SARD India: Center of Excellence Marketing Platform POC

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Strategic Initiative Presentation

Slide 1: Title Slide

SARD India: Center of Excellence

A Strategic Marketing Platform Initiative

Presented by: Senior Technical Specialist, Sony PS4 Console Projects

Date: November 2025

Objective: Building SARD's Brand as a Center of Excellence

Slide 2: Executive Summary

What we are proposing:

A comprehensive, professional marketing webpage that positions SARD India as a **Center of Excellence** within the Sony ecosystem.

Why it matters:

- Unified platform to showcase SARD's technical, domain, and organizational capabilities
- Centralized information hub for stakeholders, clients, and Sony global groups
- Reduced overhead in creating ad-hoc presentations and promotional materials
- Strategic tool for business development and talent attraction

Expected Impact:

- Increased visibility and credibility with Sony HQ and international clients
- Accelerated onboarding of new projects and business opportunities
- Enhanced employee pride and retention through capability showcase

Slide 3: Background – The Journey (Initial Concept)

Starting Point: Internal Problem Identification

Six months ago, we identified a critical gap in our organization:

- Project information scattered across multiple systems and locations
- Time-consuming manual report creation for management reviews
- No centralized view of team capabilities, skills, and certifications
- Difficulty showcasing achievements and capabilities to leadership

Initial POC Idea:

Developed an internal project dashboard application that would:

- Consolidate all project and team data in one place
- Automate Git metrics and reporting
- Provide weekly and monthly work reports
- Enable quick capability overview for client/management visits

Scope: PS4 console projects and team management

Slide 4: Evolution of the Concept

From Internal Tool to Strategic Marketing Asset

Phase	Scope	Audience	Primary Goal
Phase 1: Initial POC	PS4 Console Projects	Internal Teams	Project visibility & reporting
Phase 2: Expanded Vision	All SARD Verticals	Sony Groups, Clients, HQ	Marketing & Business Development

Key Turning Point:

Upper management recognized the potential to transform this from an internal tool into a **strategic marketing platform** that showcases SARD's entire organizational excellence across all verticals, domains, technologies, and devices.

New Direction:

Create a professional static website that positions SARD as a trusted, capable, and excellent partner for Sony's global operations.

Slide 5: Current Goal – SARD Marketing Platform

Objective: Develop a professional marketing webpage that showcases SARD India as a **Center of Excellence**

Core Purpose:

This platform will serve as a single source of truth for:

- Sony Group leadership and headquarters
- Potential clients and business partners
- Existing Sony verticals seeking outsourcing/collaboration opportunities
- Talent acquisition and organizational branding

Strategic Positioning:

Present SARD not as a service provider, but as a **trusted center of excellence** with deep expertise across technical domains, industries, and cutting-edge technologies.

Slide 6: Value Proposition – Why This Matters to SARD

Organizational Benefits:

1. Business Development

- Attracts new projects and collaborations from Sony groups globally
- Reduces time-to-contract by showcasing capabilities upfront
- Differentiates SARD from competitors

2. Operational Efficiency

- Single platform eliminates need for creating custom presentations
- Centralized data repository reduces information silos
- Automated updates from Git and project management systems

3. Employee Engagement

- Celebrates team achievements and expertise
- Showcases career growth opportunities and certifications
- Builds organizational pride and employer branding

4. Strategic Alignment

- Demonstrates alignment with Sony global standards
- Supports C-suite discussions with headquarters
- Facilitates knowledge sharing across verticals

Slide 7: Value Proposition – Stakeholder Benefits

For Sony Leadership & HQ:

- Clear visibility into SARD's capabilities and capacity
- Data-driven insights for decision-making on new projects
- Proof of excellence and reliability

For Potential Clients:

- Comprehensive overview of technical expertise
- Case studies demonstrating proven success
- Transparency into team credentials and certifications

For Existing Sony Verticals:

- Easy access to SARD's availability and expertise
- Clear onboarding process and timeline
- Historical track record and success metrics

For SARD Team Members:

- Career development visibility
- Skill recognition and advancement opportunities
- Organizational transparency

Slide 8: Key Sections of the Marketing Platform

1. SARD Journey & Growth Story

- Timeline of establishment and milestones
- Growth metrics: resources, projects, domains, devices handled
- Evolution across technical capabilities and quality engineering

2. Technical Excellence

- Expertise across programming languages (Java, C#, Python, C++, etc.)
- Cloud and AI capabilities
- UI, backend, middleware, and security layers
- Infrastructure and architecture depth

3. Domain Excellence

- Vertical coverage (SIE, SSS, etc.)
- Domain-specific enhancements and innovations
- Historical progression and maturity

4. Device Excellence

- Portfolio: PS Consoles, TVs, cameras, lenses, VR, semiconductors
- Proven expertise across hardware-software integration

5. Vertical Details

- SSS, SIE, and other business units
- Project inventory and technical composition

- Resource allocation and team structure

Slide 9: Key Sections (Continued)

6. Case Studies & Success Stories

- Documented achievements across verticals
- Quantified business impact and growth
- Client testimonials and partnership outcomes

7. Capability Overview

- Certified professionals by domain
- Educational credentials (master's degrees, experts)
- Skill matrix across technologies and certifications (AI, JIRA, PMP, etc.)

