

## Setting the tone: New sales force structures

### SONY relies on professional geo-management made by PTV

Business is booming. Due to its fast growth Sony Deutschland GmbH has become number one in the recording media industry and the largest Sony sales organisation in Europe. Sony's business unit Recording Media & Energy produces and sells a wide range of products: CDs, DVDs, USB memory sticks, memory sticks, batteries, battery chargers and rechargeable batteries, headsets etc. All these products have to be sold to about 800 outlets in Germany. Sony's sales services include hardware products from Aiwa. Therefore, sales territories have to be planned and managed with a professional planning tool called PTV Map&Market

User: **SONY RME**, Sony Deutschland GmbH

Task: Selling a variety of recording media products to about 800 outlets

Solution: PTV Map&Market, the professional map-based geo-management system

Twelve sales representatives regularly visit media centres such as Saturn, Media Markt and many other retailers.

Thomas Schütterle, Zone Sales Manager Retail Central West at Sony Germany, explains, "We used to plan our sales territories with the help of strings and pins manually fixed on a map – this was, of course, extremely time-consuming.

#### New structures? No problem!

"Four years ago we introduced the professional, map-based geo-management system PTV Map&Market in our first sales force reorganisation. The entire sales process became so much easier. The software helps you to find the optimal sales structure, the best location and to identify new revenue opportunities," says Thomas Schütterle. "PTV Map&Market is an optimal analysis tool". As a result, the next reorganisation measures in 2003 were extremely successful and did not cause any problems. "First, we imported customer data from SAP and presented the current situation of our business unit. The data import was easy," reported Thomas Schütterle.



Sony, Cologne (Germany)

Three new territories with three new sales force locations were added to the existing sales areas based on a certain postcode region. Sales area planning took the existing customer potential as well as stretches of road into account. The results were extremely satisfactory.

#### Sales force planning goes international

"Area planning for Germany is just the beginning," says Thomas Schütterle. "We also intend to structure our sales territories in Austria and Switzerland with the help of PTV Map&Market." The routes to the customer become shorter, thus improving customer service. The program takes customer potential as well as reachability of destinations (in kilometres), driving times and even costs into account.

#### An outstanding solution

Thomas Schüttler is very pleased: "PTV Map&Market is an outstanding tool. The system has quickly paid off. The calculation of "What-happens-if scenarios" based on current data is a very helpful feature. We are therefore able to easily find the best solutions. This would not have been possible with a simple street map."