

SONY

New Sony1- User Onboarding Guide

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1. About New Sony1

Welcome to **New Sony1** portal, where you will be able to view products, place and track your purchase orders.

This professional onboarding guide is designed to facilitate a smooth, secure, and efficient experience for all users during the account registration and login processes. The instructions herein are suitable for both new and returning users.

To use the portal effectively, ensure you have:

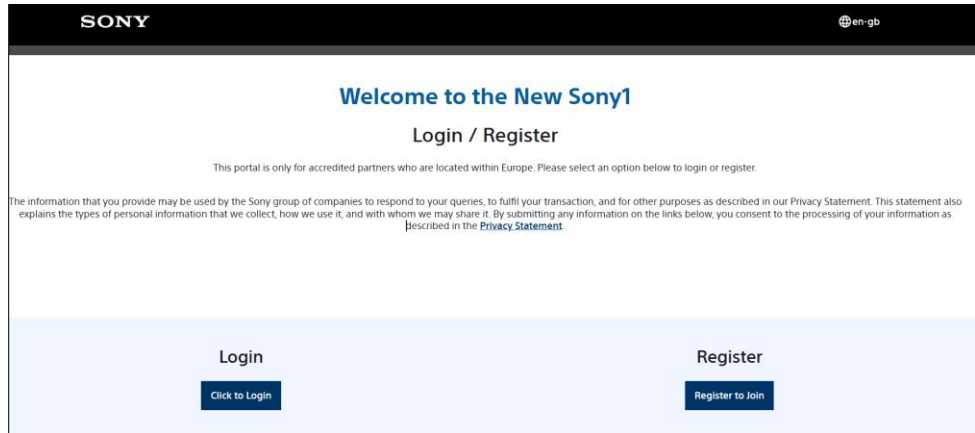
- A compatible modern browser: **Chrome, Firefox, Safari, or Edge**
- A stable internet connection
- An active, accessible email address
- A mobile device for Multi-Factor Authentication (MFA) i.e. Microsoft Authenticator App/Google Authenticator App.



2. User Registration (For New users)

2.1 Navigating to the Registration portal

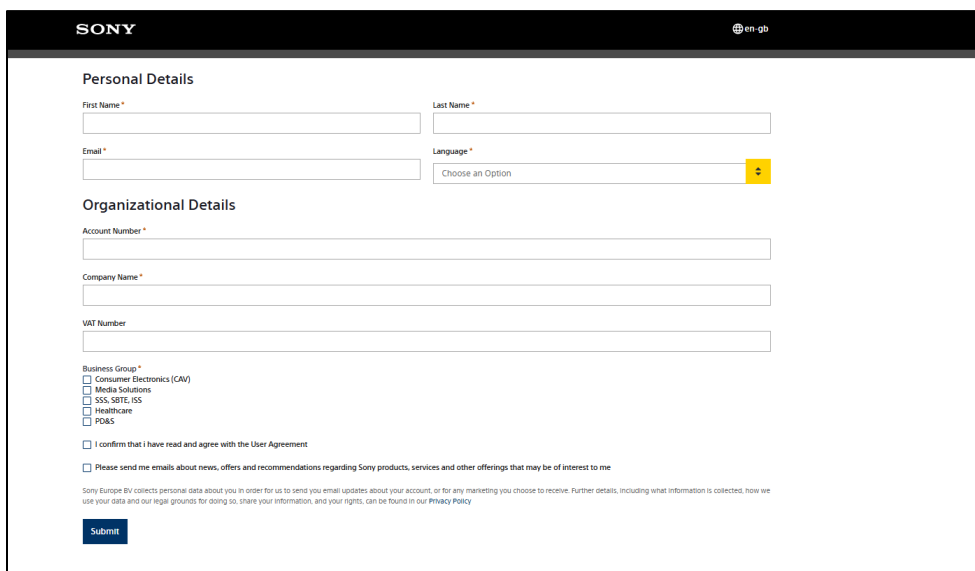
- Visit [URL \(To be confirmed post go-live\)](#)
- Click the **“Register to Join”** button located at the bottom-right corner of the homepage.



