK2: SOCIAL MEDIA POSTS*3

Decide 3 social media post ideas, create 1 post for each social media with images.

WEEK3: TOPIC MEDIA PLAN

Propose topic online media plan to drive traffic to the landing page.



APPENDIX. FEEDBACK LOOP

WEEKLY CHECK

Intern's performance & KPI delivery.
Action plan of the upcoming week.

WEEKLY REVIEW SESSIONS

8:30AM (UTC+8): USA

2PM (UTC+8): China, Taiwan

3PM (UTC+8): Europe, Japan, Korea

(Review Panel: Local Mentor, HQ)

BI-WEEKLY READING MATERIALS

HQ provides reading materials to
interns as additional reference.

