

Sony Case Study

"We have a highly responsive business and need to be in a position to quickly modify campaign details based on customer feedback. SimpliField is a user-friendly way to make us more agile and successful."

Laurent Bichard, Sales Development Manager @ 



ABOUT SONY I.E.

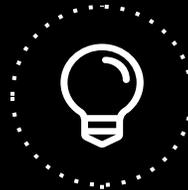
Sony Interactive Entertainment (SIE) has been a pioneer in the world of video games since the launch of its original PlayStation console in 1994. Now, through an assortment of acclaimed games, consoles, and accessories, SIE continues to be an industry leader in the research, development, production, and sales of hardware and software for PlayStation video game systems.

In France, SIE maintains a large roster of wholesale retailers to sell its PlayStation products through various points of sale: cross-specialist networks, hypermarket stores, and specialized outlets. Every day, a team of 13 regional field managers and an external salesforce travel to these retail locations across the country to connect with in-store teams and implement the brand's marketing, merchandising, and sales directives.



PROBLEM

How do we monitor the implementation of strategic product launches across a large network of retailers?



SOLUTION

Adopt a digital tool that maximizes store performance through real-time monitoring and data reporting.



RESULT

Global sales acceleration spurred by fast, data-driven decision-making.

PROBLEM

How do we monitor the implementation of strategic product launches across a large network of retailers?

Each Sony PlayStation retailer had its own operating processes — from supply chain flows to trade marketing strategies and animations — and oftentimes they differed dramatically from store to store. It was critical that SIE be able to adapt its operations in order to align strategic initiatives across the network while better meeting the needs of each individual retailer.



Aligning efforts across the geographically dispersed team was especially paramount during product launches for the PlayStation 4 blockbuster series *Uncharted*, which represented 10% of Sony's revenue. SIE **needed a digital tool that would allow HQ to rigorously monitor field team operations and ensure successful launches** while also being flexible enough to satisfy retailer constraints and maintain positive relationships with them.

Furthermore, SIE needed to be able to make decisions faster and pivot when needed. Gaming is a highly responsive business, and they needed to be able to modify campaign details, update merchandising assets, and communicate new promotional objectives should any campaign not meet its strategic benchmarks.

SOLUTION

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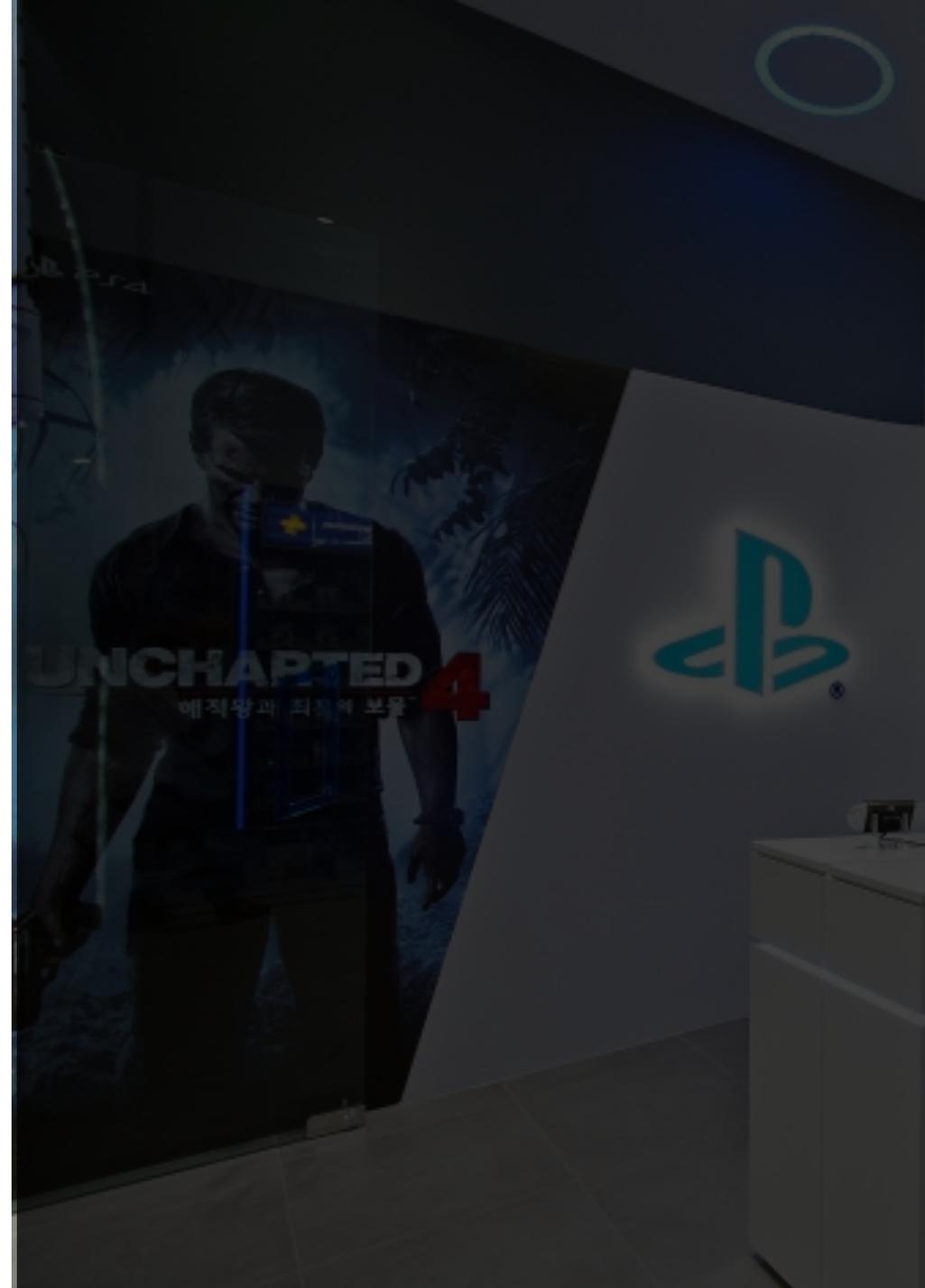
To optimally launch their latest action-adventure game, *Uncharted 4: A Thief's End*, SIE partnered with SimpliField to leverage its flexible, customizable app across all team operations.



