

# How Sony Gained Efficiency with bswift

## SONY CORPORATION OF AMERICA

**Leonard Natale**  
Senior Director of Benefits

### INDUSTRY

Electronics, gaming, entertainment and financial services

### THE STORY

Sony had an outdated benefits administration system that lacked robust reporting capabilities and the ability to easily make changes on demand. They sought a flexible and efficient solution that would allow them to tailor the system to their ever-evolving needs and reduce the amount of time spent on administrative tasks.

### WHY bswift

Real-time Reporting  
Flexible and Customizable  
Time-saving

*The views expressed are solely those of the individual and do not necessarily reflect the views of Sony Corporation of America.*

**“As advertised, we were able to make changes literally on the fly and that was such a new thing for us, we’re still pinching ourselves.”**

### TIME-SAVING

“The tool itself is the real key. It really helps the team do a better job because they can get things done within a short timeframe.”



“We were able to have it work the way we wanted, look the way we wanted and have everything on the screen that we wanted.”

### CUSTOMIZATION



“Flexibility was one of the things we really liked about bswift...we had a mid-year enrollment into a product, which we don’t normally do because of the complexity, and we were able to do that.”

### FLEXIBILITY

“There are a million standard reports available, but I can also create my own reports in real-time. To me, that’s a huge improvement over what we were able to get before.”

### REAL-TIME REPORTING

**“We were really impressed and excited, and we got a lot of great feedback from our employees, management and HR leaders. We delivered on what we promised, and that was the most important thing.”**

**“The bswift team has been really good with us and very responsive to our needs.”**

