



PRESS RELEASE

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When times are tough, LASERCOM and Esker open channels of communication to keep customers coming back

Esker's Pulse boosts LASERCOM's Electronic Bill Presentment (EBP) and Electronic Statement Delivery (ESD) solutions by enabling the cost-efficient intelligent delivery of bills, statements, and invoices via multiple channels

LYON – December 19, 2001 – LASERCOM and Esker Software have signed a European partnership agreement based around the sale and integration of Pulse, Esker's intelligent multi-channel content delivery solution. Headquartered in Geneva, LASERCOM is a leading European integrator and consultant specializing in customer communication. By streamlining and automating the delivery of business-critical content through multiple channels, Pulse gives LASERCOM's clients a clear competitive advantage, improving customer relationships, cutting information distribution costs, and reducing the amount of time required to execute business transactions.

Pulse is server-based software that recognizes application output, transforms it into widely used formats, and routes it to recipients according to the preferences of the recipient. By adding Pulse functionality to their skill base, LASERCOM offers their customers the ability to intelligently deliver their business output through today's most widely used electronic delivery methods – secure web server, email, fax, wireless, XML, or distributed print.

By delivering business-critical content electronically, Pulse lets organizations improve customer and internal relationships while avoiding the time delays and the labor, paper, postage, and telephony costs associated with archaic delivery methods such as post and manual fax. "Improved customer service levels are paramount in attracting new customers as well as retaining and increasing sales to existing ones, especially in the current

economic climate,” says Fabien Villon, strategic alliances manager at LASERCOM. “The Pulse solution allows us to offer our clients a fast return on their investment and the ability to improve customer service levels by enabling the cost-effective, personalized delivery of information.”

For almost ten years, LASERCOM has been acting in the area of “customer communication,” the art of turning every customer contact into an interactive and efficient dialogue. LASERCOM has worked throughout Europe as a technology partner with its clients combining consultancy and integration expertise with best-of-breed software “building blocks” to improve, personalize, and coordinate all the various types of communication organizations have with their customers, partners, and employees. Typically, regular documents like invoices and statements as well as direct marketing campaigns, telesales, and web-based information and transactions are LASERCOM’s area of expertise.

LASERCOM sees an immediate fit for Pulse in the areas of Electronic Bill Presentment (EBP) and Electronic Statement Delivery (ESD). “Through electronic delivery and payment of bills, statements, and invoices, LASERCOM’s EBP and ESD solutions offer our clients the ability to dynamically contact their customers via multiple communications channels,” says Villon. “Bills can be delivered anywhere, anytime, in real-time. Naturally, this dramatically reduces business transaction times in addition to providing a better service to customers. Pulse is uniquely attractive because it ensures the reliable and intelligent delivery of high volumes of bills, statements, and invoices in the formats preferred by customers. The result is a value added service that contributes to differentiating our clients from their competitors.”

“Pulse is a natural fit with LASERCOM’s expertise in the area of customer communications solutions,” says Eric Thomas, director of business development EMEA for Esker. “Our agreement is reflective of our mutual goal to help our clients add value to their existing information, saving them time and money while enhancing customer relationships.”

About LASERCOM

LASERCOM is a leading European integrator and consultant specializing in customer communication. “Customer communication” is the art of turning every customer contact into an interactive and efficient dialogue. This involves managing the information flow and the delivery channels. In practice, LASERCOM help their clients capitalize on their regular, high value contact with customers across a growing number of touch points (paper, web, email, mobile phones, kiosks). This enables them to strengthen their customer relationships, which in turn helps them better understand, retain and grow their customer base.

Over the last 10 years, LASERCOM professionals around main European countries have been working with clients to provide complete business solutions in the following lines of business:

- ◆ Electronic Bill Presentment and Payment (EBPP)

- ◆ Electronic Statement
- ◆ Internet Customer Care
- ◆ Document Composition and Output Management
- ◆ Campaign Management and Message Content Personalization
- ◆ One-to-One Communication and Marketing
- ◆ The Customer Communication aspects of CRM

The combination of LASERCOM's people, best practices, and industry-leading solutions have helped them develop long-term relationships with over 100 of the leading banks, financial institutions, insurance, telcos, utilities, and retail companies such as Barclays Bank, Crédit Lyonnais, HSBC, Lloyds TSB, AXA Group, The Prudential, Cable & Wireless, Bouygues Telecom, United Utilities, El Corte Ingles. To learn more about LASERCOM, please visit <http://www.lasercom.com>.

About Esker

Esker Software solutions enable intelligent access to and delivery of core business information from any data source, in any format, to any recipient. Organizations use Esker software to streamline information exchange, open new channels of communication, and achieve business objectives with new levels of speed and efficiency. Esker extends the reach of information technologies and shortens the distance between people and information. The company's products include:

- ◆ Pulse™, VSI-FAX™, VSI-FAX® for Notes, and Faxgate® for Intelligent Information Delivery™
- ◆ SmarTerm®, Tun®Plus, Persona®, Corridor for Active Server™, and Corridor Wireless for host access.

The company was founded in 1985 and is traded on the French Stock Exchange (Le Nouveau Marché: 3581). In 2000, it reported sales of €27.4 million (about \$25.9 million). Esker's operations span North America, South America, Europe, and Asia/Pacific with about 300 employees and an installed base of two million licensed users worldwide. For more information, visit <http://www.esker.com>.

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Extending the Reach of Information