

## In the Age of the Internet of Things (IoT), SIMCom Has a Brilliant Future

# 物联网时代 芯讯通大有可为

—— Interview with Ms. Wendy Wang, CEO of SIMCom Wireless Solutions Co., Ltd.

—— 访芯讯通无线科技（上海）有限公司 CEO 王钟香女士

□记者 李莉



日海智能科技股份有限公司董事长刘平先生  
Liu Ping, Chairman  
of Sunsea AIoT Technology Co., Ltd.

日海智能科技股份有限公司（简称：日海智能，证券代码：002313）成立于2003年，是一家在深交所上市的国家高新技术企业。日海智能提供包括终端、云平台、多行业解决方案在内的物联网端到端产品和服务，以及通信网络基础设施、设备和通信服务。2017年12月，日海智能收购全球出货量第一的模组企业芯讯通，成为全球物联网模组龙头企业。

“AI+IoT会是日海智能未来发展战略上的重要部署，日海将成为全球领先的人工智能物联网企业，人工智能将会成为所有物联网生态的必由之路。未来的物联网不再是简单物物相连，在边缘设备上植入‘大脑’，让终端设备‘活’起来，成为物联生态链中重要的一环。”

——日海智能科技股份有限公司董事长刘平先生

Established in 2003, Sunsea AIoT Technology Co., Ltd. (hereinafter referred to as: Sunsea AIoT, stock code: 002313) is a national high-tech enterprise listed on the Shenzhen Stock Exchange, which provides IoT products and services, including terminals, cloud platforms, multi-industry solutions, as well as communication network infrastructure, equipment and communication services. In December 2017, Sunsea AIoT acquired the world's largest module company, SIMCom, becoming the global leader in IoT modules.

"AI+IoT will be an important deployment strategy for the future development of Sunsea AIoT. Sunsea will become the world's leading enterprise in IoT of artificial intelligence that will become the only way for all IoT ecosystems. In the future, IoT is no longer a simple object connection, which will implant a 'brain' on the edge device to make the terminal device 'live' and become an important part of the IoT ecological chain."

——Liu Ping, Chairman of Sunsea AIoT Technology Co., Ltd.



芯讯通无线科技（上海）有限公司 CEO 王钟香女士  
Ms. Wendy Wang, CEO of SIMCom Wireless  
Solutions Co., Ltd.

2018年，中国改革开放40年。40年来，中国经济取得了长足发展，随之而来的科技进步正以日新月异的速度改变着我们的生活方式。如今中国也跟随世界发展的脚步进入了一个电子信息时代。与此同时，作为电子信息时代的最新科技成果——移动互联网、物联网正在创造新一轮的投资热点和造富神话。

作为无线通信模块出货量连续2015年、2016年、2017年三年蝉联全球第一位的芯讯通无线科技（上海）有限公司就是在大数据时代脱颖而出的佼佼者。芯讯通无线科技（上海）有限公司（SIMCom Wireless Solutions Co., Ltd.）是全球领先的M2M模块及解决方案供应商。芯讯通自2002年成立以来，一直致力于提供GSM/GPRS/EDGE, WCDMA/HSPA/HSPA+, CDMA 1xRTT/EV-DO, FDD/TDD-LTE, eMTC(CAT-M1), NB-IoT无线蜂窝通信以及GPS/GLONASS/BEIDOU卫星定位等多种技术平台的模块或终端级解决方案。

芯讯通无线科技（上海）有限公司 CEO 王钟香女士在改革开放40周年之际接受了本刊记者的专访。王钟香女士在无线通信模块领域拥有丰富的营销和运营管理经验。凭借着对国际国内行业的了解以及卓越的市场能力，王钟香女士在2002年芯讯通成立之初便加入了公司，一干便是16年。谈到近些年芯讯通的发展，王钟香女士娓娓道来：



