

A Perfect Orchestration

Sonata enables audio major leverage data for better customer experience

Client Overview

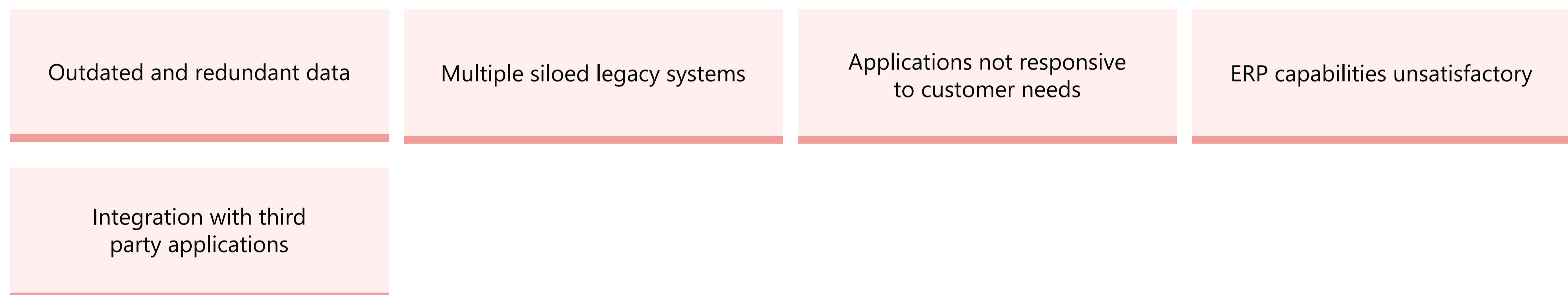
The client is one of the world's leading audio product and solutions companies based in Asia. The company owns 13 brands and has pioneered professional audio solutions through each of them. The company's customers include renowned artists from U2 to Kanye West, among others.



The Pressure Points

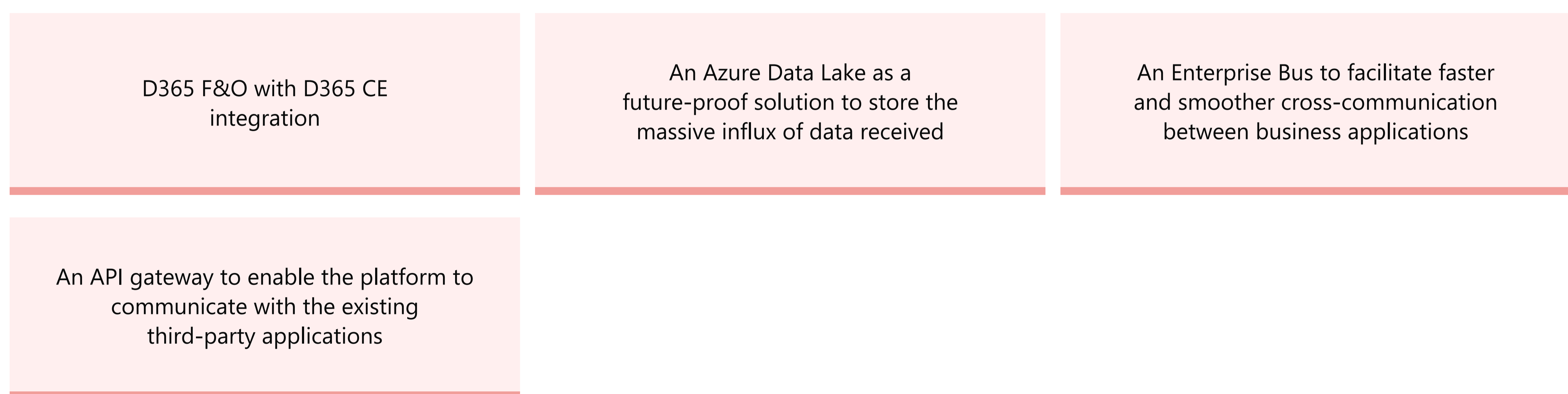
With consumer journeys becoming increasingly digitally focused, the client wanted to eliminate all data centers, physical servers, legacy applications, and terabytes of outdated and redundant data. This customer empowerment drive necessitated a massive overhaul and transformation of the company's IT infrastructure – a one-time replacement of 18 legacy applications and the company's SAP ERP was no more relevant for their business ambitions. The client wanted to build its entire digital infrastructure from the ground up, as well as get rid of its sub-optimal legacy applications. The company also was finding it difficult to stay in tune with fluctuating market demands and could not predict trends ahead of time. However, this was easier said than done; they needed access to insightful data generated from various applications and integrate orders, receipts, and invoices into the system.

To integrate orders, receipts, and invoices into the system, The client required integrating Ivalua (a procurement and vendor management platform) into the solution. This is where the most significant challenges to this "rip and replace" project stemmed from - the integration with other systems, notably Ivalua and Thomson Reuters ISV integration. The client strived to modernize its websites and tech infrastructure, reduce its production turnaround time, and improve the agility of the production process. The objective was simple: stay abreast of the fluctuating market demands and predict trends ahead of time.



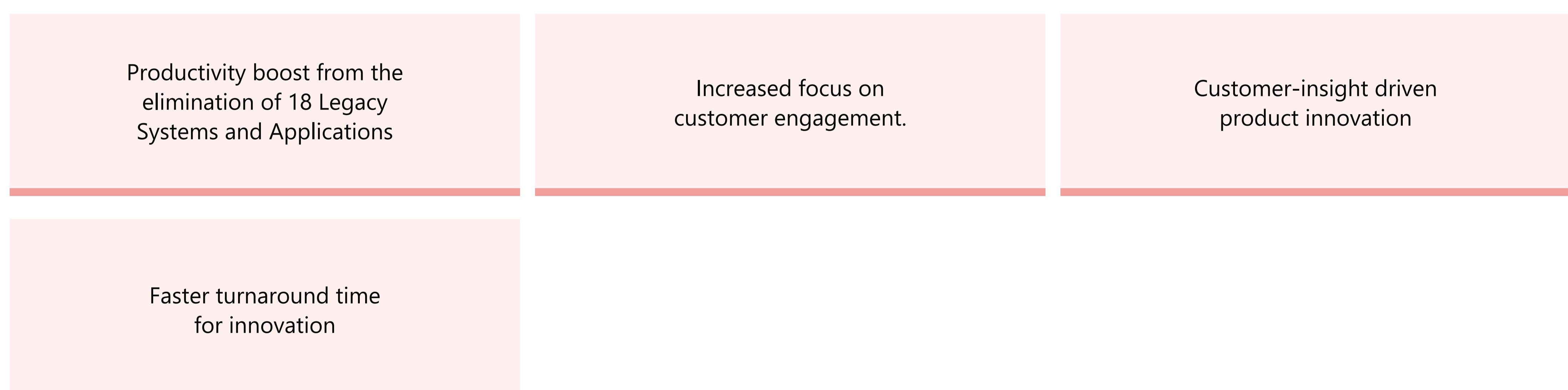
Solutions

The client had chosen the Microsoft Azure cloud platform to modernize its systems, to accomplish its overriding goal of being completely customer-driven, providing exceptional customer experience. Sonata recommended the implementation of Dynamics 365 F&O and an integrated data platform on Azure and implemented them across the client's 19 entities. Sonata Software helped the client get it right through their unique proprietary Platformation™ framework.



Results that Speak Volumes

Business Benefits



By The Numbers

