

Sterling Commerce helps link business processes across supply chain



Sony Supply Chain Solution, Inc.

Location

Kanagawa-ken, Japan

Industry

Business operations and services

Business challenge

Sony Supply Chain Solution Inc. needed to link various business processes among multiple companies and develop flexible process changes to enable them to promptly respond to market needs

Solution

Sterling Integrator®

Benefits

- Flexibility, rapid deployment
- Extensibility with speed
- Simplified mapping
- Intuitive interface
- Reduced operations burden

Customer background

Sony Supply Chain Solution, Inc. is an in-house logistics organization that develops and provides innovative business services for its parent company, Sony Group, a world leader in consumer electronics and entertainment. With responsibility to provide many business processes including procurement and forwarding, order taking, inventory control, job support, and international logistics, Sony Supply Chain Solution, Inc. must keep pace with production innovation in a wide variety of manufacturing fields.

Business challenge

Sony Supply Chain Solution, Inc. procures more than 30,000 different parts from nearly 800 affiliated parts suppliers to support manufacturing at more than 50 plants worldwide. The company ships finished products to dealers, distributors, and consumers in more than 200 countries and territories. Supporting a global

operation of such vast scale, Sony Supply Chain Solution, Inc. requires total efficiency in its information technology systems and networks as well as continuous improvement in logistics quality.

In order to stay competitive, Sony Supply Chain Solution, Inc. constantly pursues technical innovations in electronic logistics and supply chain management. One of the company's leading technology and business process initiatives is an industry standard software solution developed internally for systematically rating air cargo and customs clearing companies. The company needed to improve the application by quickly integrating it with disparate systems.

"Our application is a good tool, but its data handling and modeling capabilities were not sufficient to cope with rapid changes in business and technology," said Keiichi Yumita, General Manager, Systems

"We really like Sterling Integrator because it's built to integrate EAI and B2B as one package. We did not want a solution that combines multiple application packages and calls it an integrated solution."

Keiichi Yumita
General Manager, Systems Strategy,
Sony Supply Chain Solution, Inc.

Strategy, Sony Supply Chain Solution, Inc. He continues, "We needed a solution to integrate and better manage the EAI portion of the application."

Solution

Management of the air cargo and customs clearing rating software was complicated by an underlying system that struggled to integrate several applications, according to Yumita. The company selected Sterling Integrator to handle its integration needs because of its ability to seamlessly link both internal and external partners quickly, without having to scrap existing systems or protocols.

Sterling Integrator powers real-time processing with state-of-the-art technology while remaining compatible with Sony Supply Chain Solution, Inc.'s current systems and batch processing. Yumita said, "Sterling Integrator also creates seamless operations by modeling and automating the business process, and by building in processes that require human intervention, such as approvals and exception handling."

Sony Supply Chain Solution, Inc. successfully linked multiple internal applications including EDI, SAP R/3 and Internet transactions using the Sterling Integrator platform. According to Yumita, "The application improves visualization

of information and provides an adaptive supply chain that allows us to quickly respond to market changes by automating business processes and logistics information."

Sterling Integrator also enables Sony Supply Chain Solution, Inc. to link various business processes within and among Sony Group companies, and to develop process changes that give system operations the ability to quickly respond to client needs.

Key benefits

Flexibility and rapid deployment – systems operations can create a universal platform based on Sterling Integrator for the entire Sony Group within a reasonable time frame.

Extensibility with speed – adapters enable a high level of extensibility through dynamic routing in many formats including EDIFACT, XML, ANSI, IDOC and flat files, improving the processing speed.

Simplified mapping – graphical mapping simplified the process of developing complex data maps.

Intuitive interface – makes control of business process status and setting up new environments an easy and intuitive process.

Reduced operations burden – integrated management covers all functions in one package from EAI to B2B.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network to accelerate revenues and reduce costs. Sterling Commerce provides more than 18,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate inside and outside their enterprise. More information can be found at www.sterlingcommerce.com.

Sterling Commerce
An AT&T Company

For all Sterling Commerce offices worldwide, visit www.sterlingcommerce.com

©2008–2010, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo are trademarks of Sterling Commerce, Inc. or its affiliated companies. All products referenced are the service marks, trademarks, or registered marks of their respective owners. Printed in U.S.A.
Neither this case study nor any portion thereof may be used or distributed with any other material without the express written consent of Sterling Commerce.
SC0249 06/10