

Sony DADC



Sony DADC:

Industry: Media and Entertainment

Headquarters: Tokyo, Japan

Distribution centers:

North America

Europe

Softeon Products:

- Warehouse Management System
- Distributed Order Management
- Billing Management
- Reverse Logistics
- Demand Planning
- Digital Supply Chain
- Order Management System
- Freight Audit & Pay
- Claims

“Softeon solutions contributed to the transformation of our supply chain by helping us to deliver flexible and cost effective services while meeting dynamically changing customer requirements. Working with Softeon Enterprise applications, we have achieved superior results and return on investment (ROI).”

John Postik
Senior VP/Global CIO
Sony DADC Americas

Supply Chain Transformation

Overview

As a subsidiary of Sony Corporation, Sony DADC is a leading disc and digital solution provider for the entertainment, education and information industries, offering world class optical media replication services, digital and physical supply chain solutions and software services. Their network includes service offices, optical media production, distribution and digital facilities in 19 countries worldwide.

Business Challenge

Sony DADC had a mission to differentiate and gain a competitive advantage in the Entertainment supply chain, both physical and digital. Beginning with superior supply chain operations for their own products, Sony DADC set a path to transform their company into a contract logistics provider for other companies and also offer supply chain services a la carte.

To achieve their objectives, Sony DADC required the ability to react to dynamic business environments. The team aimed to onboard new clients in the shortest time possible (90 days or less depending on complexity). They set a goal to optimize the use of distribution and manufacturing network nodes to achieve exceptional customer service. They wanted to achieve all of this with the support of their current application framework with no major capital investments and less disruption.

Softeon Solution

Sony DADC selected the Softeon supply chain platform to minimize integration and enable them to grow. They started with the Billing solution to capture revenue that was being lost. Next, they implemented Distributed Order Management (DOM) to optimize new revenue from faster onboarding by enabling rapid integration of heterogeneous systems. Finally, the Warehouse Management System (WMS) replaced their existing system providing additional functionality including reverse logistics. With a complete execution system in place, Sony DADC added the Planning solution to better anticipate demand.

Results

Today, Sony DADC manages its internal and external supply chains and provides supply chain solutions services in manufacturing, distribution and transportation to internal and external content owners, including consumer product goods companies, as customers.

- Implemented best-in-class distribution and transportation supply chain
- Decreased time for onboarding new customers from 270 to 90 days or less
- Improved order fulfillment by 99.4%
- Increased customer service satisfaction by 99.6%
- Gained better visibility and transparency throughout the supply chain
- Implemented systems with minimum disruptions
- Achieved IT framework flexibility and reduced footprint based on reusable components.