The screenshot shows the Sony New Sony1 portal. At the top, there is a black header with the Sony logo on the left and 'en-gb' on the right. Below the header, the main content area has a white background. It starts with the heading 'Welcome to the New Sony1' in blue, followed by 'Login / Register' in black. A small note states: 'This portal is only for accredited partners who are located within Europe. Please select an option below to login or register.' Below this, a paragraph of fine print explains that the information provided may be used by the Sony group of companies to respond to queries, fulfill transactions, and for other purposes as described in the Privacy Statement. At the bottom, there are two blue buttons: 'Click to Login' under the 'Login' heading and 'Register to Join' under the 'Register' heading.

2.2 Completing the Registration Form

The Registration Form Looks like :



The screenshot shows the Sony New Sony1 registration form. It has a black header with the Sony logo on the left and 'en-gb' on the right. The form is divided into two main sections: 'Personal Details' and 'Organizational Details'. The 'Personal Details' section includes fields for 'First Name *', 'Last Name *', 'Email *', and 'Language *' (with a dropdown menu). The 'Organizational Details' section includes fields for 'Account Number *', 'Company Name *', and 'VAT Number'. Below these fields, there are checkboxes for 'Business Group *' (Consumer Electronics (CAV), Media Solutions, SSS, SRT, ISS, Healthcare, PDMS) and a checkbox for 'I confirm that I have read and agree with the User Agreement'. A note at the bottom states: 'Please send me emails about news, offers and recommendations regarding Sony products, services and other offerings that may be of interest to me'. At the bottom left, there is a blue 'Submit' button.

Personal Details:

- **First Name***- Fill in your First Name.
- **Last Name*** – Fill in your Last Name.
- **Email Address*** (*must be valid and unique*) – Enter your email address.
- **Language*** – Select your preferred language.

The screenshot displays a web form for user onboarding, divided into two main sections: Personal Details and Organizational Details.

Personal Details:

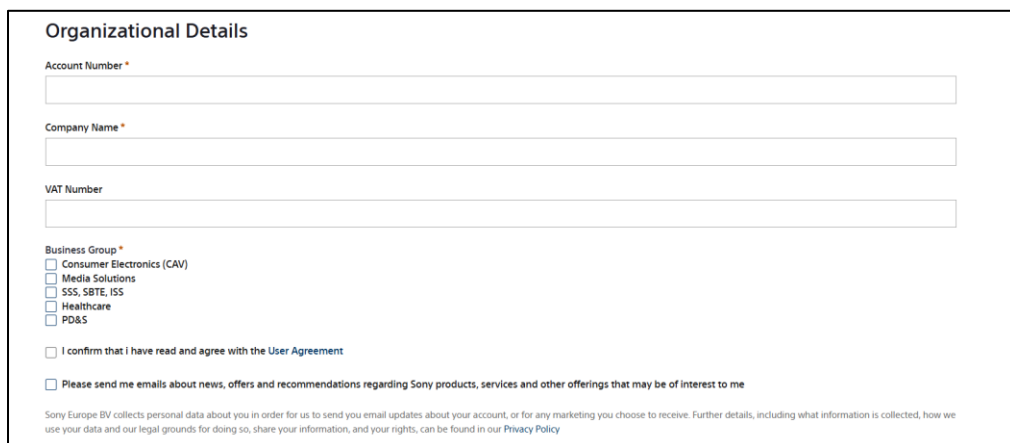
- First Name***: A text input field.
- Last Name***: A text input field.
- Email***: A text input field.
- Language***: A dropdown menu with a yellow arrow icon. The dropdown is open, showing a list of languages: German - Austria, Bulgarian, Croatian - Bosnia & Herzegovina, English - Great Britain, Croatian, Czech, Danish, English - Latvia, Finnish, French, German, Greek, Hungarian, English - Ireland, and Italian. "German - Austria" is currently selected.

