



## Oracle Customer Spotlight



### TV Guide Magazine Facilitates Swift Company Transition with Oracle E-Business Suite Release 12

**TV GUIDE MAGAZINE, LLC**  
New York, NY & Radnor, PA  
[www.tvguidemagazine.com](http://www.tvguidemagazine.com)

**INDUSTRY:**  
Media & Entertainment

**EMPLOYEES:**  
120

**ORACLE PRODUCTS & SERVICES:**  
Oracle Business Accelerators  
Oracle Financials  
Oracle Assets  
Oracle Cash Management  
Oracle Purchasing  
Oracle iProcurement  
Oracle Inventory Management

**ORACLE PARTNER:**  
BizTech  
[www.biztech.com](http://www.biztech.com)

**“The rapid deployment of Oracle E-Business Suite Release 12 facilitated by Oracle Business Accelerators helped to seamlessly transition operations to our new, standalone company within an extremely tight timeline and without disrupting daily business users.”**

– Mark Fernberg, Chief Financial Officer, TV Guide Magazine, LLC

For almost six decades, TV Guide Magazine has guided its subscribers to the best of television. In December 2008, a private equity company acquired the print version of the guide. In 2009, as an independent company, TV Guide Magazine launched a new Web site, [tvguidemagazine.com](http://tvguidemagazine.com), as the company’s new digital platform.

#### Challenges

- Facilitate the swift deployment of a new enterprise resource planning (ERP) solution to meet the nine-week deadline for the company to operate as an independent entity
- Maintain capabilities from the previous IT platform to ensure continuity of business operations across the enterprise
- Ensure the deployment costs of the new ERP solution do not exceed the company’s limited implementation budget
- Streamline and standardize financial processes and minimize process reengineering to facilitate the transition from a large corporation to a smaller, stand-alone company

#### Solution

- Selected Oracle E-Business Suite Release 12 and Oracle Certified Advantage Partner BizTech over competing solutions to meet a mandatory accelerated timeline
- Deployed the solution on time and on budget in only 60 days using Oracle Business Accelerators
- Minimized required in-house IT resources by deploying a hosted implementation of the Oracle ERP applications and related infrastructure
- Provided a streamlined approval process that met all process requirements, simplifying previously complex financial processes
- Enabled two-way data exchange with other systems to facilitate financial reporting, planning, and cash management processes
- Avoided disruption of core business processes—facilitating a seamless transition for users across two company locations