

SONY

**CFM & DFM Meeting
21st May 2015**

Sony Mobile Communications Innovations within FM

**Global Head of Facility Management
Jakob Moltzen**

Workplace Solutions

© Sony Mobile Communications

Agenda

- Sony Mobile Communications
- FM business strategy. Focus on Innovation Management
 - Service delivery model
 - FM Management
 - Innovation Management
 - Service navigator development journey
 - Review of FY2014

Power of Sony

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Sony Mobile - Global footprint

SOMC:

- Part of Sony corporation
- HQ in Tokyo, Sony City
- Workforce ~ 9500
- 54 sites in 40 countries
- 125 000 sqm

BMC and STT:

- Owned by SOMC
- Manufacturing sites
- 96 000 sqm
- Workforce ~ 12 500



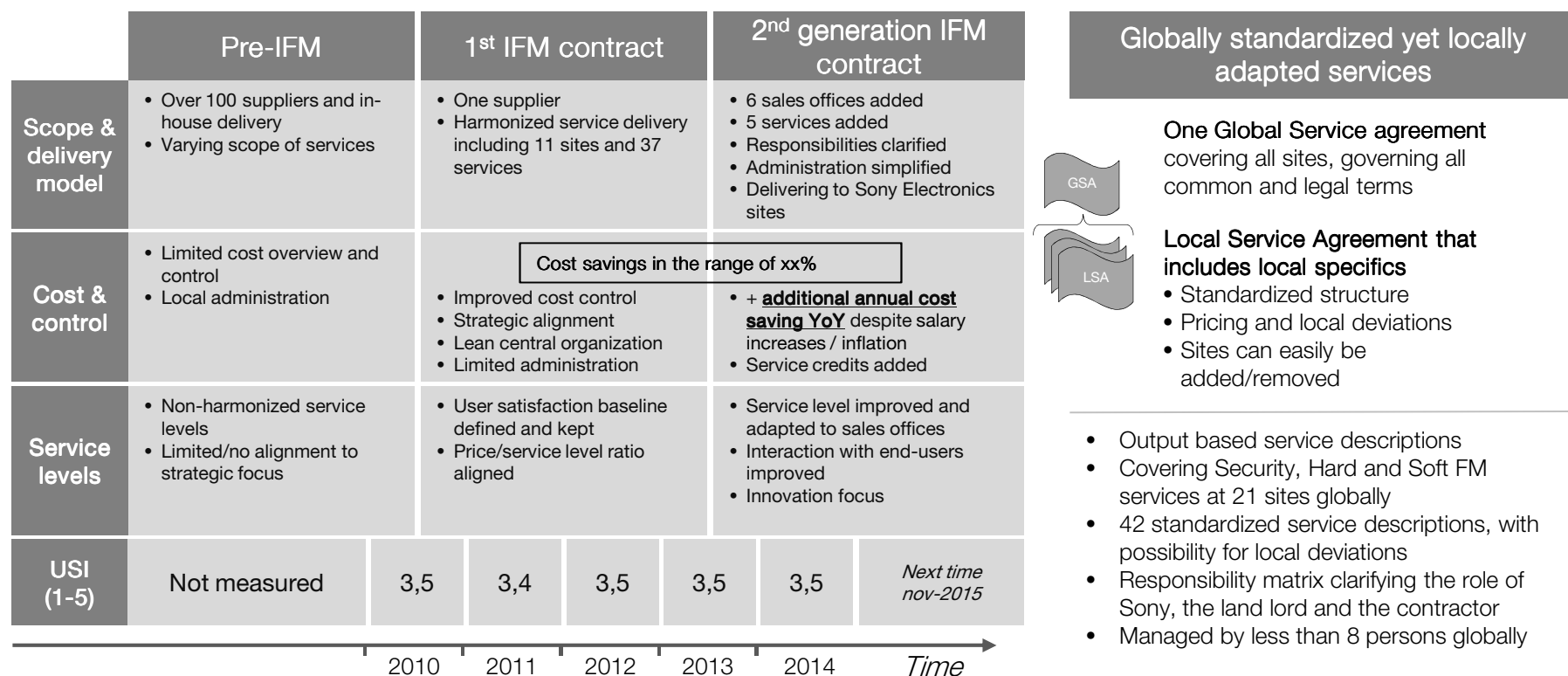
- Product development sites – 5 sites
- Regional CU – 12 sites
- Manufacturing – 2 site

FM Business Strategy

Focus on Innovation management

FM Service Delivery Model

Globally Outsourced Integrated FM Model



FM Management KPIs

ACCEPTANCE CRITERIA OF INDICATORS

For a satisfaction score indicator, please refer to the table below.