Organizational Details:

- Account Number***: A text input field.
- Company Name***: A text input field.
- VAT Number**: A text input field.
- Business Group***: A section with four checkboxes:
 - ☐ Consumer Electronics (CAV)
 - ☐ Media Solutions
 - ☐ SSS, SBTE, ISS
 - ☐ Healthcare
 - ☐ PD&S
- ☐ I confirm that I have read and agree with the [User Agreement](#)

Organizational Details: -

- **Account Number*** – Enter your Sony SAP Account number.
- **Company Name*** – Enter your company name
- **VAT Number** – Enter your VAT number
- **Business Group***- Please select the SONY business group



The screenshot shows a web form titled "Organizational Details". It contains four input fields: "Account Number *" (with an asterisk indicating it is mandatory), "Company Name *" (also mandatory), "VAT Number", and "Business Group *". The "Business Group *" field is a dropdown menu with four options: "Consumer Electronics (CAV)", "Media Solutions", "SSS, S&TE, ISS", and "PD&S". Below these fields are two checkboxes: "I confirm that I have read and agree with the User Agreement" and "Please send me emails about news, offers and recommendations regarding Sony products, services and other offerings that may be of interest to me". At the bottom, there is a small line of text stating: "Sony Europe BV collects personal data about you in order for us to send you email updates about your account, or for any marketing you choose to receive. Further details, including what information is collected, how we use your data and our legal grounds for doing so, share your information, and your rights, can be found in our [Privacy Policy](#)".

- Note: the fields with * are mandatory to be filled.

Check the following before proceeding if you agree:

- ☒ I confirm that I have read and agree with the User Agreement.
- ☒ Please send me emails about news, offers and recommendations regarding SONY products, services, and other offerings that may be of interest to me.

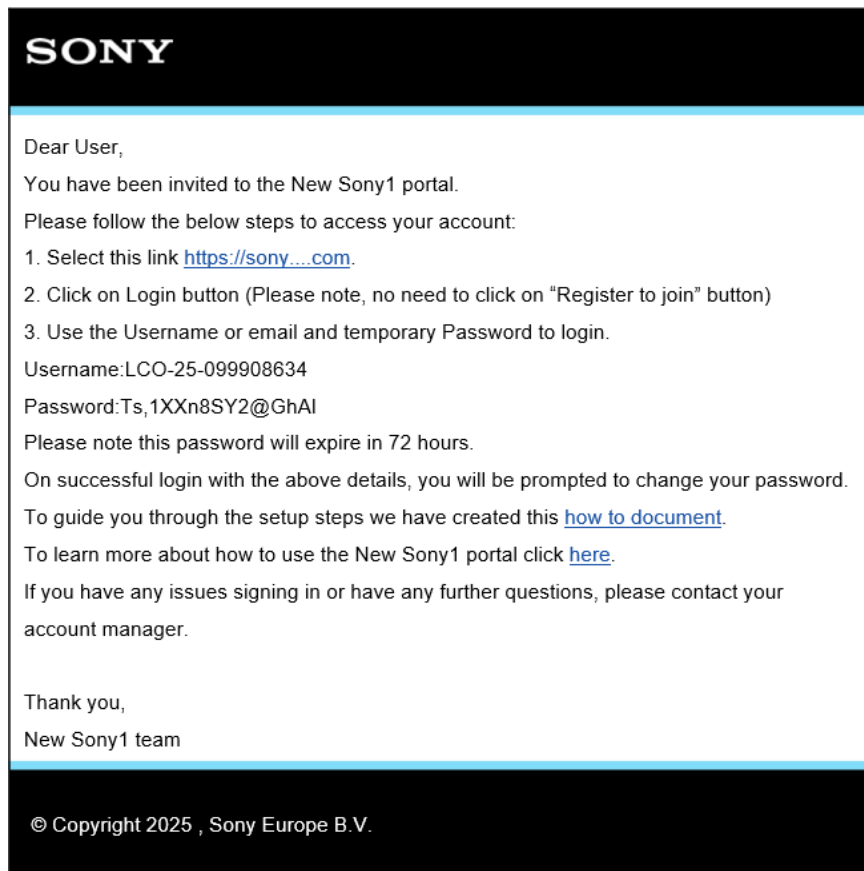
Click **“Submit”** to proceed.