8. Why Choose SARD – Differentiators

- Resource management and vendor excellence
- Secure ODC lab and infrastructure
- Multi-timezone support (Japan, US, UK, India)
- Certified technical and management teams
- Agile methodology and certifications
- Well-defined SDLC adherence

9. Connection & Onboarding Process

- Clear pathway for new project inquiry
- Onboarding timeline and process
- Contact and engagement mechanisms

Slide 10: Expected Outcomes

Immediate Outcomes (0-3 months):

- Approved POC concept with executive alignment
- Stakeholder interviews completed and data requirements identified
- Technical architecture and design finalized
- Data collection framework established

Short-term Outcomes (3-6 months):

- Fully functional marketing platform deployed
- Initial case studies and capability data populated
- Soft launch for internal stakeholder feedback
- Metrics dashboard for tracking effectiveness

Long-term Outcomes (6-12 months):

- Platform live and publicly accessible
- Measurable increase in project inquiries from Sony groups
- Enhanced brand recognition in Sony ecosystem

- Demonstrated ROI through new business opportunities

Slide 11: Data Requirements & Sources

Critical Data Needed:

Data Category	Source	Owner	Frequency
Project Inventory	Project Management Systems	Project Leads	Monthly
Team Composition	HR/Resource Management	HR Team	Quarterly
Technical Skills	Internal Assessment Tools	Team Leads	Quarterly
Git Metrics	GitHub/GitLab	DevOps/Tech Leads	Weekly/Monthly
Certifications	HR Records	HR/L&D	Quarterly
Case Studies	Project Closure Reports	Project Managers	As Completed
Domain Expertise	Technical Assessment	Subject Matter Experts	Annually
Device/Technology Info	Architecture Docs	Tech Leads	Bi-annually

Slide 12: Data Collection Strategy

Decentralized Data Model:

Each vertical and domain will maintain their own data source, which will be:

- **Automated:** Git metrics pulled via APIs
- **Curated:** Quarterly reviews by domain heads
- **Validated:** Cross-checked with HR and resource systems
- **Aggregated:** Centralized into the platform

Key Stakeholders to Interview:

- **Directors/Senior Directors** from each vertical
- **Technical Leads** for domain and technology expertise
- **HR/L&D** for certification and capability data
- **Project Managers** for case studies and outcomes

Slide 13: Implementation Timeline

Phase 1: Stakeholder Alignment (Weeks 1-2)

- Executive interviews and feedback sessions
- Data source identification and access provisioning
- Approval from leadership

Phase 2: Platform Design & Setup (Weeks 3-4)

- Technical architecture definition
- UI/UX design and wireframes
- Development environment setup

Phase 3: Data Integration (Weeks 5-8)

- Automated data pipeline development
- Manual data entry and curation
- Testing and validation

Phase 4: Launch & Optimization (Weeks 9-12)

- Platform deployment
- Training for data maintainers
- Performance monitoring and optimization

Slide 14: Resource Requirements

Team Composition:

- **1 Senior Technical Specialist** (Project Lead) – 50% allocation
- **1-2 Fresh Engineers** (Development & C# upskilling) – 100% allocation
- **1 UI/UX Designer** – 25% allocation (shared resource)
- **Data Stewards** from each vertical – 10-15% allocation
- **Executive Sponsor** – guidance and stakeholder alignment

Technology Stack:

- **Frontend:** Modern web stack (React, Angular, or similar)
- **Backend:** C# (.NET Core) – aligns with existing expertise
- **Database:** SQL/NoSQL as appropriate
- **APIs:** Git integration, HR system integration
- **Hosting:** Sony infrastructure/ODC

Slide 15: Success Metrics

How We'll Measure Success:

Metric	Target	Timeline
Platform Adoption	80% of leadership accessing monthly	6 months
Project Inquiries	25% increase in new project requests	6 months
Data Accuracy	95% data completeness	3 months
Page Load Time	<2 seconds	Launch
User Satisfaction	>4.5/5 rating	3 months
Time Saved	40 hours/month reduced reporting effort	6 months
Business Impact	Quantified new revenue from platform visibility	12 months

Slide 16: Call to Action

Next Steps:

Immediate Actions (This Week):

1. **Secure your calendar** for a 30-minute stakeholder interview
2. **Identify data sources** within your vertical
3. **Nominate a data steward** to support the initiative

This Month:

- Complete all stakeholder interviews
- Finalize data requirements
- Present consolidated findings to leadership
- Secure approval to proceed to development

Expected Outcome:

Full executive alignment and resource commitment to build SARD's Center of Excellence marketing platform.

Slide 17: Q&A

Questions to Consider:

- What data does your vertical currently track that would be valuable for this platform?
- Who are the key stakeholders within your vertical who should be involved?
- What challenges do you foresee in data collection or integration?
- How can this platform help your vertical grow and attract new opportunities?

Contact Information:

[Your Name & Details]
Ready to discuss your vertical's participation and data requirements

Appendix: Glossary

- **SARD:** Sony Audio Robotics Design (or relevant full form)
- **POC:** Proof of Concept
- **SIE:** Sony Interactive Entertainment
- **SSS:** [Relevant Sony entity]
- **ODC:** Offshore Development Center
- **SDLC:** Software Development Lifecycle
- **Git Metrics:** Version control statistics and development insights