

Mutual success through partnership

To succeed in business today, your customers are continually searching for new ways to streamline processes and increase profitability. Automating document-based processes with one complete solution is a fast, easy way to achieve these objectives. Esker solutions integrate with existing systems and applications to automate the formatting, routing, and delivery of business documents. As an Esker Certified Partner, you'll be well-positioned to profit in a growing market. The Esker Certified Partner Program is our highest level of partnership, created for value-added resellers who sell products and services as part of an overall solution, or bundle multiple products with their own services to build a total solution.

BENEFIT FROM THE EXPERIENCE OF A PROVEN MARKET LEADER

Esker maintains relationships with more than 1,000 companies around the world, ranging from small regional organizations to global firms. This diverse network of partners allows Esker solutions and services to reach customers in over 50 countries. Since the early 1990s, Esker and its partners have combined their resources and expertise to deliver comprehensive solutions to large and small businesses in many industries.

With nine offices delivering sales, marketing, and technical services to over two million customers worldwide — Esker is a leader in the DeliveryWare and fax server markets. For the past 20 years, Esker has provided innovative, flexible solutions that extend the reach of enterprise technologies and shorten the distance between people and information.

As an Esker Certified Partner you can:

- Increase your profit margins by selling professional services including implementation, customization of front and back end systems, and integration
- Offer added value to your installed base customers with integrated applications and solutions
- Differentiate your offerings from those of competitors
- Enable your customers to automate the exchange of critical business documents among customers, business partners, and suppliers regardless of source, format, or destination

REALIZING THE PROFIT POTENTIAL OF ESKER SOLUTIONS

U.S. companies generate more than a trillion paper documents each year, and nearly all of these documents start out as electronic files. Still, a surprising number of organizations are wasting time, resources, and money by printing documents and delivering them via conventional mail or manual fax. Even interoffice mail and overnight courier services are slow and costly ways to deliver information. By delivering documents

electronically with Esker DeliveryWare Solutions or Esker Fax Server Solutions, your customers — small and large — can save up to 90% on document delivery costs.

Document automation addresses the common problems that organizations experience related to their business correspondence — manual handling errors, increasing IT complexity, slow processes, high postage costs, competitive pressures, and more.

By automating with Esker solutions, your customers can:

- Reduce costs for labor, consumables, ERP customization, and more for rapid return on investment
- Deliver time-sensitive documents such as invoices faster and with fewer errors for a shorter cash conversion cycle
- Simplify their IT infrastructure by leveraging existing business systems
- Enhance the overall quality of all communication by creating documents with a consistent, professional look and feel

STRONG MARGINS AND INCREASED PROFITS

Among Esker partners, Esker Certified Partners qualify for the highest discount levels on Esker solutions. Even higher discount levels are available for partners that choose to make an annual revenue commitment. You will also have the opportunity to increase your profits by selling professional services including deployment, integration, and customization of front and back office systems. On average, professional services equals two to three times the licensing cost — pure revenue to you.

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PROVIDING THE TOOLS FOR SUCCESS

The Esker Certified Partner Program creates new business opportunities through joint offerings, and enables access to a growing customer base. As an Esker Certified Partner, you will have access to the tools necessary to ensure your continued success including training, marketing materials and co-op funds, free demonstration software, and expert technical support. For additional support, you will have a dedicated Territory Manager to assist you with capturing new opportunities and building your customer base.

Esker Certified Partners also benefit from:

- Ongoing product education and sales training
- Use of the Esker Certified Partner logo
- Qualified and unqualified sales leads from Esker

HOW TO GET STARTED

To start the certification process, or for more information about the program, contact an Esker Territory Manager at any of Esker's U.S. locations, or email info@esker.com.

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