

## Sony

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The Sony Group is primarily focused on the Home Electronics, Game, Entertainment, and Financial Services sectors. Not only do they represent a wide range of businesses, but they remain globally unique. Their aim is to fully leverage their uniqueness in aggressively

carrying out their convergence strategy so that they can continue to emotionally touch and excite their customers.



### Solution at a glance...

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**Client:** Sony

**Industry:** Electronics Manufacturing and Distribution

**Environment:** Windows NT/Access

**Solution:** Serial Number Collection for Shipment

**Devices:** Intermec 2425 Trakker Antares Hand Helds

### Solution Summary...

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Sony's legacy data collection system could only write text files of scanned serial numbers. After the text files were scanned, they would then have to be downloaded to their main database. The system was unreliable, extremely slow, and completely inflexible.

Without any real time data access, business efficiency was not meeting Sony's high standards. Additionally, the text downloads were not always successful, furthering Sony's concern about having the best solution for the greatest efficiency.

With RFGen Software, Sony was able to implement their Serial Number Shipment application very efficiently.

Using RFGen's ADO connector, ODBC Database Mapping, and RFGen's integrated VBA

environment, Sony was able to develop and deploy real time RF data collection, interacting directly with their database quickly and easily. The RFGen application allowed Sony to capture its data directly to their database as it was being scanned, proving the product to be quick, reliable, and flexible.

Sony's RFGen application increased shipment efficiency, improved data integrity, and eliminated the concerns Sony had regarding their previous system solution. With RFGen, their high standards are being met in a way that they are accustomed.

Sony's decision to implement RFGen was based on the technology's extremely easy to use, intuitive software, and RFGen's impressive track record for delivering robust enterprise solutions.