Once your registration details are approved, you will receive a **“Welcome email”** to your email address with your username and a temporary password to login into the portal. Go to section 3

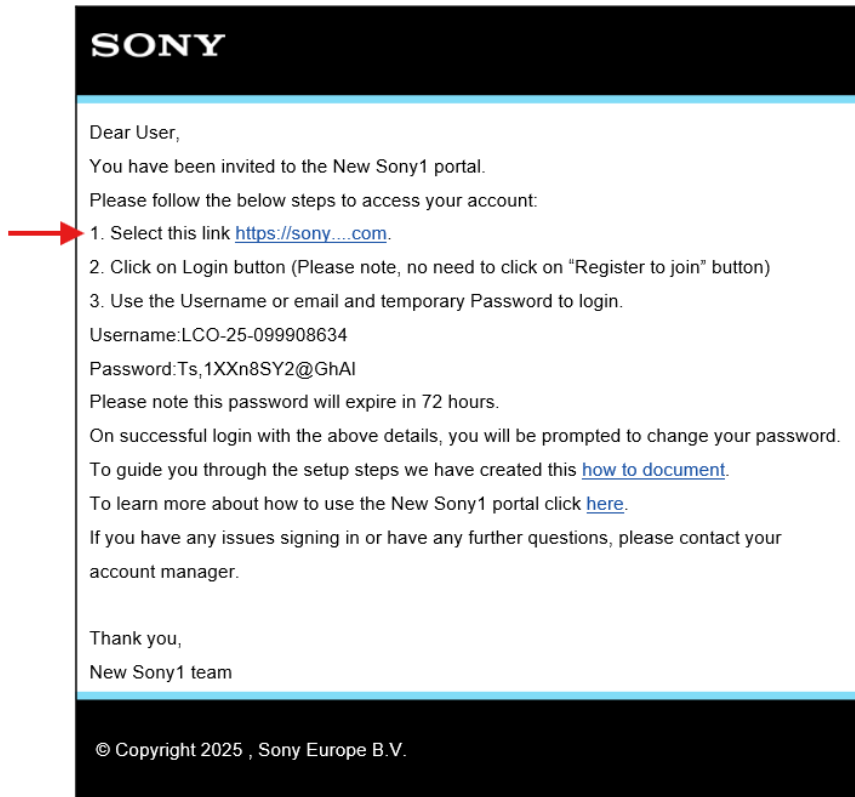
3. Accessing the portal (Login)

3.1 Login Procedure – For First Time Login

- You will get a “**Welcome email**” to your email address with your username and password to login into the portal.



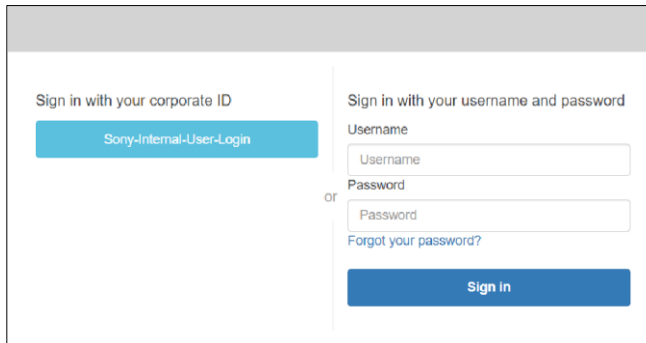
- Once you have received the email, click on “1. Select this link” to be redirected to login window as shown.



- Once you click on the link, you will be redirected to Login Screen. Click on Login button (Please note, no need to click on “Register to join” button)

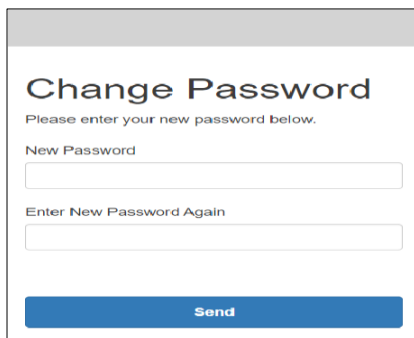
A screenshot of the Sony1 login screen. It has a light gray header. The main area is white with a light gray border. On the left, it says 'Sign in with your corporate ID' and has a blue button labeled 'Sony-Internal-User-Login'. On the right, it says 'Sign in with your username and password' and has input fields for 'Username' and 'Password', a 'Forgot your password?' link, and a blue 'Sign in' button. There is an 'or' separator between the two sign-in methods.

