



United Online, Inc.  
Woodland Hills, CA  
www.unitedonline.net

#### Industry:

Media & Entertainment

#### Annual Revenue:

US\$1.2 billion

#### Employees:

2,000

#### Oracle Products & Services:

Oracle E-Business Suite  
Oracle Financials  
Oracle Assets  
Oracle Human Resources  
Oracle Purchasing  
Oracle Inventory Management  
Oracle Projects

#### Implementor:

Oracle Consulting

**“We needed more advanced functionality to manage the various legal entities we had acquired, but we have a strict no customization policy. So we decided to make the move to Oracle E-Business Suite Release 12 and found it is a perfect fit to our business needs, right out of the box.”**  
– Craig Williams, Technology Director–Business Applications, United Online, Inc.

## United Online, Inc. Improves Financial Control with New Features in Oracle E-Business Suite Release 12

United Online, Inc. provides consumer products and services over the internet, with strong brands that have attracted an online audience of more than 60 million accounts. The company divides its offerings into four lines of business: floral related products and services (FTD and Interflora); online social networking (Classmates) and online loyalty marketing (MyPoints); communications services, including internet access and e-mail (NetZero and Juno); and an online advertising network.

### Challenges

- Support acquisition growth and manage a decentralized family of companies managed via a structure of four independently-operated business units
- Improve financial control and enhance insight into data
- Facilitate compliance with a complex web of internal and regulatory requirements that are unique to each of United Online’s four business units

### Solution

- Worked with Oracle Consulting to upgrade to a single global instance of Oracle E-Business Suite Release 12 to gain additional functionality to support the growing and changing business and to simplify IT management
- Leveraged new features in Oracle Financials that eliminate manual journal entries for cross-charging between companies, which was important for the online advertising network that also services the company’s various online brands
- Settled intercompany allocations on a more timely basis
- Changed the companywide accounting system drastically in just three weeks, benefitting from new subledger accounting features that provide advanced flexibility and control
- Reduced risk with greater control over accounting data
- Ensured compliance with various governance rules—including separation of duties and other Sarbanes-Oxley rules—as required by each individual business unit’s legal status
- Consolidated access accounts for all of the company’s IT systems on the E-Business Suite log-ins, resulting in significantly improved security and reduced costs
- Completed the upgrade without customizations, simplifying maintenance and facilitating release currency