Equipped with tables and mobile devices, HQ and field teams can access a wealth of data about each retailer's progress on established KPIs. They're now empowered to make stronger, data-driven decisions to improve performance by analyzing the results of previous visits to each location.



HQ now receives real-time reports from sales and field teams, and communication among the teams has never been easier, thanks to commenting features within the app. Whether its qualitative data, like a photo of an in-store display, or quantitative data, like the latest numerical distribution numbers, the SimpliField solution automatically consolidates and contextualizes the data in a single dashboard.





"SimpliField's solution is a significant asset for organizations like ours. Not having to train each new user — thanks to the tool's simplicity and user-friendliness — is a highly appreciated time-saver for our management team."

— Laurent Bichard, Sales Development Manager, Sony



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Now that SimpliField's solution has been implemented across its entire retailer network in France, SIE is enjoying a number of benefits across its operations.

1

With the ability to centralize and optimize all reported information within the SimpliField app, paper reports, lengthy email chains, and manually updated Excel sheets are all a thing of the past.

2

From training events to product displays and operational status reports, SimpliField empowers HQ with the 360-degree view they need to drive sales acceleration. Through real-time monitoring and data analysis, HQ can ensure optimal sales and merchandising operations at the individual store level. Plus, communication among teams is easier than ever, allowing management to react quickly when strategic changes need to be implemented.

3

Faster reporting and decision-making processes mean increased productivity for every team member. Armed with SimpliField's solution, field representatives can spend more time building deeper business relationships with each member of the retailer network.

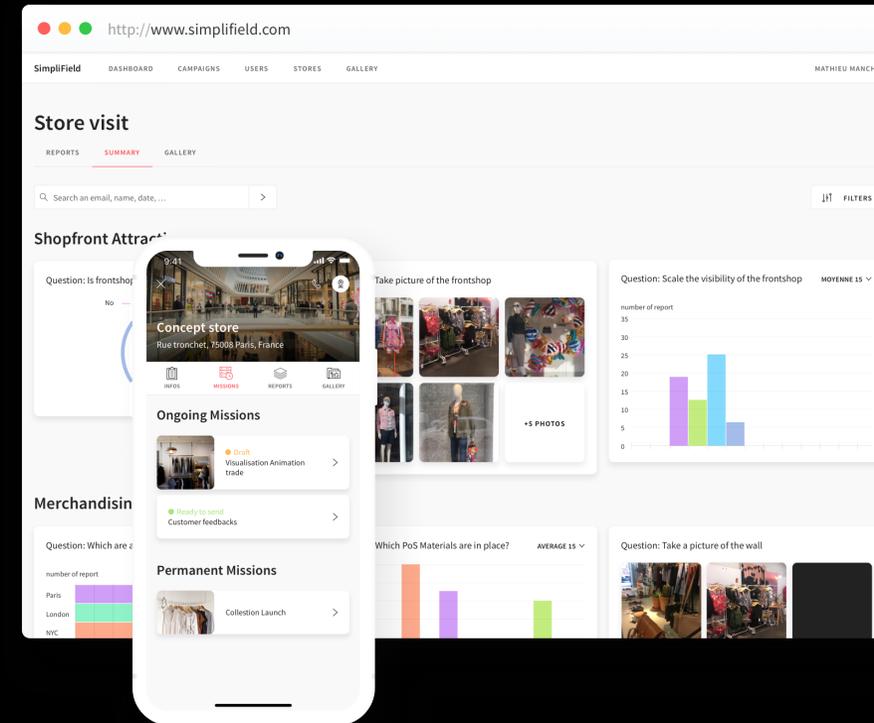
Empowering excellent experiences — every day in every store.

SimpliField's mobile-first platform helps retail and brand leaders work with their field teams to drive flawless operational execution across many stores and locations.

Why SimpliField ?

- 1 Drive real-time collaboration among HQ, store, and field teams.**
Communicate action plans and share documents and key figures with your store and field teams. Support them at every stage of execution with real-time feedback.
- 2 Equip field and store teams to achieve your brand's goals in every location.**
On the SimpliField app, teams have easy access to personalized missions and tasks. They can view their store's profile and instantly report actions or share specific requests and feedback.
- 3 Monitor your distribution network's operations — no matter where you are.**
Instantly get updates on specific actions taken by field and store teams through real-time data and shared photos, helping you make the right decision at the right time to boost performance.

Contact us today for a live demo.





SimpliField



www.simplifield.com