- Enter your **Registered email Address/username** and **password** which were provided in the email sent to you



The screenshot shows a login interface with two main sections. On the left, under 'Sign in with your corporate ID', there is a blue button labeled 'Sony-Internal-User-Login'. On the right, under 'Sign in with your username and password', there are input fields for 'Username' and 'Password', separated by an 'or' and a vertical line. Below the password field is a link that says 'Forgot your password?'. At the bottom of the right section is a blue button labeled 'Sign in'.

- Click **“Sign In”**
- Once you have clicked on **“Sign In”**, you will be redirected to a change password screen.



The screenshot shows a 'Change Password' screen. At the top, it says 'Change Password' in a large font, followed by the instruction 'Please enter your new password below.' There are two input fields: 'New Password' and 'Enter New Password Again'. At the bottom is a blue button labeled 'Send'.

- Once you have changed your password to a new valid password, you will be redirected to set up Multi-Factor Authentication (MFA).
- Open your Authenticator app and go to “Verified IDs”. There, you will find the “Scan a QR code” button

- Click on “Scan a QR code” and scan the QR code visible on your screen as shown

Set up authenticator app MFA

- 1  Install an authenticator app on your mobile device.
- 2  Scan this QR code with your authenticator app. Alternatively, you can manually enter a secret key in your authenticator app. [Show secret key](#)
- 3 Enter a code from your authenticator app

 Enter a friendly device name - optional

- Once you scan the QR code with your device, your ID will be registered on your mobile for the username and for the New Sony1 portal.



- Now click on registered id on the MFA App in the mobile and it will give you a one-time passcode



- Please enter the one-time passcode in the website and click on Sign-in

Set up authenticator app MFA

1



Install an authenticator app on your mobile device.

2



Scan this QR code with your authenticator app. Alternatively, you can manually enter a secret key in your authenticator app.
[Show secret key](#)

