TRINITI

SONY

Sony uses Triniti Product Modeler to manage New Product Introduction process and to efficiently maintain Supply Chain data

Client Background

Sony Corporation is a Japanese multinational conglomerate corporation headquartered in Konan Minato, Tokyo, Japan. It is one of the leading manufacturers of electronic products for consumer and professional markets.

Sony Corporation is ranked 105th on the 2014 list of Fortune's Global 500.

Challenges

While implementing Oracle eBusiness Suite, it became evident that maintaining the complex supply chains would be an arduous task. Sony was experiencing the following problems in its Supply Chain setup and business processes:

- Existing manual maintenance that needed an army of users to keep up with the high volume and complex supply chain

- Navigating through multiple Oracle screens (up to 30 screens) that was cumbersome, time consuming and prone to errors

- Long turn-around times for their Supply Chain BOM setups and maintenance

- Lack of a system to track or audit collaboration between different teams, resulting in longer turnarounds, low visibility and poor data quality
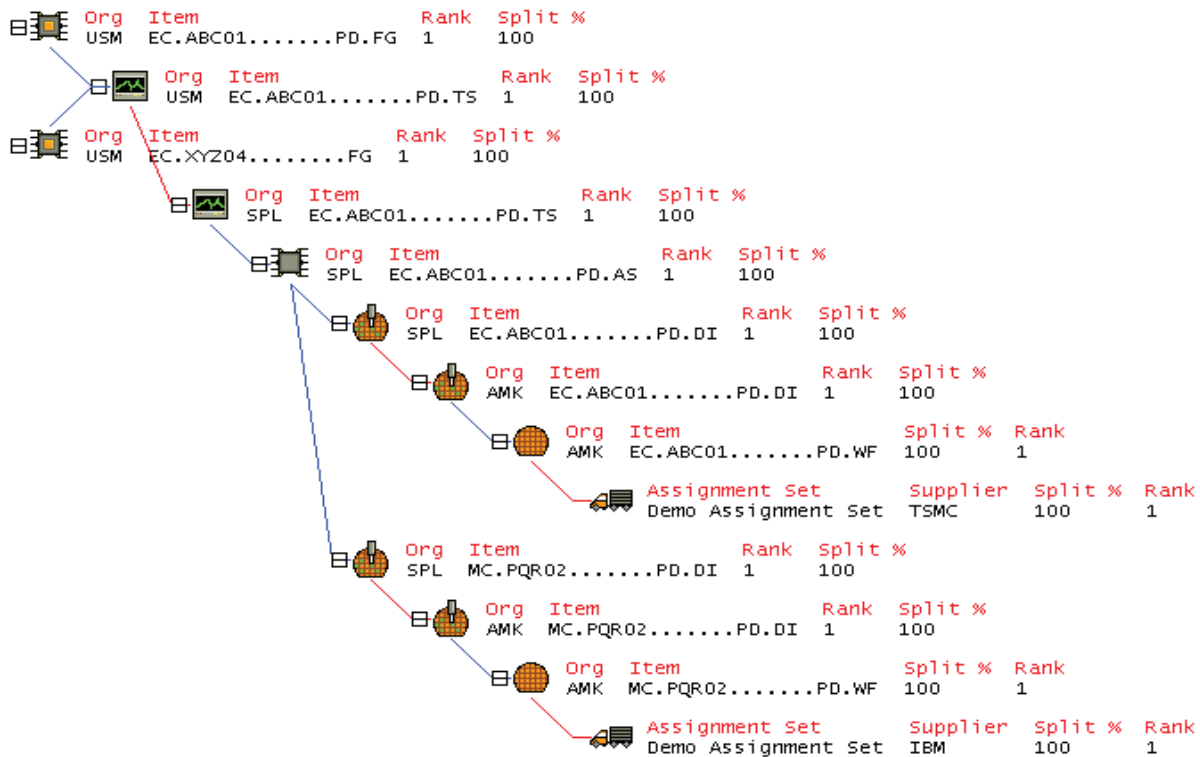
Triniti Solutions

Triniti conceptualized and developed TPM as a tool to provide a single screen for creating, modifying and viewing the complete supply chain.

Triniti performed the following using TPM:

- Defined Nodes and Relations to represent the different BOM levels and linkages in the supply chain

- Created TPM Models to store Supply Chain structure templates along with node specific attributes which can be reused to setup new supply chain bills

- Mapped the elaborate and complex New Product Introduction (NPI) process in TPM using in-built workflows

- Controlled data access using role-specific access

- Significantly decreased the setup time for supply chains

- Significantly reduced errors in data entry

Complex Supply Chain Created in TPM


```
Org   Item                    Rank   Split %
USM   EC.ABC01.......PD.FG  1     100

      Org   Item                    Rank   Split %
      USM   EC.ABC01.......PD.TS  1     100

Org   Item              Rank   Split %
USM   EC.XYZ04........FG  1     100

      Org   Item                    Rank   Split %
      SPL   EC.ABC01.......PD.TS  1     100

            Org   Item                    Rank   Split %
            SPL   EC.ABC01.......PD.AS  1     100

                  Org   Item                    Rank   Split %
                  SPL   EC.ABC01.......PD.DI  1     100

                        Org   Item                    Rank   Split %
                        AMK   EC.ABC01.......PD.DI  1     100

                              Org   Item                    Split %   Rank
                              AMK   EC.ABC01.......PD.WF  100       1

                                    Assignment Set          Supplier   Split %   Rank
                                    Demo Assignment Set     TSMC       100       1

                  Org   Item                    Rank   Split %
                  SPL   MC.PQR02.......PD.DI  1     100

                        Org   Item                    Rank   Split %
                        AMK   MC.PQR02.......PD.DI  1     100

                              Org   Item                    Split %   Rank
                              AMK   MC.PQR02.......PD.WF  100       1

                                    Assignment Set          Supplier   Split %   Rank
                                    Demo Assignment Set     IBM        100       1
```

Business Benefits

TPM's functionalities as an application management tool positively impacted Sony's efficiency and performance by helping users create and maintain Timely, Reliable, Accurate, and Complete (TRAC) application data.

As a result, Sony was able to:

- Accelerate setup times and increase productivity because of TPM's single window setup design and Mass Update function
- Facilitate collaboration among its supply chain teams for faster and more accurate New Process Introduction because of TPM's workflow
- Increase its ability to adapt to changing business requirements because of TPM's quick configurability
- Enhance reusability using TPM's Supply Chain Models

🗨 Testimonial

In our i-Semicon (Oracle Application Implementation) project, we have implemented a Triniti productivity tool named, "Triniti Product Modeler" aimed at substantial improvements in the speed and accuracy of creating and maintaining the complete Supply Chain (Item, Bill of Materials, and Sourcing Rule). Today, our users can create, edit, and revise complex bills of materials in a fraction of the time it would take otherwise."

- Shuji Kuroki
Global Master Center Lead, Sony Semiconductor Kyushu Corporation