

Sony

Business Link (bLink)

User Guide

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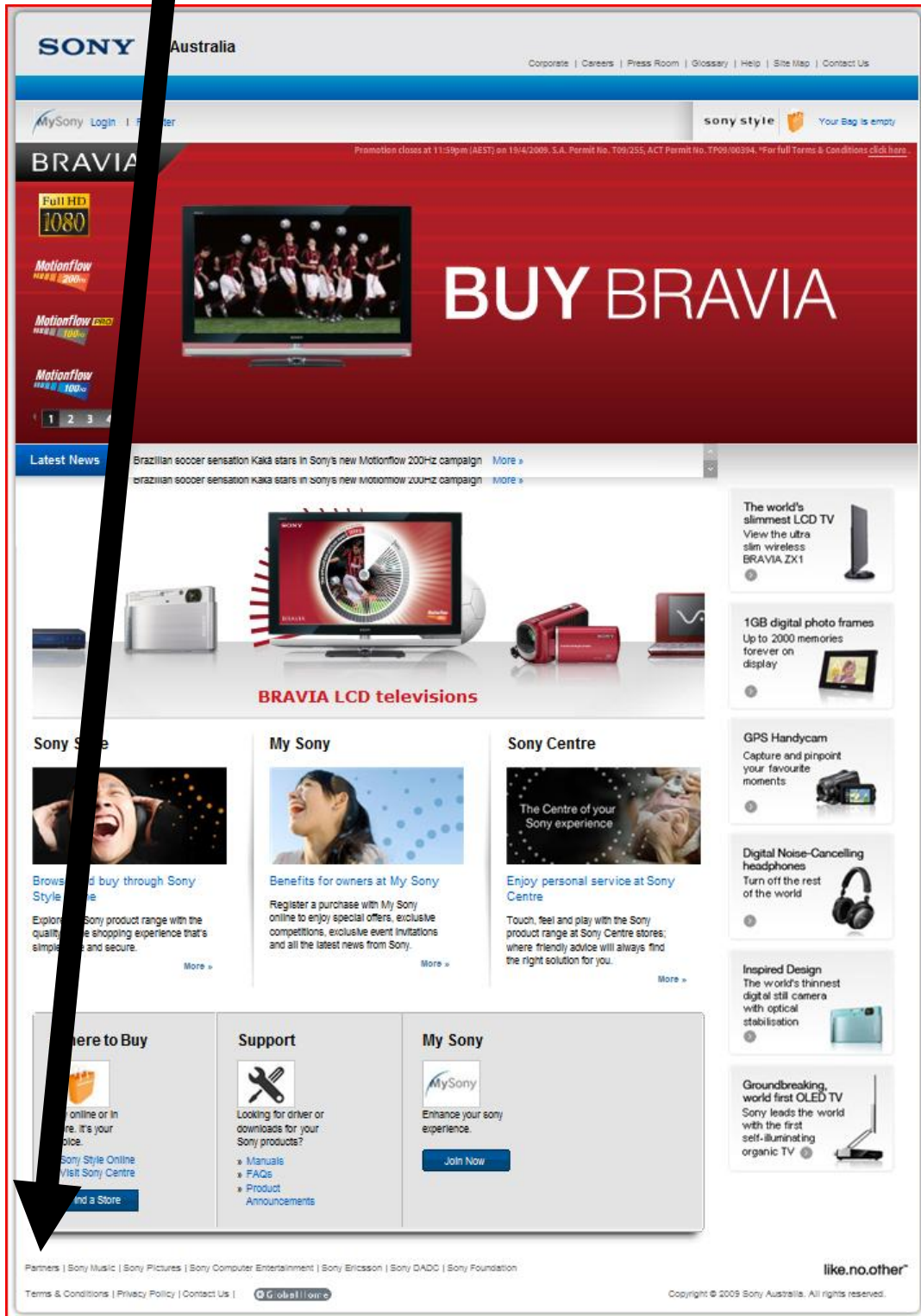
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1. Logging on to the site