Indicator	Target	Unit	Measurement Method	Measurement Period	Measurement Frequency	Measurement Responsibility	Measurement Location	Measurement Tool	Measurement Data Source	Measurement Data Collection Method	Measurement Data Analysis Method	Measurement Data Reporting Method	Measurement Data Review Method	Measurement Data Improvement Method
1.1.1 Customer satisfaction	0.2 average increase YoY No individual service scores ≤ 3.0		Customer satisfaction survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Customer Service Survey	Customer Service Survey Data	Customer Service Survey Data	Customer Service Survey Data	Customer Service Survey Data	Customer Service Survey Data	Customer Service Survey Data
1.1.2 Service satisfaction	0.2 average increase YoY No individual service scores ≤ 3.0		Service satisfaction survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Service Satisfaction Survey	Service Satisfaction Survey Data	Service Satisfaction Survey Data	Service Satisfaction Survey Data	Service Satisfaction Survey Data	Service Satisfaction Survey Data	Service Satisfaction Survey Data
1.1.3 Innovation	≥ 2 implemented/ year		Innovation survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Innovation Survey	Innovation Survey Data	Innovation Survey Data	Innovation Survey Data	Innovation Survey Data	Innovation Survey Data	Innovation Survey Data
1.1.4 Improvements	≥ 30 implemented/ year		Improvements survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Improvements Survey	Improvements Survey Data	Improvements Survey Data	Improvements Survey Data	Improvements Survey Data	Improvements Survey Data	Improvements Survey Data
1.1.5 USI	0.2 average increase YoY No individual service scores ≤ 3.0		USI survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	USI Survey	USI Survey Data	USI Survey Data	USI Survey Data	USI Survey Data	USI Survey Data	USI Survey Data
1.1.6 BSI	> 3 monthly on all 4 parameters/questions		BSI survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	BSI Survey	BSI Survey Data	BSI Survey Data	BSI Survey Data	BSI Survey Data	BSI Survey Data	BSI Survey Data
1.1.7 Budget vs. invoiced cost	Total FM Cost within +/- 10%		Budget vs. invoiced cost survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Budget vs. invoiced cost Survey	Budget vs. invoiced cost Survey Data	Budget vs. invoiced cost Survey Data	Budget vs. invoiced cost Survey Data	Budget vs. invoiced cost Survey Data	Budget vs. invoiced cost Survey Data	Budget vs. invoiced cost Survey Data
1.1.8 BaseFM Cost	within +/- 5%		BaseFM Cost survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	BaseFM Cost Survey	BaseFM Cost Survey Data	BaseFM Cost Survey Data	BaseFM Cost Survey Data	BaseFM Cost Survey Data	BaseFM Cost Survey Data	BaseFM Cost Survey Data
1.1.9 Response time to emergency actions	Within 1h 100%/times		Response time to emergency actions survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Response time to emergency actions Survey	Response time to emergency actions Survey Data	Response time to emergency actions Survey Data	Response time to emergency actions Survey Data	Response time to emergency actions Survey Data	Response time to emergency actions Survey Data	Response time to emergency actions Survey Data
1.1.10 Report on incidents	Escalations ≤ 1 day Reporting ≤ 1 week		Report on incidents survey	Quarterly	Quarterly	Customer Service Department	Customer Service Center	Report on incidents Survey	Report on incidents Survey Data	Report on incidents Survey Data	Report on incidents Survey Data	Report on incidents Survey Data	Report on incidents Survey Data	Report on incidents Survey Data