集团管理层

“我们团队最早为西门子模组做分销业务，凭借着长期深入一线摸爬滚打，以及一股子对技术的执着，芯讯通逐渐形成了自己对模组行业的理解和一套有效打法。当时的模组市场被国外大厂牢牢把控，价格高不说，客户痛点还无法得到及时彻底解决。在这样的背景下，我们不得不自己来做满足中国物联网行业需求的产品。2002年，我们推出第一款自研模组产品，成为首家进入模组行业的中国公司。自创立之初，公司就本着客户第一的精神，不断实现技术突破，积极响应市场需求。在保证国际品质的前提下，凭借明显的价格优势，很快成为模组界的一颗耀眼新星，客户订单纷至沓来。2005年，我们实现全国市场占有率第一，并开始开拓海外市场。2007年我们在俄罗斯和印度同时做到了市场第一名。这一成绩极大鼓舞了团队，公司开始充满信心的向发达国家高端市场发起进攻。唯有高品质产品才能立足高端市场，为此我们选择与美国高通公司深入合



作，并顺利通过了AT&T、Verizon、KDDI、Vodafone等世界一流运营商的严苛入网测试。产品质量突飞猛进，最终突破了美国、日本和西欧等市场，2015年到2017年我们的出货量三度蝉联排名全球第一。现在回头看，我们赶上了改革开发的时机，进入国际和国内市场的节奏对，跟着国家政策走，我们每一个点都踩对了。”

在王钟香女士的带领下，芯讯通发展得风生水起。今天的芯讯通，已经掌握了基于无线通信芯片的模组产品开发能力及核心技术，具备了为模组应用行业客户提供定制化服务的能力，旗下产品取得了CE、FCC、GCF、PTCRB等100余项国际、国内认证，无线模

组出货量居于全球第一。在主要应用领域如车联网、车队管理、能



芯讯通展厅

源管理、移动支付，共享单车管理、工业制造、智能家居、医疗健康、物品追踪器、个人追踪器、智慧农业等都有着极高的市场占有率。

王钟香女士从芯讯通成立的那一天起便将其视为自己长期的事业，如何让芯讯通发展壮大，如何更上一层楼是王钟香女士一直重点考虑之事。在互联网、物联网时代到来之时，摆在领导人面前的是如何带领团队走上符合未来发展的成功之路。

王钟香女士说：“芯讯通过去16年已经成为模组硬件制造的翘楚，未来公司战略是打造全球第一的物联网企业，为此我们也在积极寻求强大的合作伙伴。2017年底，我们顺利登上了日海智能这艘物联网航母，日海智能作为国内A股上市的明星企业，为芯讯通提供了雄厚的资金和资源。在更大的平台上，深入垂直市场，定义优势产品，积极推出云

模组等针对客户痛点的领先解决方案。可以说，公司正在实现全面的战略转型升级。”

2018年2月26日，芯讯通99.99%股权过户至日海通讯，日海通讯也宣布，正是看中了芯讯通主营业务的M2M无线通信模组的研发、销售能力，看中了芯讯通2G、3G、4G通信模组产品及GNSS定位模组产品，芯讯通的无线通信模块产品将为物联网时代的车联网、车队管理、能源管理、移动支付、智能制造，还有新兴应用领域包括共享单车管理、智能家居、医疗健康、智慧农业等提供有效保证。正如王钟香女士所言，她和芯讯通已经做好了未来的市场布局，为未来公司发展打下了坚实基础。

向管理要效益，一流的效益来自于一流的管理。如何培养团队，如何建立自己的企业文化，如何保证人才培养和人才稳定，这些管理上的细节也是王钟香女士重点考虑的事情。谈到人才管理时，王钟香女士说：“作为女性领导，要有智商也要有情商。我最早是做技术出身，可以说带过兵打过仗，这



公司高管

员工迸发活力的源动力，用一颗真诚之心将员工的心紧紧粘合在一起。

风风雨雨十六载，可谓硕果累累，成就非凡。采访中，记者所感受到的是没有任何懈怠之心，而是对未来事业充满着无限激情，在谈到未来发展计划时，王钟香女士为我们徐徐打开了她心中的宏伟蓝图：“2017年我们营业额是15个亿人民币，2018年要做22个亿，明年是35个亿，后年是50个亿。2018年是物联网元年，称它为元年，是因为今年物联网呈现大爆发式增长，2018年到2020年一定会突飞猛进。从20亿到35亿再到50亿，这个市场足够大，产品也足够多，我相信未来可期。”