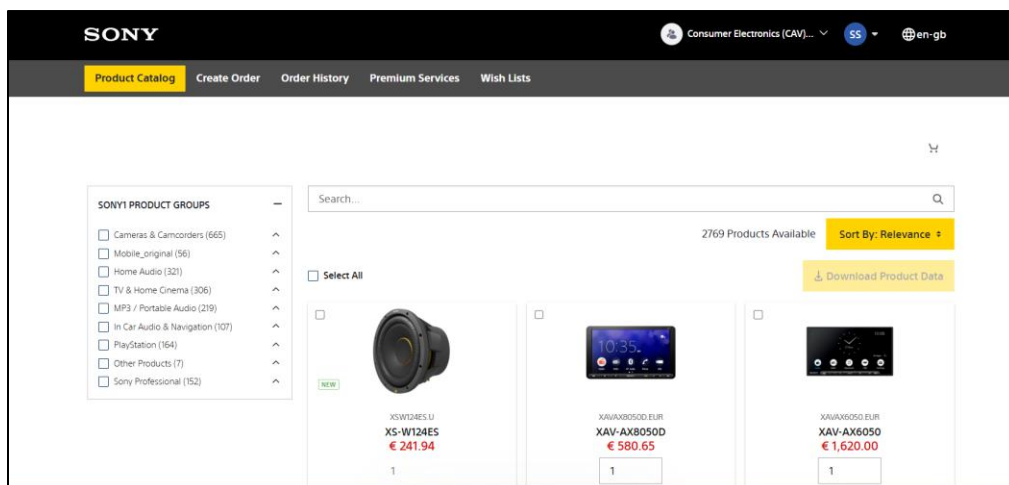
3

Enter a code from your authenticator app

Enter a friendly device name - optional

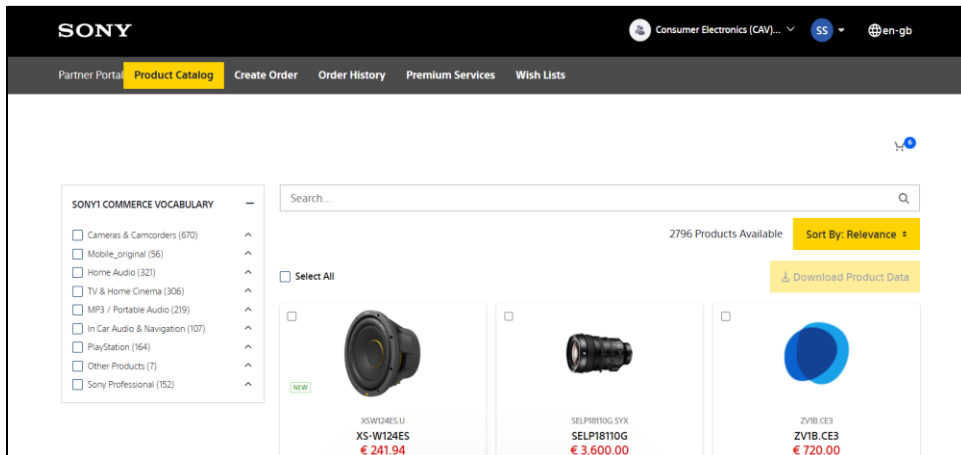
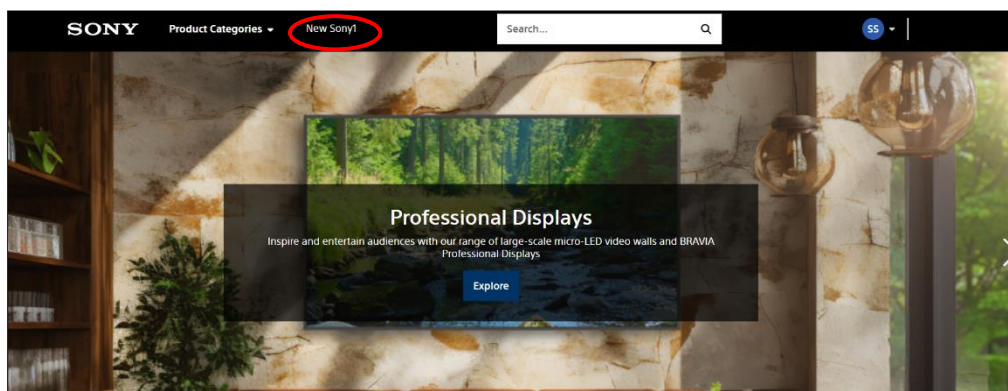
Sign in

- Once you click on “Sign In” you will be directed to the landing page of New Sony1 portal (Product Catalog).



Note: Once you have logged out, for every new session from now on, please login with username and the password you created, then add the MFA code from your mobile app

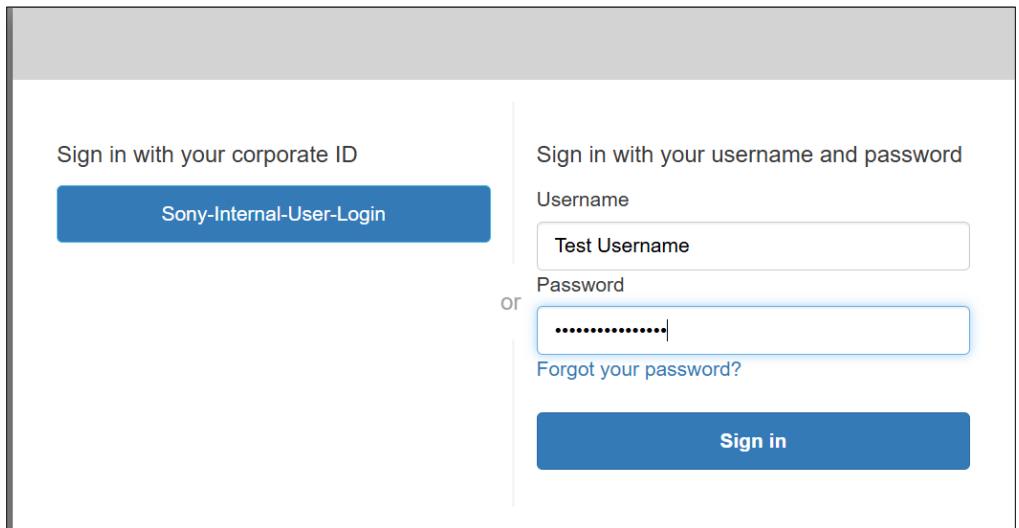
Note to B2B Sony Partner Portal (SPP) users: If you have access to this portal, and to the New Sony1 portal, when you log in, you will arrive at the SPP home page. On the upper part, you will find a link to New Sony1. Please click on this link, and you will then go the New Sony1 landing page (Product Catalog) as shown above.