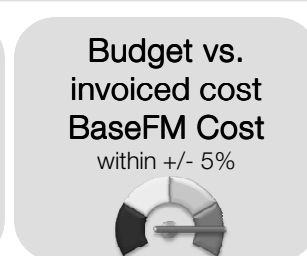
Quality



Innovations



Cost



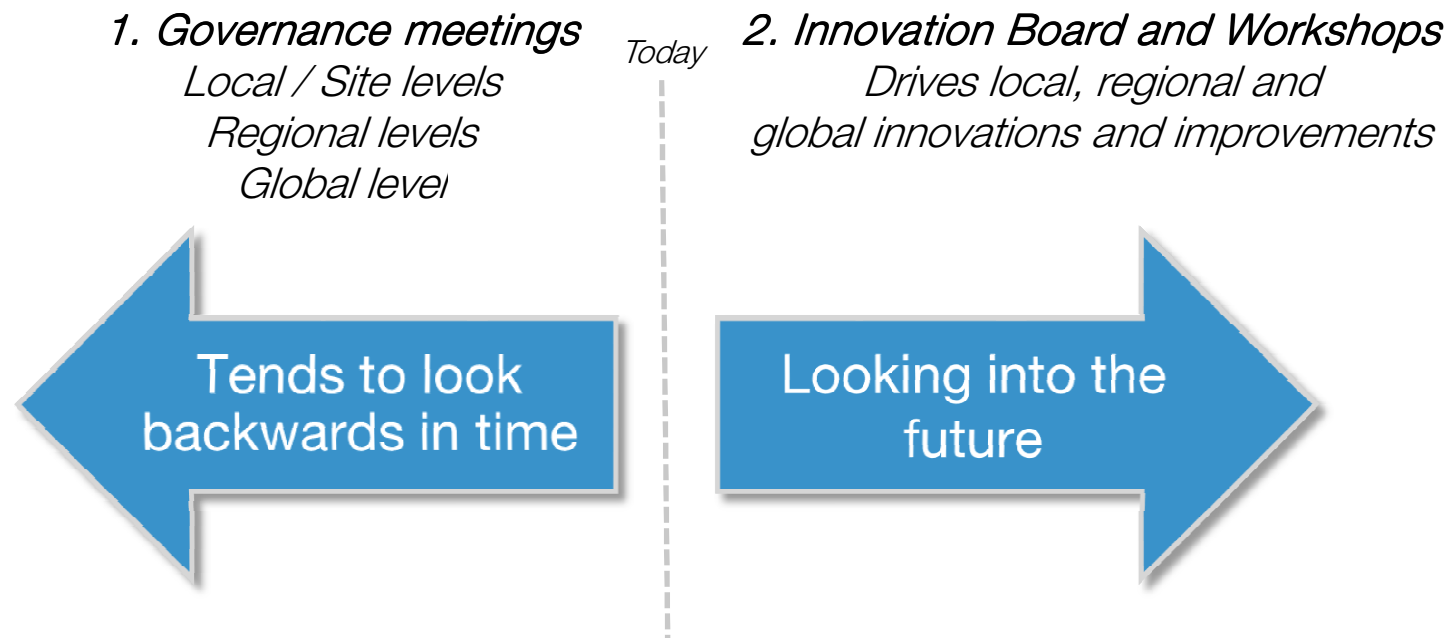
Incidents



FM Management

Governance structure

2 forum types for governing and managing the global contract:



Innovation Management

Setting up a Sustainable Framework

Top-down approach

Governance meetings



Monthly KPI Reporting

Two overlapping tables. The top table is titled "Executive Summary - Innovation & Improvements" and contains a list of projects with columns for Project Name, Status, and Date. The bottom table is titled "Continuous Improvement Tracker" and contains a list of projects with columns for Project Name, Status, Date, and a checkbox for completion.

Innovation Board



Bottom-up approach

Roles & Responsibilities

An icon of two white silhouettes of people inside a dark blue circle. Next to it is a table titled "Innovation: Sustainable Framework" with columns for Role, Responsibility, and Date. The Sony logo is in the bottom right corner.

Personal Objectives



Reward & Recognition

An icon of a red apple with a rainbow-colored background. Next to it is a table titled "Apple Stories @ Sony Mobile Account" with columns for Name, Date, and a checkbox for completion. The Sony logo is in the top right corner.

