Managed Services for
Media & Entertainment

Specific Customer Needs

Sony Music needed to build a global CRM platform and was facing several challenges with their existing system including disconnected marketing demand generation activities, limited business rules and process controls, no reporting capabilities and the inability to process and support multiple data streams.

Why PTG Was Selected

We were referred by Salesforce to Sony Music because of our consulting experience working alongside Salesforce on a previous engagement with Sutter Health, a California-based healthcare company, who engaged with Salesforce to build a decision support system using the Salesforce platform. Prime had originally partnered with Sutter Health to build their clinical management system for population wellness supporting three million patients.

Industry: Music

Country: United States

Domain: Media & Entertainment

Web based: Web Application

Frameworks & Technologies Used:

Salesforce Sales Cloud, Salesforce Marketing Cloud, Einstein Analytics, 3rd party integrations to Wyng, WP Forms, Apex, REST, SOAP API, Asynchronous Apex, Process Builder, Flows, Lightning Components, Lightning App Builder, VF Pages, VF Components and SOQL/SOSL.

How PTG Helped

Sony engaged with Prime to implement their global CRM solution, a Salesforce Force.com solution powered by Salesforce Sales Cloud. Our expertise helped to streamline multiple data channels across the globe from independent Sony Music labels and fanbases in order to more effectively manage their 40 million subscriber fanbase. Prime automated the process to collect data and facilitate predictive forecasting analytics to create new opportunities and targeted marketing campaigns. Prime also integrated several global initiatives and internal business applications with the new solution to aid in ROI calculations, partner management, and demand generation marketing. With Prime's help, Sony was able to increase fanbase visibility through process automation and allocation methodology, extend analytics and reporting capabilities, increase demand planning accuracy, and ultimately provide faster demand response times to Sony Music label artists across the globe.

www.primetgi.com

1

Managed Services for
Media & Entertainment

Frameworks & Technologies Used

Prime integrated several platforms including Salesforce Sales Cloud, Salesforce Marketing Cloud, Einstein Analytics, 3rd party integrations to Wyng, WP Forms and Appreciation Engine leveraging the Dell Boomi cloud-based integration platform and employing multiple technologies including Apex, REST, SOAP API, Asynchronous Apex, Process Builder, Flows, Lightning Components, Lightning App Builder, VF Pages, VF Components and SOQL/SOSL.

Outcome

Prime converted this Outsourced Product Development (OPD) engagement into a Managed Services account which has been operating successfully for the past three years. Total revenue generated to date is $4.2M.

Ongoing Opportunities

Continue to grow Managed Services including initiatives to replace Sony's legacy marketing suite, build out Sony's global intranet, and expand into SAP Managed Services.

About PRIME

Prime Technology Group is a global, technology services company where innovation is at the core of our business engagements. We develop cutting-edge solutions and carefully select the best Information Technology professionals locally and globally to become ambassadors of your business. This approach maximizes our ability to leverage our award winning team and their competencies. Prime is the conduit which bridges the immediate business solutions today to the technology advances of tomorrow. Our candid ability and forethought has enabled us to navigate seamlessly, bridging the appropriate technology solutions that outlast today's technology trends. Assigned team leaders identify poignant solutions and fuse the appropriate framework and infrastructure necessary for unlocking your capabilities.

Prime develops customizable frameworks, driven by our robust R & D, which become the cornerstone of our solution offerings. Our philosophy in flexibility allows us to leverage our award-winning resources and competencies to exceed our clients' expectations while improving their bottom line.

Founded in 1999, we have successfully helped hundreds of clients in Healthcare, Insurance, Life Sciences, Banking, Financial Services, and E-commerce. Our imprint has drastically impacted client growth; we are Prime Technology Group, where we are "Bringing visions to life."