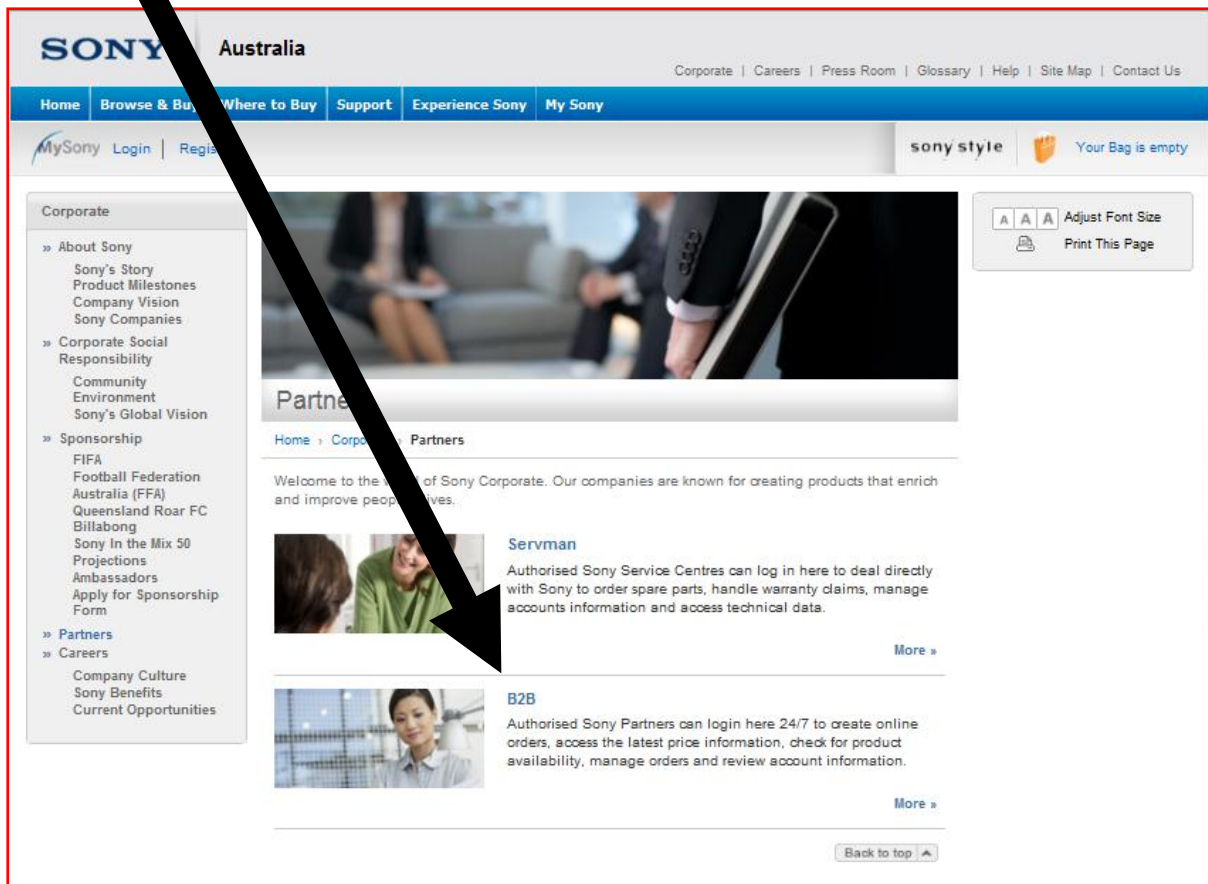
There are 2 ways you can log onto the site:

1.1 Visit Sony Australia's homepage @ www.sony.com.au

Click on [PARTNERS] at the bottom of the page.



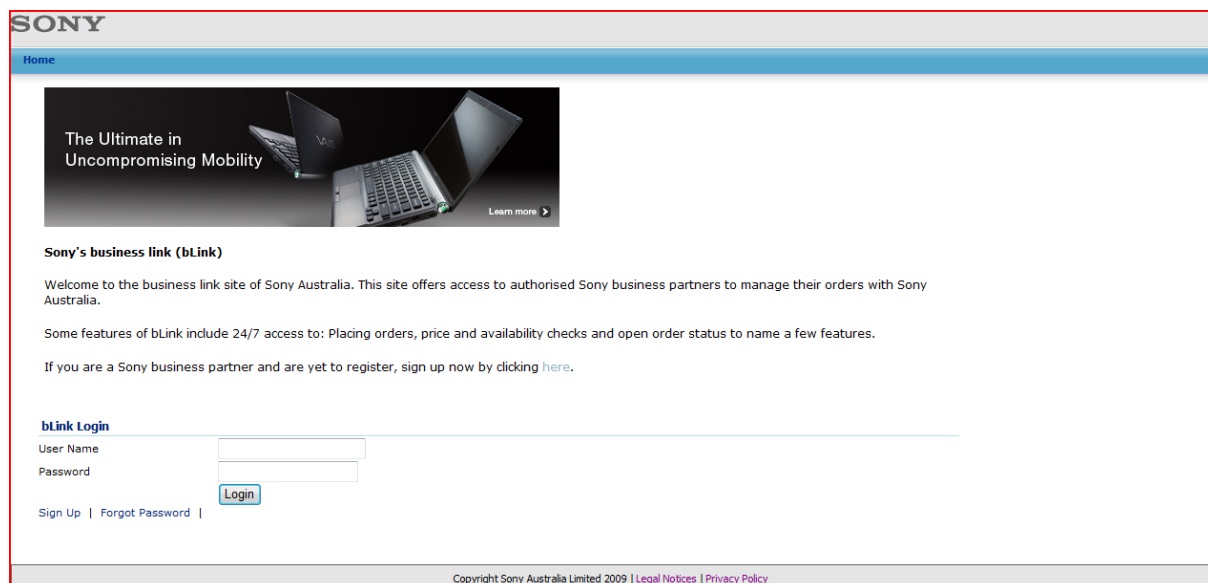
Once you have clicked on the Partners hyperlink the following box will appear. Click on the **B2B** hyperlink to redirect you to the blink log on page.



