



Master Data Services

The Sony DADC European Service Centre has over 15 years of experience in Global Business Services. Our Master Data experts provide end-to-end management of master data-related activities, including data creation, updates, quality checks, and lifecycle maintenance. These activities are performed on behalf of the client within defined systems and processes.

Product Master

Article/SKU Creation

We deliver accurate and compliant product master data by creating Bills of Materials, defining dimensions, weight, packaging, and all key product specifications. Our structured approach ensures seamless product readiness across the entire operational lifecycle.

Article/SKU Amendments

We proactively manage article and SKU changes to keep product data aligned with market needs and business strategy. From lifecycle updates to status changes, we help optimize operational efficiency, inventory performance, and time to market.

Cross-Reference Setup

We enable seamless product data connectivity by linking article master data across client systems, retailers, and e-commerce platforms. Our robust cross-reference setup ensures consistent product information and smooth data exchange across all sales channels.

Customer Master

Customer Details

We ensure a structured and systematic process for creating customer records within the customer master data. This includes the comprehensive capture, validation, and integration of all relevant customer information.

Amendments

We regularly update and refine existing customer records to maintain data accuracy and relevance. This process also ensures compliance with evolving business requirements and regulatory standards, resulting in a unified and reliable customer profile.

Product Exclusivity Setup

We configure product exclusivity for individual customers, granting access to specific products for defined customer segments. This is a critical process for supporting contractual agreements, managing channel distribution, and maintaining strong client relationships.

Pricing

List Price Setup

We establish and maintain base product pricing to ensure consistency, transparency, and alignment with your pricing strategy across all channels.

Customer Discount Setup

We manage customer-specific discount structures that support commercial agreements, enhance competitiveness, and strengthen customer relationships.

Pricing Campaigns

We implement targeted pricing campaigns with time-bound special offers, enabling agile responses to market dynamics and driving sales performance.



Sony DADC European Service Centre

From our European Service Centre we deliver tailored supply chain solutions designed to meet the unique demands of disc, home entertainment and electronics clients in the retail and e-commerce landscape. We also manage internal process support for Sony DADC.

By managing relationships with clients and more than 350 retail stores and chains, we have developed extensive expertise in overcoming complex supply chain challenges.

As part of our ongoing diversification strategy, we now offer customized Order to Cash Services designed to strengthen and grow our client's businesses. We can provide B2B Customer Service Operations, B2B Finance Operations and Vendor Central Services.

Our expertise, your benefit



15 years of experience in Global Business Services

Order to Cash outsourcing with 350+ retailers in network



Deep expertise in Vendor Central processes

Deduction recovery, process optimization and outsourcing



Managing significant volumes

Hundreds of thousands of retail transactions



Complex Supply Chain Solutions

Supply planning, Assembly, Customer Service Operations, Pick, Pack & Ship, Finance Operations



Sony DADC compliance

Quality, security and sustainability



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Talk to our experts.