If you click on the “Partner Portal” menu option on the top left, you will be redirected back to the B2B SPP.

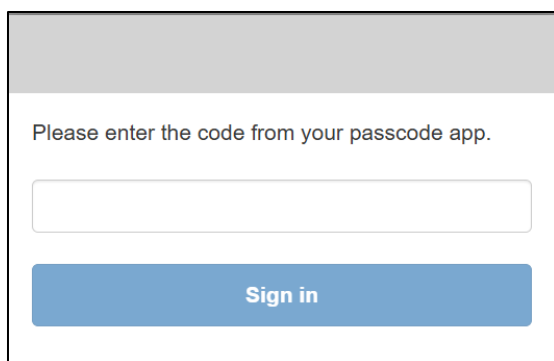
3.2 Standard Login Procedure- For existing user

- Navigate to the **Login Page**



The screenshot displays a login interface with a grey header bar. Below the header, there are two main sections. The left section is titled 'Sign in with your corporate ID' and contains a blue button labeled 'Sony-Internal-User-Login'. The right section is titled 'Sign in with your username and password'. It includes a 'Username' field with the text 'Test Username', a 'Password' field with masked characters '.....', and a link 'Forgot your password?'. Below these fields is a blue 'Sign in' button. A vertical line separates the two sections, and the word 'or' is placed between them.

- Enter your **Registered Email Address or username** and **password**
- Click **"Sign In"**. You will be redirected to a page to enter your Passcode.
- Please enter the passcode from the Authenticator app (Microsoft Authenticator or Google Authenticator).
- Click on Sign In.



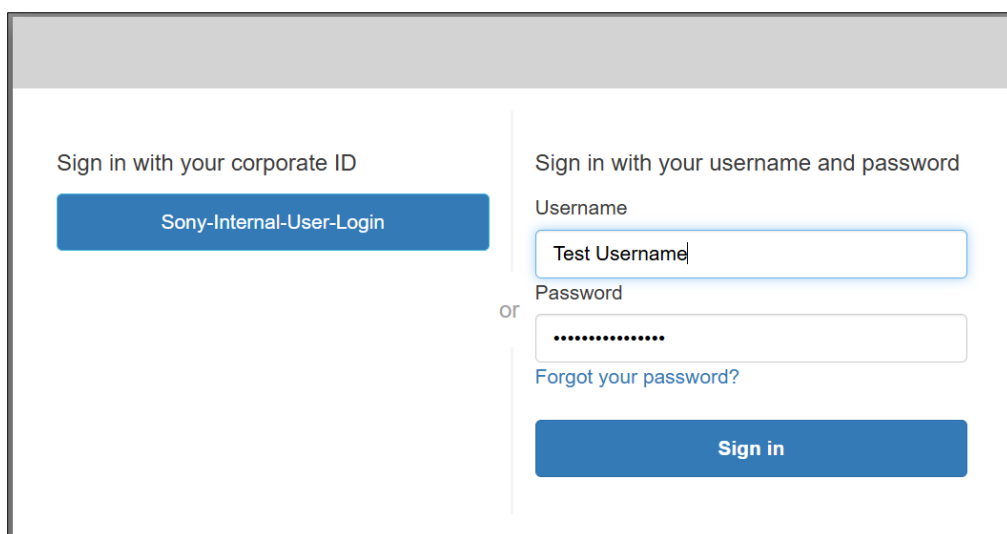
Please enter the code from your passcode app.

