



Case Study: Sony Entertainment Network Global Web CMS Rollout

Dynamic Content

Dynamic content is directly obtained and rendered from three different XML APIs.

Redirects

The AOE Redirect Management Module was greatly expanded to maintain over 2,000 redirects.

Scraper Feature

The scraper feature indexes legal information and publishes it to the portal.

www.sonyentertainmentnetwork.com is the place to go for people who want to get the latest films, music or PlayStation offerings. Sony Entertainment Network (SEN) bundles all of Sony's digital services. With "Music Unlimited" SEN offers a personal library that comprises over ten million songs. "Video Unlimited" offers films for sale or rent. The portal is also integrated with the PlayStation network. Customers can access it by smartphone, Sony tablet, Sony TV, PlayStation or PC. For the migration of the existing portal, SEN contracted Open Source expert AOE.

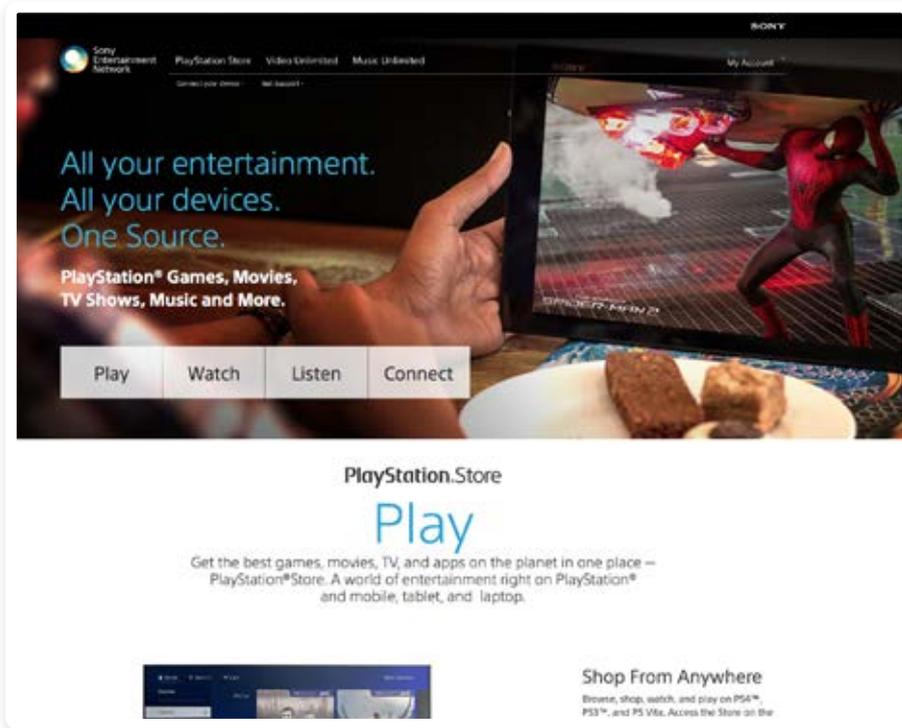
The Challenge

Sony Entertainment Network contracted AOE to transfer the existing static portal for on-demand delivery of videos, games and music completely to the Enterprise Web Content Management System (CMS) TYPO3 in its entirety, in 14 languages for 57 countries. In 17 cases this meant migrating the complete website, while the remaining versions contained only country-specific Games Service Policies, important legal information for customers. Twice a week, SEN publishes new content to the portals, a frequency that continued during the migration.

With AOE's fast reaction time and unusual integration support, Sony Entertainment Network was able to migrate its formerly static websites into a fully functional TYPO3 environment within just six weeks!"

John Dawson
Web-Teamleiter
Sony Entertainment Network





This meant that all changes to the existing static portal had to be kept in sync with the new system. Fifteen countries also have versions optimized for mobile use at m.sonyentertainmentnetwork.com.

The Solution

The migration to TYPO3 was successfully concluded after just six weeks. Up to twelve AOE developers and project managers worked on the project so that the site could go live on schedule. Synchronized content was used to make sure the portal remained available at all times, even while changes were being published. This process was in place for all localized and mobile-enabled versions of the portal.

Result

With the migration to TYPO3, Sony Entertainment Network has full control of its global sites for the first time, with little dependency on its IT department. AOE's automated deployment process replaced manual deployments, which were often prone to errors.

About Sony

Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets. With its music, pictures, game and online businesses, the company is uniquely positioned to be one of the world's leading digital entertainment brands, offering an outstanding portfolio of exciting multimedia content.

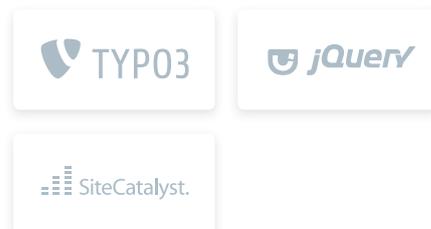
Link

www.sonyentertainmentnetwork.com

Address

Sony Network Entertainment
International LLC
6080 Center Drive, 10th Floor
Los Angeles, CA 90045
USA

Deployed Technologies



About AOE

AOE is a leading provider for Open Source-based portal development, Web content management and E-Commerce. A global company with its headquarters in San Francisco, California and Frankfurt, Germany as well as six additional offices worldwide, AOE has handled hundreds of implementations for major brands, such as T-Mobile, Cisco Systems, Sony, Hewlett Packard, QVC and Panasonic.

Find our global office locations on our website:

 <http://www.aoe.com>

Reach us via email:

 sales@aoe.com