1.2 Go directly to the bLink homepage URL:

<https://partner.sony.com.au>

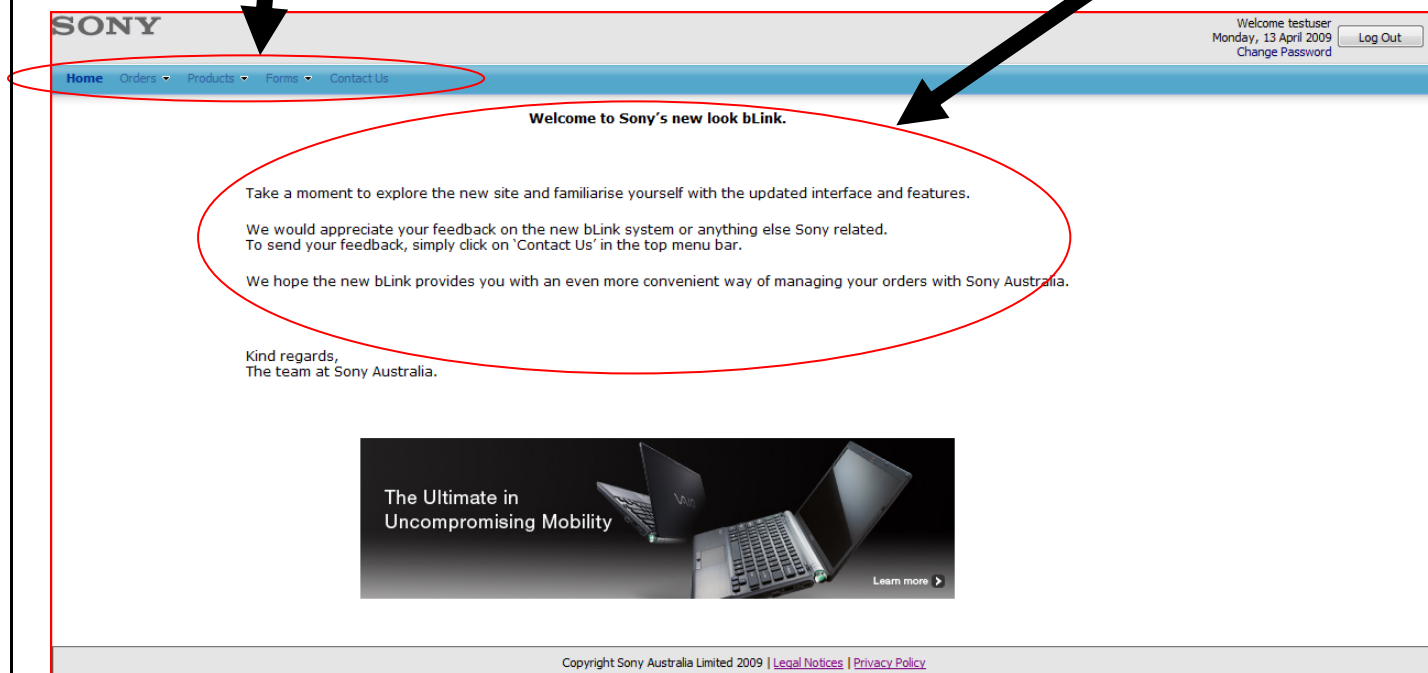
This will take you directly to the Login Page.



2 The Main Menu

Your level of access will determine which areas of the site you will have access to.

Announcement and any other important information.



Header Menu	Sub Menu	Description
Orders	Create Orders	Real-time order placement
	View Orders	View and track the status of orders placed via blink
Products	Product Search	Product availability and pricing queries
	Price List	Full price list report and export functionality
Forms	Return Goods	Return goods form
	Price Reduction	Price reduction form
Contact Us	-	Send feedback & inquiry to Sony Blink

3 Create Sales Order

3.2 New Order

- a. Select the customer account and click on 'Create New Order' button.

Create Order

Customer Sold To: Store1

Select from Shopping Cart

No.	Cart Name	Cart Type	Comment	Sold To	Ship To	Date Saved	Items	Action
1	testuser_13042009	Template	Monthly order			13/04/2009	1	Edit Delete New Order

Computer Product Range

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- b. Enter a valid requested delivery date or select from the calendar/date picker.

Important: Please ONLY enter the requested delivery date if you would like to place a forward order and it must be in DD/MM/YYYY format (31/01/2009), otherwise the field can be left blank (empty) to request for the first available delivery date.

- c. Adding line items into your shopping cart.
Enter the product model number, quantity and click on "Add to cart" button.

New Order

Customer Sold To: Store1

Requested Delivery Date: Optional requested delivery date, otherwise first available date

Order Details

New Order

Model No. Quantity

Description

Description	Quantity	Unit	Unit Price	Net Value	
40IN V SERIES BRAVIA FULL HD LCD TV	1	SET	\$1,853.77	\$1,853.77	Remove

Note: For easy product search, you can enter a first 3 characters of the product number or description (wild card), select from the suggested results and it will help to populate the textbox.

SONY

Welcome testuser
Monday, 13 April 2009
Change Password Log Out

Home Orders Products Forms Contact Us

New Order

Customer Sold To: Store1
Requested Delivery Date: * Optional requested delivery date

Order Details

New Order

Model No. Quantity

Current Cart

No.	Model No.	Description	Quantity	Unit	Unit Price	Net Value	
1	KDL40V4000	40IN V SERIES BRAVIA FULL HD LCD TV	1	SET	\$1,853.77	\$1,853.77	Remove
2	KDL46XBR45BDP	46XBR45 BDP5550 KIT KDL46XBR45 - 46IN XBR SERIES BRAVIA LCD BDP5550 - STEP UP BLU-RAY PLAYER	1	PC	\$4,845.79	\$4,845.79	Remove

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For Kits and Free Goods, the component(s) that is associated with the ordered product will be displayed below the product header description

d. Confirming the order.