Sign in

4. Password Recovery Process

Forgot your password? Follow these steps:

- On the **Login Page**, click **"Forgot your password?"**



Sign in with your corporate ID

Sony-Internal-User-Login

or

Sign in with your username and password

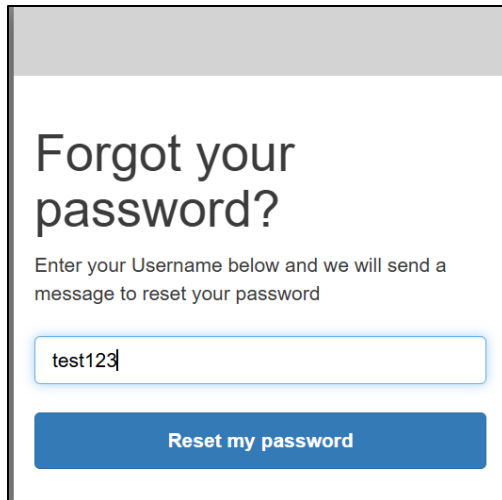
Username

Password

[Forgot your password?](#)

Sign in

- Enter your registered email address



Forgot your password?

Enter your Username below and we will send a message to reset your password

Reset my password

- Click **"Reset My password"** to receive a reset link
- Follow the link, enter a new password twice, and click on Change Password

We have sent a password reset code by email to s***@a***. Enter it below to reset your password.

Code

New Password

Enter New Password Again

- ✓ Password must contain a lower case letter
- ✓ Password must contain an upper case letter
- ✓ Password must contain a number
- ✓ Password must contain at least 16 characters
- ✓ Passwords must match
- ✓ Password must contain a special character or a space
- ✓ Password must not contain a leading or trailing space

Change Password

Note: Always choose a secure, unique password not used elsewhere.

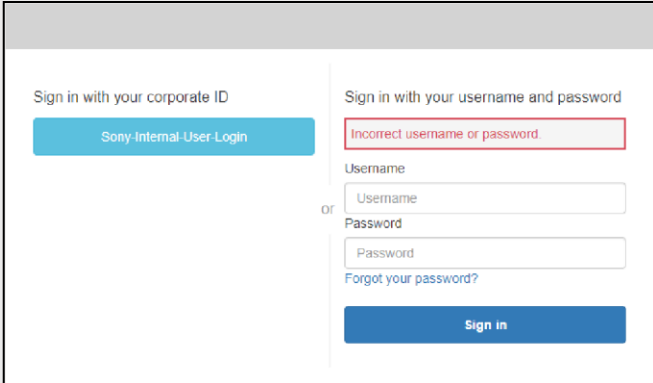
5. Support and Escalation Procedures

Should you encounter any issues:

Email our support team: SISC-GISC-IN-EU-WAS-Apps-Support@ap.sony.com

6. Frequently Asked Questions (FAQs)

Q1: I have copied the username and password provided in the invitation email but I am getting an *"Invalid username or password"* error as follows. What can I do?



The screenshot shows a login interface with two main sections. On the left, under the heading 'Sign in with your corporate ID', there is a blue button labeled 'Sony-Internal-User-Login'. On the right, under the heading 'Sign in with your username and password', there is a red-bordered box containing the text 'Incorrect username or password.'. Below this, there are input fields for 'Username' and 'Password', with the word 'or' positioned between them. A blue link 'Forgot your password?' is located below the password field. At the bottom of the right section is a blue button labeled 'Sign in'.

You might have copied some extra spaces, please make sure you are copying your username and password without extra spaces.

You can also use your email address in place of the username.

Try to type your username/email address instead of copying.

If the error persists, please click on "Forgot your password?".

Q2: While setting the MFA on the phone I am not able to scan the QR code / getting the below screen with error “Invalid OTP or Expired OTP” even after registering for MFA

Set up authenticator app
MFA

Invalid or expired code entered. Try again.

1  Install an authenticator app on your mobile device.

2  Scan this QR code with your authenticator app. Alternatively, you can manually enter a secret key in your authenticator app. [Show secret key](#)

3 Enter a code from your authenticator app

Enter a friendly device name - optional

Sign in

The MFA has to be set up quickly in one workflow due to the session expiry limit of 2 mins.

Please make sure you have an Authenticator App installed on your mobile phone with the necessary setup.

If you are using the Microsoft authenticator App, when you open the App at bottom right corner there is an option called “Verified IDs” click on that and scan the QR code.