有胆有识、有追求，有智慧、有柔情、有思想，我们相信，在王钟香女士这样一位企业家的带领下，芯讯通一定会抒写出中国企业更辉煌的传奇。



智慧交通



车联网

些经历会让大家觉得更有感染力。这十多年来，我们面临过低谷、危机，很多同事都是在一个战壕里挺过来的，这些都是公司的核心人才。现在我们核心管理层35%以上都是工作10年以上的，行业里的优秀人才都不断加入我们的团队。管理企业要学会不要事事参与，信任很重要。我的团队更像我的家人，这16年来，我也有过要放弃的时候，但一想到这些和我‘打过仗，共进退’的同事，我就会打消这样的念头。我站在这里就能给他们希望。这也是我的一份责任。”

中国唐代大诗人白居易在《与元九书》一文中说过：“感人心者，莫先乎情，莫始乎言，莫切乎声，莫深乎义。”意思是说：能够感化人心的事物，没有比情先的，没有比言早的，没有比声近的，没有比义深的。正是王钟香女士这样的企业家有情有义的管理成为了

The year of 2018 is the 40<sup>th</sup> anniversary of China's reform and opening up. Over the 40 years, Chinese economy has witnessed significant growth while the progress of sciences and technology is changing our lifestyle at a dramatic speed. Nowadays, China has, following the pace of the world development, stepped into the era of electronic information. At the same time, as the latest technological achievements in the era of electronic information, mobile Internet and IoT are creating a new round of investment hotspots and wealth-making myths.

SIMCom Wireless Solutions Co., Ltd., as the wireless communication module shipments ranked first in the world in 2015, 2016 and 2017, is the leader in the big data era. SIMCom Wireless Solutions Co., Ltd. is the world's leading provider of M2M module and its solutions. Since its establishment in 2002, SIMCom has been providing modules



无人零售

or terminal level solutions for a variety of technology platforms, e.g. GSM/GPRS/EDGE, WCDMA/HSPA/HSPA+, CDMA 1xRTT/EV-DO, FDD/TDD-LTE, eMTC (CAT-M1), NB-IoT wireless cellular communications and GPS/GLONASS/BEIDOU satellite positioning, etc.

Ms. Wendy Wang, CEO of SIMCom Wireless Solutions Co., Ltd. accepted an interview with the journalist on the occasion of the 40th anniversary of China's reform and opening up. Ms. Wendy Wang has extensive marketing and operation management experience in the field of wireless communication modules. With an understanding of the



芯讯通无线科技(上海)有限公司 CEO 王钟香女士  
Ms. Wendy Wang, CEO of SIMCom Wireless Solutions Co., Ltd.

international and domestic industries and excellent market capabilities, Ms. Wendy Wang has joined the company since its establishment in 2002, and has been working there for 16 years. When talking about the development of SIMCom in recent years, Ms. Wendy Wang said: "Our team was the first to serve distribution business for Siemens modules. With long-term in-depth training,

and a strong perseverance to technology, SIMCom formed its own understanding and a set of operations for the module industry. At that time, the module market was firmly controlled by foreign tycoon. Not only the price was high, but also the pain points of customers cannot be solved in time. In this context, we have to do our own products to meet the needs of the Chinese IoT industry. In 2002, we switched from agent to design and manufacture by ourselves, becoming the first Chinese startup to enter the module industry. Since its inception, the company has continued to achieve technological breakthroughs in the spirit of customer first. Under the premise of ensuring international quality, it soon became a dazzling new star in the module industry with the obvious price advantage, and customer orders came to the fore. In 2005, we achieved the first market share in the country and began to explore the



POS



智慧水务

overseas market. In 2007, we achieved the first place both in the markets of Russia and India. These achievements greatly encouraged our team, so that the company began to attack the developed markets with confidence. Only high-quality products can be based on the high-end market. For this reason, we have chosen to cooperate with Qualcomm in the United States and passed the rigorous network testing of world-class operators such as AT&T, Verizon, KDDI and Vodafone. We have improved the quality of the products by leaps and bounds, and finally entered the markets of the United States, Japan, and Western Europe. From 2015 to 2017, our shipments ranked first in the world. Looking back now, we caught up with the timing of reform and opening up, kept up with the rhythm of entering the international and domestic markets, and followed the national policy, each of which has been stepped by us. "

Under the leadership of CEO Wendy Wang, SIMCom has developed rapidly. Today, SIMCom has mastered the module product development capability and its core technology based on wireless communication chips, and has the ability to provide customized services for customers in the module



智慧医疗按摩椅

application industry. All of its products have achieved more than 100 international and domestic certifications such as CE, FCC, GCF, and PTCRB, etc., and wireless module shipments ranked first in the world. SIMCom has a very high market share in the main application areas such as car networking, fleet management, energy management, mobile payment, shared bicycle management, industrial manufacturing, smart home, medical health, item tracker, personal tracker, and smart agriculture, etc.