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Monday, 13 April 2009 Log Out
Change Password

Home Orders Products Forms Contact Us

Check Out

Invoice To:
Store1
sales@store1.com

Ship To:
Store1
123 George Street
Sydney, NSW 2000
Phone:90000123 - Fax:80000123

Purchase Order No.:
PO#123

Comments:
Insert your order notes here ...

Current Cart

No.	Model No.	Description	Qty	Unit	Unit Price	Net Value	Availability	
1	KDL40V4000	40IN V SERIES BRAVIA FULL HD LCD TV	1	SET	\$1,853.77	\$1,853.77	IN STOCK	☒ X

***Please Note:** Approximate lead time for standard delivery service: New South Wales, Queensland and Victoria (Metro) 1 day, New South Wales, Queensland and Victoria (Country) and Northern Territory 2 days, South Australia 3 days, Tasmania and Western Australia 4 days.

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Enter your Purchase Order Number (required) and order notes (if any)

You will be advised of real-time product availability.

e. Submitting the order.

Order Confirmation

Thank you
Your order reference number is **6000011037**
An email confirmation with stock availability is being sent to you.

Your Shopping Cart

Invoice To:
Store1
sales@store1.com

Ship To:
4001727 - Store1
123 George Street
Sydney, NSW 2000

Purchase Order No.:PO#123
Comments:Insert your order notes here ...

No.	Model No.	Description	Qty	Unit	Unit Price	Net Value
1	KDL40V4000	40IN V SERIES BRAVIA FULL HD LCD TV	1	SET	1853.77	1853.77

OK

3.3 Load from saved template cart

- Select the template order
- Click on "edit"

SONY

Welcome director_test
Monday, 13 April 2009
Change Password

Log Out

Home Orders Products Forms Contact Us

Create Order

Customer Sold To: Store1
Create New Order

Select from Shopping Cart

No.	Cart Name	Cart Type	Comment	Sold To	Ship To	Date Saved	Items	Action
1	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
2	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
3	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
4	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
5	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
6	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
7	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
8	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
9	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete
10	4001727_002_8042009	Temporary Order				8/04/2009	1	Edit Delete

More Carts: 1 2

4 View Orders

This report is generic and allows you to view all orders that are being placed via blink application. If you want to narrow down your search, use the fields on the upper section of the page. These will allow you to view by:

- Purchase Order Number
- Sony Sales Order Number
- Date Range

View Orders

Customer Sold To:

Customer Purchase Order No.:

Sales Order No.:

Date From: Date To:

[View Orders](#)

Order History

Date	Sales Order No.	PO No.	Total Item	Total Amount	Sold To Account
13/04/2009	6000011036	PO#123	1	\$1853.77	Store1
13/04/2009	6000011037	PO#123	1	\$1853.77	Store1
09/04/2009	6000010938	outofstock	1	\$122.5	Store1
09/04/2009	6000010958	123	0	\$0	Store1
09/04/2009	6000010961	123	1	\$50.47	Store1
09/04/2009	6000010962	789	2	\$4896.26	Store1
09/04/2009	6000010963	678	3	\$6750.03	Store1
09/04/2009	6000010966	TestViewOrder_forward	1	\$14.8	Store1
09/04/2009	6000010967	12345	1	\$4845.79	Store1
09/04/2009	6000010968	123	1	\$4845.79	Store1

[More Orders: 1 2 3 4](#)