Service navigator

The development journey



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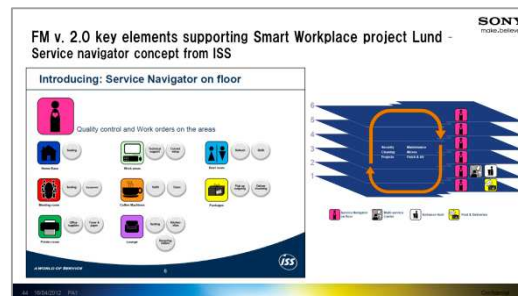
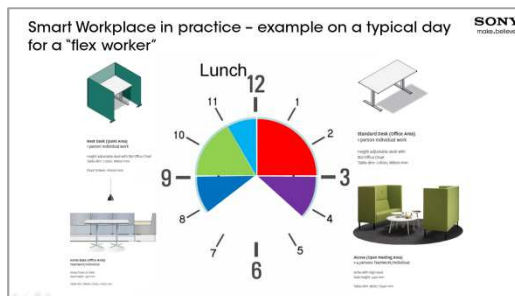
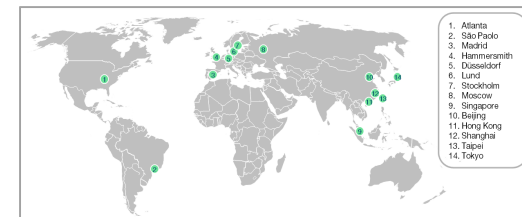
New workplace model: Activity Based Working



Interdependencies and consequences for FM



From local to global: Cultural context



... and just previous week...



Review of FY2014 Highlights

- Service Navigator
 - Lund, Hammersmith, San Mateo, Beijing, Taiwan, Düsseldorf & Tokyo
- Mobile work orders: myMCS implementation of hand held applications
- Share@ISS - proactivity and continuous improvement app implemented at Lund site
- Energy Awareness campaign suggested and launched to promote Earth Hour 2015
- APPLE Awards - Reward & Recognition programme for ISS employees at the Sony Mobile account
- "Inside News" – ISS @ Sony Mobile account newsletter



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FM Business Strategy

IFM @ SOMC

Integrated FM

Integrated Services
Integrated Coverage
Integrated Workplaces
Integrated Organizations

Property Related Services	
P1 Grounds and landscaping	P1.1 Operation and maintenance of grounds areas and pavements
	P1.2 Operation and maintenance of fixtures on location
	P1.3 Operation and maintenance of movables on location
P2. Building interior and exterior	P2.1 Operation and maintenance of building exterior
	P2.2 Operation and maintenance of building interior
	P2.3 Representative versus the landlord
	P2.99 Operation and maintenance of other building interior
P3. Climate and utilities	P3.1 Operation and maintenance of systems for liquid and gas media
	P3.2 Operation and maintenance of systems for electrical installations
	P3.3 Operation and maintenance of transport installations
	P3.4 Operation and maintenance of BMS and other building related systems
	P3.5 Electricity optimization
P4. Cleaning and waste	P4.1 Cleaning
	P4.2 Waste handling
User Related Services	
U1. FM administration	U1.1 Asset and inventory information
	U1.2 Facility related documentation handling
	U1.3 Parking administration
U2. Security	U2.1 Access handling, CCTV and IDAS
	U2.2 Monitoring and response
	U2.3 Fire protection and fire extinguishing services
	U2.4 Global security management
	U2.5 Security awareness
	U2.6 Security risk and compliance assessments
	U2.7 Incident management, response and investigation
	U2.99 Other security services
U3. Indoor movables and supplies	U3.1 Operation and maintenance of office interior
	U3.2 Office supply
U4. Office Services	U4.1 Operation of the office main entrance/visitor registration
	U4.2 Mail and package handling
	U4.3 Meeting- and conference services
	U4.4 PBX service
	U4.5 Operation and maintenance of FM service center and helpdesk
	U4.6 Employee transportation
	U4.7 Operation and maintenance of GSM/UMTS network
	U4.8 Teleservices
	U4.9 Business cards
	U4.10 Travel administration
	U4.11 Office decoration and marketing services
	U4.12 Office Concierge Services
U5. Food and beverages	U5.1 Operation and maintenance of beverage and vending machines
	U5.2 Catering services
	U5.3 Restaurant services

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