QlikView

Sony Europe Increases Business Visibility with QlikView

"QlikView enhances user experience in terms of the visibility of business dynamics in a way I have never seen in any other product."

César Pérez, Head of Business Process Office, Sony Europe

Sony Europe, a leading Japanese manufacturer of electronic consumer products, is passionate about the potential of the transforming power of technology. Its area of activity is as broad as the creativity of its employees, whether in local work or working for the global community Sony Europe is highly committed to reducing its environmental impact and inspiring better sustainability initiatives.

Evaluation and selection of BI tool
As a company with a turnover in Spain of €1.166 billion in 2009, Sony was aware that it needed to find a quick, reliable solution with the capacity for covering multiple analysis scenarios.

The broad network of consultants and specialists, the simplicity of the initial deployment and its adaptability were sufficient reason for Sony Europe to choose QlikView.

César Pérez, Head of Business Process Office, Sony Europe, says: "QlikView enhances user experience in terms of the visibility of business dynamics, in a way I have never seen in any other product."

Deployment of QlikView for 'Scrooge' project
For its introduction, the company opted for a configuration of QlikView Desktop and Publisher to take advantage of the potential for analysis and data exploration offline. The initial data sources include SAP NetWeaver BW, Oracle, Microsoft Sharepoint, Microsoft Access and Excel spreadsheet software and the company's own planning files. QlikView has been extremely valuable in integrating the various sources of information in a single business intelligence (BI) environment.

Around 80 people use QlikView at Sony in Spain at both middle-management and board level. The focus for its use takes the form of short-term projects with a fast business solution.

"The 'Scrooge' finance project, which marked the start of our relations with SDG Consulting, was a 'before and after' experience in the company's understanding of BI", says Pérez. SDG

Solution Overview

Sony Europe
Sony Europe is a leading Japanese manufacturer of electronic consumer products, professional audio and video equipment, videogames, and information and communications technology.

Sector
Manufacturing

Industry
High Tech

Function
Executive, Marketing, Service & Support, Operations, Supply Chain, Finance

Geography
Spain

Challenges
•The need to adopt a fast reliable BI solution with capacity for covering a large number of scenarios and analytical processes.

Solution
The design and introduction of QlikView scorecards for internal departments as well as the creation of solutions for customer insight and Sony Style Store Shops.

Benefits
• Rapid development of solutions to assist with decision making
• Increase the degree of independence of each of the business areas.
• Integration of the various sources of information in a single analytical BI environment.
• Support with business processes based on local cases.

Data Source Systems
SAP NetWeaver BW
Oracle
Microsoft Sharepoint
Microsoft Access
Excel and company planning files

QlikTech Partner
SDG Consulting

SONY
make.believe
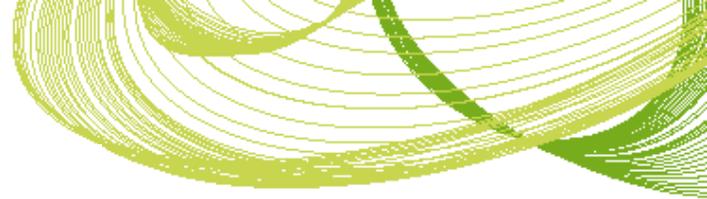
Consulting is the QlikTech partner, with responsibility for deploying QlikView within the company, contributing to the success of the solution by analysing information from different sources.

The improvement that QlikView has made in the multinational is self-evident if one considers the number of indicators that are measured using the BI solution. These include among others sales (sell-in, sell-out, invoicing), visits, number of references, innovations, online presence, average amount, rate conversion, budget variations, stock rotation and deviation, indices, market share, expenditure, discounts and margins.

Key performance indicators presented graphically

The deployment of QlikView has helped the various areas to create an organisational ethos around corporate key performance indicators, based on predefined reports in a graphic and dynamic way.

This technology makes it possible to deploy the solution in response to continuous changes in the environment for example change of suppliers, change of the way in which internal processes take place, change of policy at group level. It makes it easier to take decisions in the various parts of the organisation.

Pérez says: "The impact of QlikView has been far reaching. Its simplicity of use and the valuable contribution it has made to business processes have demonstrated QlikView to be a strategic asset in our operations."

The areas of the business that have benefited most are marketing, commercial, customer insight, management, finance, STIC, and Sony Style Stores. Using QlikView Sony has been able to deepen its knowledge of the customer over the internet and to make the development of resources management more visible over the course of time. It has also gained a greater understanding of the position its products occupy at the sales outlet and enhanced its anticipation of risks and threats in terms of stock management.

Sony Europe users have expressed the great satisfaction with the adoption and application of BI. They say they would have no hesitation in recommending QlikView and SDG Consulting to any company needing to improve its decision-making process in a straightforward and sensible manner.

"The impact of QlikView has been far reaching. Its simplicity of use and the valuable contribution it has made to business processes have demonstrated QlikView to be a strategic asset in our operations."

César Pérez, Head of Business Process Office, Sony Europe

www.qlikview.com