Ms. Wendy Wang has regarded SIMCom as her long-term career since its establishment. How to make SIMCom develop and grow, and how to take it to a higher level are what Ms.



智慧农业

Wendy Wang has always been considering. In the Internet and IoT era, what the leaders faced is how to lead the team to the path of success in line with future development.

Ms. Wendy Wang said: "SIMCom has become the leader in module hardware manufacturing over the past 16 years. In the future, the company's strategy is to build the global number one IoT enterprise. For this reason, we are also actively seeking strong partners. At the end of 2017, we successfully boarded the IoT aircraft carrier of Sunsea AIoT. As a star enterprise listed in the domestic A-share market, Sunsea AIoT provided abundant funds and resources for SIMCom. On this larger platform, SIMCom went deep into the vertical market, defined superior products, and actively launched leading solutions for customer pain points such as cloud modules. It can be said that the company is achieving a comprehensive strategic transformation and upgrading."

On February 26, 2018, 99.99% of the shares of SIMCom were transferred to Sunsea AIoT, and Sunsea AIoT also announced that what it valued is the development and

sales capability of M2M wireless communication modules of the main business of SIMCom, and its 2G, 3G and 4G communication module products and GNSS positioning module products. Wireless communication module products of SIMCom will provide effective guarantees for car networking, fleet management, energy management, mobile payment, and intelligent manufacturing of IoT era, and emerging application areas including shared bicycle management, smart home, medical health, and smart agriculture, etc. As Wendy Wang said, she and SIMCom have already made a good market layout in the future, laying a solid foundation for the future development of the company.

Management must be effective, because first-class benefits come from first-class management. How to train the team, how to establish their own corporate culture, and how to ensure the cultivation of talents and the stability of talents, of which these management details are also the key considerations of Ms. Wendy Wang. When talking about talent management, Ms. Wendy Wang said: "As a female leader, you must have both Intelligence Quotient (IQ) and Emotional Quotient (EQ). I started to work in technology. I can say that I have fought in this industry. These experiences will make everyone feel more infectious. Over the past decade or so, we have faced downturns and



crises. Many of our colleagues have come together in the same trench, who are the core talents of the company. Now more than 35% of our core management team has been working for more than 10 years, and the outstanding talents in the industry are constantly joining our team. Managing companies must learn to not participate in everything but trust them, which is important. My team

is more like my family. I have had a time to give up in the past 16 years, but when I think of these colleagues who have been 'fighting and retreating' with me, I will dispel this thought. I can stand here to give them hope, which is also my responsibility."

Bai Juyi, great poet in the Tang Dynasty, said in his works Yu Yuan Jiu Shu that a heart is humanized by love and care deeply and effectively. It means to say that things



共享咖啡机

that can influence people's hearts are not better than love and care deeply and effectively. It is the entrepreneurial management of such an entrepreneur, just like Ms. Wendy Wang, who has become the source of vitality for employees, and has firmly adhered to the hearts of employees with a sincere heart.

Sixteen years of hard work can be described as fruitful and extraordinary. During the interview, what the journalist felt was a woman who has no slack in her heart, but is full of passion for her future career. When talking about the future development plan, Ms. Wendy Wang opened the grand blueprint for us in her hearts: "In 2017, our turnover was 1.5 billion yuan, reaching 2.2 billion in 2018, reaching 3.5 billion next year, and 5 billion in the following year. 2018 is the first year of IoT, which is called the first year because of the explosive growth of IoT this year, and it will definitely advance by 2018 to 2020. From 2 billion to 3.5 billion to 5 billion, this market is big enough and there are enough products. I believe the future can be expected."

With courage, pursuit, wisdom, tenderness and thought, we believe that under the leadership of an entrepreneur like Ms. Wendy Wang, SIMCom will definitely write a more brilliant legend of Chinese enterprises.

# 感恩有你，一路随“芯”

芯神香



公网对讲



智能安防



智能表计



智慧生活



医疗健康



智能支付



智能车载

