



## Case Study: Forsys Enables Sony Executives and Business Teams for Faster Decisions

# SONY

### Company Overview

Sony is a leading manufacturer of audio, video, communications, entertainment and information technology products for the consumer and professional markets.

Sony's e-Solutions portal is the direct sales interface for customer engagement through internet, contact centers and retail store channels.

### Business Opportunities and Drivers

Sony gathered operational data from a large number of disparate data sources spanning: budgets, campaign management, website ([www.sonystyle.com](http://www.sonystyle.com)), phone switches, service centers, Oracle ERP and retail Point-Of-Sales ([sonystore](http://sonystore.com)).

Since different business groups independently aggregated data and generated reports using various methodologies, existing information was inconsistent, frequently inaccurate and costly to maintain. Management and business groups had neither the necessary tools nor confidence in the data to leverage it for critical day-to-day decisions.

### How Forsys Helped

Forsys implemented a world-class business

intelligence solution with twelve key transactional data sources spanning demand generation, budgets, order management, web click stream, promotions, phone switches, campaign management, products, discounts/coupons, returns and warranties, point-of-sale, and service centers.

To enable executives and business teams, Forsys implemented management dashboards with key metrics to monitor daily business performance.

A cutting-edge ETL process ensured the data was always up to date.

### Benefits

With faster access to the latest data, and constant KPI visibility, executives and business teams gained greater agility in implementing market strategy.

Greater access to clear data also enabled better tracking of campaign effectiveness across multiple channels. Click stream analysis showed visit-to-buy ratio, abandonment, customer segment, among other stats.

In the period following the implementation, Sony saw a 5% increase in overall sales and a 10% decrease in return rate for Inside Sales channel.