

## Sage ERP X3 helps united-domains AG process thousands of invoices daily on a secure footing.

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“While the project was more complex than initially expected, it is the bottom line that counts: today, our new system admirably fulfils all our compliance and customers’ needs.”

Silvia Bösemüller, CFO, united-domains AG.

The global introduction of new domain endings – such as .bayern, .gmbh and .berlin is the talk of the town. For many months now, united-domains AG has been preparing intensively to ensure its customers have a smooth start to this new Internet world.

To cope with the onslaught of the currently over 300,000 existing customers and many expected new customers, united-domains AG decided to replace the existing, self-developed financial accounting system at its head office in Germany and US subsidiary, United Domains Inc. in Boston, with the certified, high-performance software, Sage ERP X3. The new solution processes the massive data volumes from Europe and the USA fully automatically. The ability to handle multiple currencies and bulk data, and to accommodate the statutory requirements of several countries (multi-legislation) in a single software, were some of the most important selection criteria.

The customer growth which will be triggered by the new Internet addresses was one of the key factors that induced united-domains AG to start looking around for a certified ERP solution. By the start 2013, customers worldwide had already sent in over 2,000,000 reservations. “In our globalised world where proof of compliance is at the top of the agenda, we need a conformant and scalable system that updates itself to reflect different countries’ legal and tax guidelines without our support,” explains united-domains AG CFO, Silvia Bösemüller. Private and corporate customers can already choose from over 200 diffe-

rent domain endings – from .ag for Antigua to .za for South Africa – at the Starnberg-based company. But even though the legacy system developed by united-domains AG’s in-house IT team still works perfectly, it has one handicap: the solution is unable to process multiple currencies. In a comprehensive selection process, Sage was able to convince the Starnberg-based company of its solution’s capabilities. One of the most appealing features of the ERP solution, Sage ERP X3, was its development platform. “Every function in Sage ERP X3 can be modified and tailored to the customer’s unique situation,” „explains Sage’s product expert Joachim Hofäcker. Furthermore, united-domains AG can also exploit the full potential of the Sage solution’s multi-legislation and multi-currency capabilities: besides the domain reseller, united-domains Reselling GmbH, the billing system also has to accommodate the Boston-based US subsidiary, United Domains Inc. Sage ERP X3 covers all the statutory and fiscal requirements in a single installation – a USP for Sage’s solution.

Sage ERP X3’s ability to process bulk data was also required, as several thousand new users register with united-domains AG on average each month. Also, the company dispatches around 3,000 invoices a day by email and regular post, and has to manage a constant backlog of ca. 10,000 open invoice items. Full process automation – from invoice compilation to dunning processes and debiting – was therefore an absolute must. The task was: to replace the Starnberg company’s self-developed billing system with Sage’s ERP sys-

tem, Sage ERP X3, including the interface between Sage ERP X3 and the registrar's website over which all communication between the registrar and customers is handled. "Given the required premise of full automation, the bidirectional interface was quite a hard nut to crack," explains Joachim Hofäcker, stressing: "The more automation needed, the more complex the rule set becomes."

The rule set controlling the automated process – from invoice compilation and direct debiting, to blocking and terminating customers after several discrete dunning levels – is able to model almost any conceivable business constellation. Several times a day,

the data which have accrued on the Internet platform are forwarded to Sage ERP X3 in the framework of a scheduled transfer; there, the data are invoiced and a status update is returned to the customer over the interface.

All the movement data since 2003 can be imported into the new system. Thanks to a template system specially developed by Sage, the completed migration of the fiscal 2010 data "went surprisingly smoothly and quickly," says Silvia Bösemüller. She is glad the IT team has been freed up for new tasks. The company is now optimally prepared to take on the new Internet names.

### About Sage ERP X3

Sage ERP X3 is Sage Group's global ERP solution for mid-sized companies and subsidiaries of large groups with international demands. For over 10 years Sage ERP X3 has been a proven and comprehensive ERP solution addressing mid-market companies' specific requirements and challenges in industries from manu-

facturing and services, to distribution and many more. 4,000 customers worldwide have chosen Sage ERP X3 because it is easy to use, rapid to deploy, and cost effective. For further information, please visit [www.sageerpx3.com](http://www.sageerpx3.com)

### Company



united-domains AG, one of Europe's leading domain registrars, with subsidiary United Domains Inc. in Boston, USA, and domain reseller, united-domains Reselling GmbH.

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### Deployed ERP solution

- Sage ERP X3

### Decision for Sage ERP X3

- Flexible development platform
- Ability to handle bulk data
- Ability to handle multi-legislation in a single installation

### Project goals

- Compliance: replacement of in-house development with the multi-legislation- and multi-currency-enabled solution, Sage ERP X3
- Fully automated billing and communication solution based on a bi-directional interface between the Internet platform and Sage ERP X3
- Daily earnings report
- Migration of all legacy data