View Selected Order

Ship To: 4001727

Sold To: Store1

Email Address: alfin.ghazali@ap.sony.com

Purchase Order No.: 789

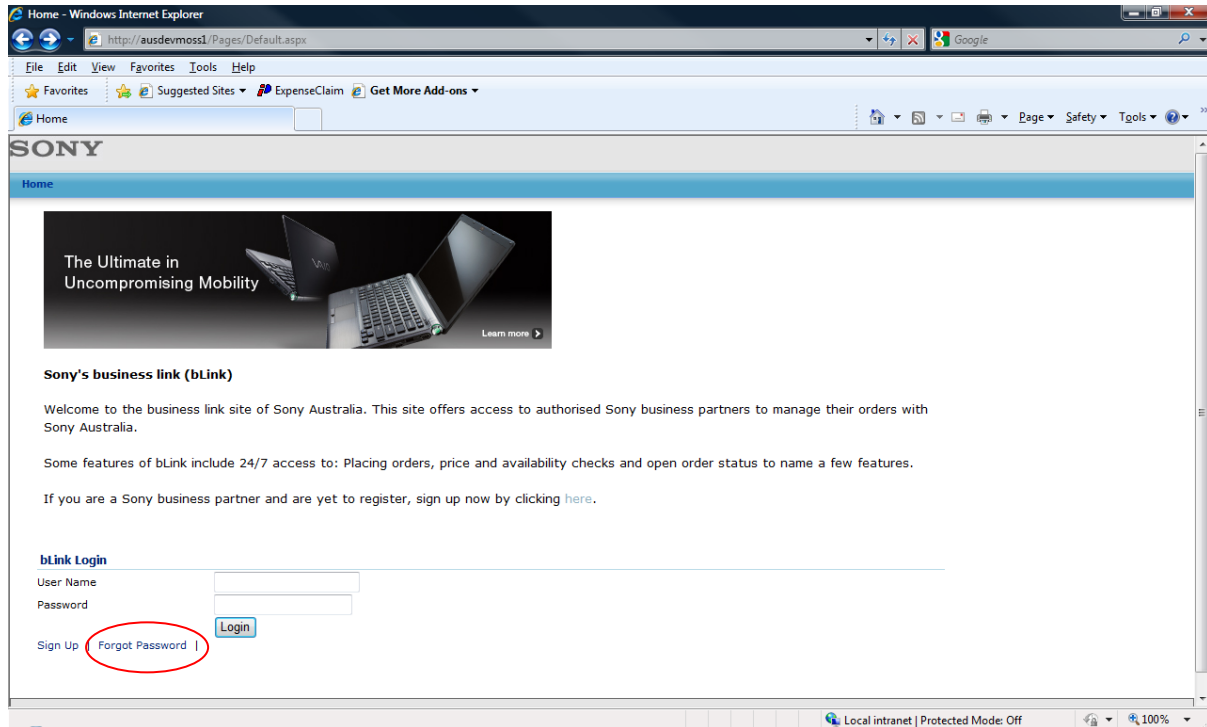
Order Text: Some comment here

Cart Details

No.	Model No.	Description	Qty	Unit	Unit Price	Net Value	Delivery Date
1	KDL46XBR45BDP	46XBR45 BDPSS50 KIT	1	PC	\$4,845.79	\$4,845.79	15/04/2009
2	MSHM64	64MB MAGIC GATE MEMORY STICK DUO	1	PC	\$50.47	\$50.47	15/04/2009

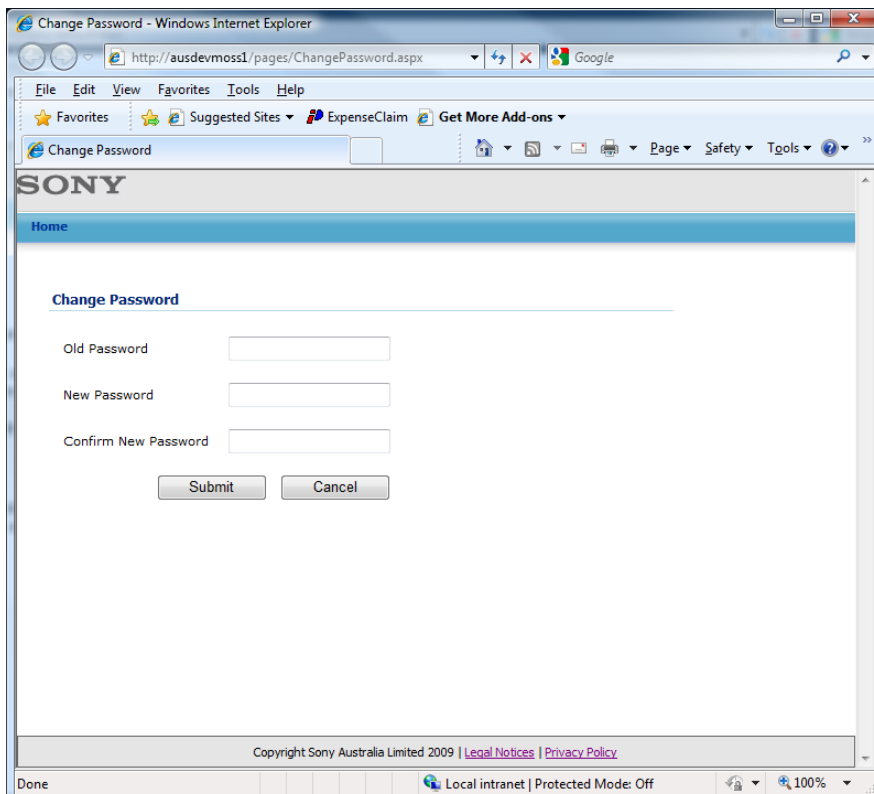
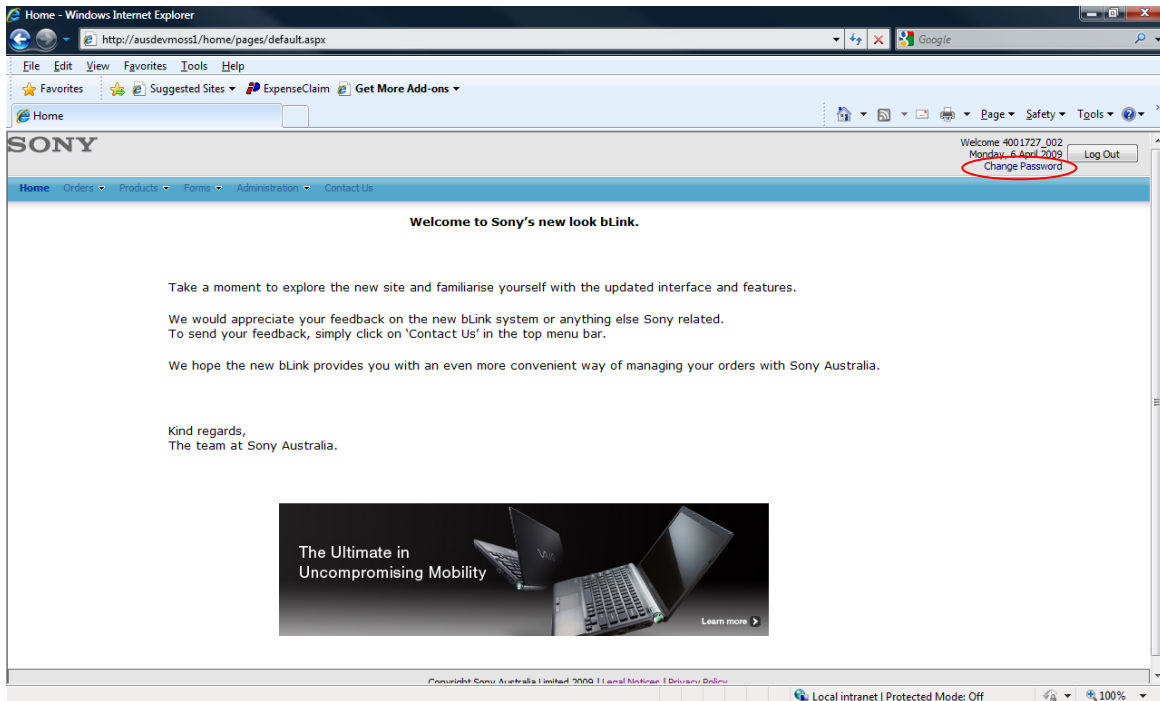
5 Forgot your password

