Operations Technology

Using Computer Aided Design (CAD)

Sony company manufacturs TV, VCR, camcorder, digital camera, PC and a lot more. The company designs, manufacturers and sells a wide range of digital equipment and these gih technology devices are desgined with help of CAD, PDM/CAE and systems to develop embedded software. The first usage of CAD took place in the early 1980s.

Using the Intranet

When introducing the 3D CAD tool into the company it became necessary creating an optimal infrastructure information system so that every department could have access to this 3D data. During that time, since people in general are skeptic towards changes, the company launched projects to promote use of 3Ddata among their employees and with these promotions the employees could see the great usage of the 3D tool.

Using the Internet

Sony uses the Internet to communicate with customers. On the homepage of Sony the customer can find product-related news and frequently asked questions (FAQ) sections. Furthermore the websites offer downloads of manuals and provide prompt information about products and services, including support services.
Operators are able to guide Playstation 3 users while remotely monitoring their screens via the Internet with the users' permission.
Sony uses customer feedback via Internet to improve its quality.