

SAP Customer Success Story



With the launch of **PlayStation.com** Ltd. in Australia late last year, a team of leading companies delivered a world's first – a fully integrated e-tailing solution. **PlayStation.com** is a mySAP CRM Internet Sales solution that is powered by the technology and services of SAPMarkets, SAP, PricewaterhouseCoopers, Mercury Interactive, and ClientLogic.



PLAYSTATION.COM **CHOOSES mySAP CRM**

mySAP Customer Relationship Management and its e-selling capabilities was implemented at Sony Computer Entertainment Australia by a team of SAP and PricewaterhouseCoopers consultants to run the PlayStation.com Web shop. Customers can browse through a product catalog, collect their merchandise in a virtual shopping cart, and then send their complete order together with their credit card details. Before purchasing, customers can see if the merchandise they want is in stock, and if it is not, the system displays an availability date. Credit card details are sent via a secure connection to ANZ e-gate, a multi-payment solution for Australia and New Zealand, designed to securely process and manage transactions across the Internet. It is the first bank-operated and managed Internet-based payments gateway in Australia.

“We are very excited to be working with two of the best partners in the field of technology, that being SAP and PricewaterhouseCoopers, in this very ambitious project, which will see PlayStation.com being one of the most robust and integrated sites in Australia,” says Michael Ephraim, managing director, Sony Computer Entertainment Australia.

“We feel PlayStation.com will further build the brand equity that PlayStation has established over the years and deliver the same level of excitement and entertainment that PlayStation, PlayStation 1, and PlayStation 2 have offered to the over 1.7 million purchasers so far of our products in Australia.”

PlayStation.com will have a fully integrated front end and back end, allowing products to be delivered to customers faster and more efficiently. “This integration is critical to ensure high satisfaction levels throughout the customer’s entire contact cycle with Sony – from ordering to delivery to ongoing support. It also means that Sony Computer Entertainment Australia and PlayStation.com can improve their cost-effectiveness and profitability through streamlined management and reporting procedures,” says Chris Bennett, managing director and CEO of SAP Australia and New Zealand. “We’ve seen time and time again that e-tailers require this front and back-end integration to be truly successful in the competitive online environment.”

“mySAP CRM provides a highly robust shop and a dynamic personalized Web site integrated to deliver a world-class e-tailing solution to the PlayStation.com consumer,” says Norman Scott, PricewaterhouseCoopers partner. “The overall design of the PlayStation.com solution will allow the company to continue to add features and functionality according to customer needs, thereby delivering the ‘sticky’ characteristics that an e-tailing site requires today.”

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STRENUOUS TESTING ENSURES UPTIME

Huge demand is predicted for the Australian launch of PlayStation.com based on the March 2000 response to the global launch in Japan. To ensure PlayStation.com manages heavy, continual Web traffic, the SAP and PricewaterhouseCoopers team engaged testing vendor Mercury Interactive to undertake strenuous hosted load testing from a remote location to minimize possible downtime. This testing ensured the Web site was prepared to handle vast amounts of orders and to provide customers with the highest levels of service satisfaction. It also has allowed SAP and PricewaterhouseCoopers to confirm the stability and scalability of the Web site and the infrastructure that sits behind it for warehousing, supply, and billing.

STREAMLINED SALES AND DISTRIBUTION

The PlayStation.com Web shop will use Sony Computer Entertainment Australia for distribution, which uses SAP solutions for sales and distribution, materials management, warehouse management, and financial accounting. This back-end system went live in early July 2000.

PLAYSTATION CALL CENTER EXPANDS WITH mySAP CRM

In preparation for the PlayStation2 launch, ClientLogic, the company contracted to handle customer service for the PlayStation.com Web site, implemented SAP’s Call Center solution. The integration of the SAP call center function allows call center operators to have a single view of PlayStation.com customers. They can

view customer orders, and they can help customers with order status inquiries, order placement, changes to orders, and questions about availability. This accessibility to accurate, real-time information will help them to deliver exceptional service to customers. ClientLogic is also running Lucent Technology to manage call routing and customer reporting, ensuring it has sufficient resources to meet call flow and customer needs.

PlayStation.com has implemented SAP Business Information Warehouse (SAP BW) to deliver sophisticated reporting on site performance and other critical marketing data. The powerful reporting capability of SAP BW brings together data from different sources within the PlayStation.com site, making information available to support cross-company decisions.

TAILORED ASP SERVICE PROVIDES ADDITIONAL COST-EFFECTIVENESS

PlayStation.com Australia is the first customer in Asia Pacific to truly integrate mySAP.com and application service provider

(ASP) functionality. The tailored ASP business solution was delivered by PricewaterhouseCoopers and SAP and ongoing support and maintenance services will be provided by PricewaterhouseCoopers and SAP from the PricewaterhouseCoopers Solutions Delivery Center in Melbourne. "PlayStation.com Australia's approach to the tailored ASP model will provide a cost-effective, world-class capability. Since hosting, ongoing maintenance, and support is managed by a tailored ASP business solution, more time can be dedicated to core business activities," says Scott.

PROFILE

PlayStation.com Ltd., a subsidiary of Station Inc., a U.S. company based in Delaware, provides e-commerce and related services for distribution direct to consumers of PlayStation and PlayStation 2 physical and electronic digital content. PlayStation.com (Europe) Ltd. is trading as PlayStation.com Australia in Australia and its offices are at Surry Hills Sydney, Australia. For more information go to www.au.playstation.com.