If you forget your password you can either call Sony National Sales Centre to reset the password or on the login screen, there is a 'Forgot your password' hyperlink and you are required to enter your Username. Then click on 'Submit' button. An e-mail will be sent to you with your password.



6 Changing your password

To change your existing password, click on the 'Change Password' hyperlink on the top right corner of the page, enter the existing password and your preferred new password in the next two text boxes and it needs to be more than 7 alphanumeric characters. Entering the password twice helps to ensure that you typed your new password correctly and it is recommended that you change your password regularly to ensure the site is kept secure.



7 Terms and Conditions

7.2 Terms of Use

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 - (2) any material that could constitute or encourage conduct that would be considered a criminal offence or give rise to civil liability, or otherwise violate any law; or
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11. You agree to indemnify Sony and keep Sony indemnified against all actions, proceedings, losses, liabilities, claims, damages, demands, costs and expenses suffered or incurred by Sony as a result of or in connection with any negligent act or omission, use or misuse of the Site, violation of the rights of another user of the Site, or a breach of these Terms, by you or anyone using your User Details.
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15. The Terms of Use may not be altered, supplemented, or amended by the use of any additional documents that purport to be an agreement between you and Sony. Any attempt to supplement or amend this document shall be null and void.
16. The Terms of Use are to be governed by and construed in accordance with the laws of New South Wales, Australia, without reference to its conflicts of law rules. Each party irrevocably and unconditionally submits to the non-exclusive jurisdiction of the courts of New South Wales. If any provision of the Terms of Use is found to be invalid or unenforceable, such invalidity or unenforceability will not affect the remainder which will continue in full force and effect.

7.3 Terms and Conditions of Sale

Warranty

Each product comes with its own Sony warranty. Go to the [Warranties](#) section and refer to the warranty card corresponding to the Products you intend to purchase for the relevant terms and conditions of warranty ("Warranty Terms").

Sale Terms

The [Terms of Use](#), Sony's [Privacy Policy](#) and the applicable [Warranty Terms](#) form part of, and are hereby incorporated into, these terms and conditions of sale (collectively the "Sale Terms").

The Sale Terms apply to your purchase of any Products on the Site.

