



IT Convergence Helps 1-800-FLOWERS.COM Streamline Financial Processes, Acquire Knowledge To Re-Implement Oracle Purchasing

CUSTOMER PROFILE



1-800-FLOWERS.COM®
Carle Place, New York
www.1800-flowers.com



INDUSTRY
Retail

EMPLOYEES
3,000

IT CONVERGENCE SERVICES
▪ Education

APPLICATIONS & TECHNOLOGIES

- Oracle Financials 11.5.9
- Oracle General Ledger 11.5.9
- Oracle Financial Statement Generator 11.5.9
- Oracle Application Desktop Integrator 11.5.9
- Oracle Purchasing 11.5.9

KEY BENEFITS

- Senior-level instructors with a proven track record
- Customized curriculum tailored to fit specific requirements
- Detailed course materials to improve retention

"I would recommend the class based on the teacher's knowledge and experience, [the teacher] knows how to teach and apply the lessons. [The class provided] interactive discussions and useful dialog based on how we do things now and how we could improve. This has been the best Oracle class that I have attended."

Class Participant // 1-800-FLOWERS.COM®

"Very thorough. Excellent course materials. Performance oriented – we will use this. Problem solving – application to our environment. "

Class Participant // 1-800-FLOWERS.COM®

A LOOK AT 1-800-FLOWERS.COM

1-800-FLOWERS.COM® is an internet-based flower company that sells fresh flowers and plants through its toll-free number, websites, and catalogs. 1-800-FLOWERS.COM® also operates both company-owned and franchised shops. The company partners with large scale internet-related companies to sell its products, which include gift baskets, gourmet foods, popcorn, greeting cards, home and garden items, toys and wines.

THE CHALLENGE

Senior managers from 1-800-FLOWERS.COM® needed to improve visibility into client financial histories and account activity. To accomplish this goal, the company sought a reliable partner that could educate these senior managers on report creation with Oracle's Financial Statement Generator (FSG) and the use of Oracle's Applications Desktop Integrator (ADI). By effectively using these tools, senior managers would have better access to Oracle General Ledger's basic accounting data. The company had also changed the manner in which it had been doing business, and this meant that it needed to re-implement Oracle Purchasing in order to better meet the needs of its purchasing group. 1-800-FLOWERS.COM® needed comprehensive instruction on this module so that its staff would be able to rework the current setup of Oracle Purchasing to take full advantage of several of the module's functionalities.

HIGH-LEVEL PROJECT GOALS

- Provide senior managers with greater visibility into client financial histories and account activity
- Educate staff on the full functionality of Oracle's FSG and Oracle's ADI
- Provide guidance throughout the evaluation process of an Oracle Purchasing re-implementation
- Improve efficiency by simplifying financial processes

WHY IT CONVERGENCE?

IT Convergence (ITC) provides a comprehensive range of educational services that can be targeted to meet the specific needs of its clients. Moreover, ITC's instructors have both a senior-



1-800-flowers.comSM



level functional expertise and extensive hands-on business experience, which they apply to ensure that instruction is relevant to a client's business needs. These assets, along with ITC's ability to offer the company a curriculum that was tailored to fit its specific needs, led 1-800-FLOWERS.COM® to select ITC as its functional education provider.

SUCCESS WITH FSG'S LEADS TO FURTHER INSTRUCTION ON ORACLE PURCHASING

ITC presented 1-800-FLOWERS.COM® with the curriculum that would allow senior managers from many of its brand divisions to gain access to financial histories and account activities by teaching them how to create FSG reports. IT Convergence Education Services (IES) assigned an instructor to deliver end-user training on Oracle's FSG. IES's instructor guided the students through the creation of financial reports using Oracle's FSG tool. The company's managers learned how to create row sets, column sets, content sets, and row orders so that they would have first-hand experience in creating FSG's component-by-component. IES's instructor then taught students to use Oracle ADI to publish FSG reports in Excel spreadsheet format and to use ADI's Report Analysis to drill-down to details in the financial reports. To enhance student retention, IES provided each manager with detailed instruction manuals that covered the topics discussed in class.

Because of its ability to deliver effective instruction to the company's senior-managers, 1-800-FLOWERS.COM® decided to partner with IES for instruction on Oracle Purchasing. The company had been using aspects of Oracle Purchasing for many years, and had upgraded from 11.03 to 11.5.9. Since the upgrade, 1-800-FLOWERS.COM® realized it needed to align the configuration of its Oracle Purchasing module to better meet the needs of its current purchasing operations. IES provided instruction to the company's purchasing, planning and IT personnel. The objective of this instruction was to educate these staff members on how best to take advantage of the full range of Oracle Purchasing functionalities. To achieve this aim, IES's instructor delivered classes that combined lecture and lab activities to teach employees how Oracle could be used to create purchase orders, purchasing agreements, and receipts for purchases. Classes included discussions on how Oracle Purchasing integrates with other modules including Inventory, Accounts Payable, and other supplementary modules used for planning purposes. Throughout the course, IES's instructor focused on educating employees about the features and functionalities of Oracle Purchasing that would help them streamline operations and improve efficiency.

EFFICIENCY IMPROVES AS EMPLOYEES LEARN TO USE FUNCTIONALITY BETTER

Partnering with ITC has allowed 1-800-FLOWERS.COM® to provide its staff and senior management with comprehensive instruction on the full range of functionalities of Oracle's FSG, ADI, and Purchasing modules. More importantly, the company's employees are now able to use this knowledge to improve efficiency by simplifying corporate financial processes. Senior managers can now easily create financial statements based on their organizational needs, without having to generate customized reports. They can publish these reports using ADI publisher, and staff can use the ADI Report Analyzer to drill-down into the source data that makes up each transaction. Furthermore, 1-800-FLOWERS.COM® was able to proceed with the re-implementation of Oracle Purchasing with the knowledge and confidence it needed to reconfigure the module to meet the needs of its business operations. As a result, 1-800-FLOWERS.COM® has improved the effectiveness of its personnel and can implement functionality to more fully streamline its financial processes. During the engagement, 1-800-FLOWERS.COM® also learned that ITC is a reliable provider of functional education services.