1. Sony Australia Limited (ABN 59 001 215 354) ("Sony") shall either by itself or through its subcontractors sell and you shall purchase the products and services offered for sale on the Site ("Products") in compliance with the Sale Terms. Sony is entitled to appoint subcontractors to provide the Products and to perform any act of Sony contemplated under this Contract. All orders placed by you on the Site ("Orders") are accepted pursuant to the Sale Terms, which supersede any other terms relating to the sale of the Products appearing on the Site or elsewhere and shall override any other terms referred to by you or in any course of dealing.
2. An Order placed by you on the Site is an offer by you to purchase a particular Product. Sony or its subcontractors reserve the right to accept or reject your Order for any reason, including, without limitation, an error in your order or in the material on the Site, or the unavailability of the Product. The contract to purchase a particular Product only comes into existence upon acceptance by Sony or its subcontractors of your Order. Products are subject to availability. In the event of shortage, Sony may allocate sales and deliveries in its sole discretion.
3. Sony or its subcontractors will only accept Orders for delivery of the Products if the delivery address is a street address in Australia and only if you are a resident of Australia and over the age of 18 years. Sony or its subcontractors reserve the right to limit the quantity of Products purchased by you.
4. The price of a Product shall be as stipulated on the Site at the date of placement of your Order. Unless otherwise indicated on the Site, all prices include all Australian taxes.
5. Unless otherwise indicated on the Site, you will be responsible for payment of all transport and delivery charges for your purchases on the Site. Sony or its subcontractors shall endeavour to arrange to deliver the Products to the delivery point in Australia designated by you on your Order. Sony or its subcontractors will use its discretion in selecting a reputable carrier and appropriate means of shipment. Any dates quoted by Sony or its subcontractors for delivery of the Products are estimates only and shall not form part of the Sale Terms.
6. Sony or its subcontractors must receive full payment of the price of the Products ordered, and any other charges (including delivery or freight charges) that may apply to your Order, before they are delivered or supplied to you. You shall pay for the Products by using one of the payment methods available on the Site.
7. Where the Products are to be delivered by instalments, each instalment shall be deemed to be the subject of a separate agreement and no default or failure by Sony or its subcontractors in respect of any one or more instalments shall vitiate the Contract in respect of the Products previously delivered or undelivered Products. In the event that Sony or its subcontractors give notice to you that it is unable to deliver any instalment of the Products, you shall be deemed to have accepted those instalments already delivered but Sony or its subcontractors may reimburse the price of the undelivered Products which have been paid for by you.
8. If you fail to take delivery of the Products or any part of them when they are made available to you, or fail to provide accurate instructions, documents, licenses, consents or authorizations required to enable the Products to be delivered, Sony or its subcontractors shall be entitled, upon giving written notice to you, to store or arrange for storage of the Products, and then risk in the Products shall pass to you, delivery shall be deemed to have taken place, and you shall pay to Sony or its subcontractors all costs and expenses (including storage and insurance charges) arising from your failure.
9. Unless you notify Sony to the contrary by telephone, facsimile transmission or telex within seven (7) days of delivery and such notification is confirmed in writing within seven (7) days of its receipt by Sony, the Products shall be deemed to have been accepted by you as being in good condition and in accordance with the Sale Terms.
10. Title and risk of loss or damage to the Products shall pass to you on the physical delivery of the Products to the address identified by you in the Order. Notwithstanding the foregoing, title to the Products which are software products shall remain with the applicable licensor(s).
11. In no event shall Sony or its subcontractors be liable to you for any indirect, special, incidental or consequential damages resulting from performance or failure to perform under an agreement pursuant to the Sale Terms, or from the furnishing, performance or use of any goods or services sold or provided pursuant to the Sale Terms, or

due to late delivery or non-delivery of the Products, whether due to a breach of contract, breach of warranty, negligence, or otherwise.

12. Products are not authorised for use as critical components in life support systems or situations where failure to perform can reasonably be expected to cause significant injury to users or others.
13. Sony may update, or discontinue any Product and/or revise prices for any Product listed as available on the Site at any time. You agree that changes may occur between any Product shipped to you and the Products described in marketing materials.
14. You agree and warrant that the purpose of purchasing the Products is for your own internal use only, and not for resale. Sony or its subcontractors shall be entitled to refuse to accept orders placed by you if you breach or Sony or its subcontractors, on reasonable grounds, suspects that you will breach this warranty. You shall not remove components from the Products for resale.
15. You agree to comply with all applicable export laws, regulations and orders of Australia and the United States of America. Specifically, but without limitation, you agree not to re-export or ship, directly or indirectly, any Products or technical data in any form without first obtaining Sony's prior written consent and the appropriate export or re-export licenses from the Government of Australia and/or the Government of the United States of America.
16. Sony or its subcontractors shall not be liable for any delay or failure in its performance caused by or resulting from acts of God, fire, flood, accident, riot, war, government intervention, embargoes, strikes, labour difficulties, equipment failures, or any other causes beyond its reasonable control.
17. An attempt by you to enter an Order which is subject to additional or altered terms and conditions shall be null and void.

Parallel Import WARNING!

Sony Australia is the authorised distributor of Sony branded computer, consumer electronic & media products in Australia. Recently we have observed other suppliers offering imported Sony product from overseas and selling through retail outlets, other dealerships as well as online via the Internet, etc., to Australian consumers. Consumers should exercise care when acquiring these products. Also, from time to time we have become aware of a growing number of "copy" or "fake" Sony products being brought into Australia and being sold the same way as above. In particular, consumers should;

- Check that the product conforms with all Australian electrical safety standards;
- Check that the product conform to Australian RF emission & Safety standards;
- Check if the product incorporates a tuner (TV's, VCR's, portable Audio, etc.), and if so does it properly support the Australian frequencies & broadcast formats;
- Check that the seller will provide and honour the product warranty. Some products offered may not be carried by Sony Australia and we may be unable to help if the seller fails to honour the warranty;
- Check that the product is definitely a "genuine" Sony product and not a "copy" or "fake".

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(In alphabetical order)

5 50 MUSIC, A:SA II, ACRY-TAC, ATRAC, AUTOSOUND & Device, AVLS, B CORD & Beta Character, BAMBOO, BEAT & Device, BESIDE, BETA B & Beta character, Beta Character, BETACAM, BETACAM SP, BETACAM SX, BETACART, BETAMAX, BETAMAX & Beta characters, BETAMAX B & Beta character, BETAPRO, C Letter logo, Caduceus symbol, CAPTURE, CAPTURE IT ALL ON & SONY TAPE, CD +, CD PLUS, CHAOS, CHAPMAN, CHROMALLY, CIT Logo, CLUB, COLLECTOR'S CHOICE, COLOMBO, COLUMBIA, COLUMBIA & Device, COLUMBIA COUNTRY CLASSICS, COLUMBIA GRAFONOLA, COLUMBIA MAGIC NOTES & Device, COMIX, COMPO S, CORONET, COVERT RECORDS, CRVDISC, CRYSTAL SHELL, CRYSTALLEYE, CX, D 8 & Device, DANCE POOL & Dancer Device, DANCE POOL & Device, DATACAPSULE, DDS DIGITAL DATA STORAGE, DEED, D-EIGHT, D-EIGHT & Device, DESKTOP LIBRARY, DIGIRULER, DIGITAL BETACAM, DIGITAL MAP, DIGITAL MASTER, DIGITAL SKETCH, DIGITAL SPARKLE, Disc Device, DISCMAN, Diverging arrows device, DME-LINK, DODECAHORN, DRUM BASS, DRUMPAD, DUAL SHOCK, DUALITY, DV, DYNAMIC TRACKING, DYNAMICRON, E3G ELECTRONIC BOOK, E3XA ELECTRONIC BOOK, EDIT GEAR, EGGO, EMBASSY, EPIC, EPIC SOUNDTRAX, ES ELITE, ESPRIT, EVERYBODYS GOLF, FAMILY STUDIO, FD TRINITRON WEGA, FELICA, FIGURE HEAD, FLEXIPAD, FLEXY, FLEXYDISK, FONTOPIA, FREEDOM & Device, FUSION, GENESIS, GRAN TURISMO, GREENPLUS, H.AIR, HANDYCAM, HARMONY & Record Device, HD, HDVS, HEAD LOADING, HI BLACK, HIFD, HIT BIT, HOME CINEMA, HYBRIX, I Logo, i.link, IE & Device, INDEXTRON, INFOMAN, INTEGRA, IT'S A SONY, JOG DIAL, JOYFUL, JUMBOTRON, KEYFRAME-LINK, KIRARA BASSO, L LEGACY, La Voce, L'AMUSE, LAPIS, LASERMAX, LEGACY, LIBERTY, M Logo, MAGIC CHANGER, MAGIC LINK, MAGIC NOTES, MAGNESCALE, MASTER SOUND, MASTERSHOP, MASTERSOUND, MAVICA, MAVIGRAPH, MAVIPAK, MD LINK, MD LINK PLUS & Arrow Device, MD WALKMAN, MDD & Device, MEDIA PAL, MEGA BASS, MELF, MEMORICH, MEMORY STICK, MEMOTCH, METAL SERVO, METALSERVO, MICROWORLD, MILLENNIA, MINIDISC WALKMAN, MMCD, MURMUR, MUSIC NOTE Device, Music Notes on Quaver device, MUSICA & Music Note Device, Musical Instruments Device, MY FIRST SONY, MY SONY, MY SONY logo, NETMAN, NEWS, NEWSMAKER, NT & Device, NUDE, O & Camera Device, ODYSSEY, OKEH, ORIOLE, Ovals device, PALM TOP & Device, PALMTOP, Pela Pela, PIXY, PLASMATRON, PLAY T.V., PLAYSTATION, POCKETSTATION, PORTRAIT, POWERLINE & P Device, PRESH, PRISM, PRO DAT PLUS, PROFEEL, PROSOUND, PS, PS & Device, PYXIS, QUARTER L, QUATTRO, RAD Range, REDISC, REPEAT LEARNING SYSTEM, ROGER, S Logo, S3 Logo, SBM, SCENA, SCOOPMAN, SCREENERS, SD, SDDS, SDDS SONY DYNAMIC DIGITAL SOUND, SdevTC, SDT SONY & Device, SEARCHMAN, SECUTIVE, SERVMAN, SHOT BOX, SMV & Device, SODA & Soda Bottle Device, SONAHAWK, SO-NET, SO-NET & Device, SONETT, SONOPTOR, SONY, SONY BASIC/1, SONY BROADWAY, SONY CENTER AM POTSDAMER PLATZ & Device, SONY CINEMATIC, SONY CLASSICAL, SONY CLASSICAL FILM & VIDEO & Film Device, SONY COMPUTER ENTERTAINMENT & S Device, SONY ELECTRONIC PUBLISHING, SONY I-FILE, SONY KID'S VIDEO & Device, SONY MANAGEMENT GAME, SONY MUSIC ENTERTAINMENT, SONY TAPE, SONY TAPE PRO-SHOP & Cassette Device, SONY VIDEO 8, SONY WONDER, SOUND SCOPE, SPOT-O-MARC, STAMINA, STARWOOD, STEADY SHOT, STRAC, SUPER BIT MAPPING, SUPER MIX, SUPER SLIDE, SUPER TRINITRON, SUPERBRIX, SWEEPSTATION, Sxnet, TEKMAN, TELEDISC ENTERTAINMENT, THE GOSPEL SPIRIT, THIS IS IT ULTIMATE ENTERTAINMENT, Thumbs-up Device, TIME TRIP, Treble Clef Device, Triangle, Circle, Cross & Rectangle Logo, Trident Device, TRINICON, TRINITRON, TRINITY, TV1 TV1 TV1 & Device, U-CEIVER, U-MATIC, UNILINK, V, VAIO, VIEWTOPIA, VIRTUOSO, VisionArt, VISIONTOUCH, VISUALTOUCH, VIVARTE, VL Logo, VOICE OF JAPAN, WALKMAN, WALKMAN & Runner device, WALKMAN WORLD, WATCHCAM, WATCHMAN, WEBMAN, WEGA, WILD ARMS, WONDER, WORK, WORLD BAND, X-SIGHT, YAROZE, YPPY Logo.