

## Austin Powder Expects Boom in Efficiency with the Esker AP Automation Solution

**Madison, WI — March 5, 2013** — [Esker](#), a worldwide leader in [document process automation solutions](#) and [SAP](#)® software solution and technology partner, today announced it has been selected by Austin Powder – Argentina, a subsidiary of [Austin Powder](#) of Ohio, USA, and an established provider of blasting products and services, to integrate with the company's SAP application and fully automate [Accounts Payable](#) (AP) processing.

Austin Powder recently developed plans to modernize the vendor invoicing process of its Rafaela, Argentina location with the goal of finding a tool that could create electronic versions of invoices and securely store them. Control and visibility within the current process was low, and, as a growing organization, Austin Powder wanted to ensure it was equipped to handle larger invoice volumes efficiently, effectively, and without adding more staff.

### Shared services center model

Austin Powder was introduced to Esker early on in its search for a new AP solution. The goal of finding a one-dimensional repository tool quickly changed after realizing it could utilize Esker to transform its Rafaela location into a shared services center model with AP automation capabilities such as [OCR](#). "We have remote offices throughout the country that also receive payables, so Esker's ability to centralize validation and the entire process really excites us," said Pablo Manfredi, CFO of Austin Powder – Argentina. "We see it as a great opportunity to unify our remote offices and shore up the business model moving forward."

The ability of the Esker solution to co-exist with the company's newly implemented SAP system was also a driving factor in the process. [Crystalis Consulting](#), a global information technology and services provider, and Esker partner, played a key role in the final decision. "Knowing that Crystalis is one of the leading SAP partners out there, Esker's strong business relationship with them is a huge plus in our eyes," said Manfredi. "We know we are dealing with a highly reputable company, and that gives us a lot of confidence."

### High expectations

Understanding the challenges it faces as a growing company in an uncertain economic climate, Austin Powder is optimistic about the opportunities the Esker solution will present. The benefits of automated AP processing for shared services centers include: electronic workflow for a more efficient, streamlined process; real-time tracking and reporting capabilities; country code management; cross border support; and the ability to leverage automation across multiple business processes if desired.

*(continued)*

“More and more multi-location companies are using the shared services center model in order to more effectively manage AP functions, and we’re excited to play a large role in that development,” said Steve Smith, Chief Operating Officer at Esker. “Not only does our solution allow Austin Powder – Argentina to address their immediate needs (adding control and visibility to their purchase-to-pay process, improving SLAs to their internal clients, etc.), the centralized model puts them in prime position for handling business growth in the coming years. Maintaining a competitive edge is imperative, and this is becoming a go-to solution for achieving that.”

### About Austin Powder

Based out of Cleveland, OH, with subsidiaries worldwide, Austin Powder was founded in 1833 as a manufacturer of black powder used to blast rocks, mine coal and create canals. Today, Austin Powder’s commercial explosives are primarily used for construction, mining, quarrying and seismic exploration, with products that include: detonating cord, detonator-sensitive emulsions, cast boosters, high-explosive emulsions, and electric/ non-electric detonators. Austin International, through joint ventures and partnerships, provides explosives for projects outside the U.S., with principal divisions that include Austin International, Austin Detonator and Austin Star Detonator.

### About Crystalis Consulting

With 14 offices worldwide, Crystalis Consulting is a global consultancy that specializes in information technology, providing solutions to improve business competitiveness and optimizing business processes for maximized profitability. As part of the Spanish Seidor Group of companies, Crystalis offers the broadest portfolio of services in the SAP® ecosystem. Crystalis is also part of the largest alliance of SAP consultants for small and medium businesses worldwide, United VAR’s, an association composed of the SAP’s leading global VAR partners.

### About Esker

Esker is the worldwide leader in document process automation solutions. Addressing all types of business processes from accounts payable and accounts receivable to sales order processing and procurement, Esker cloud computing solutions enable companies to automate the reception, processing and sending of any business document with one platform. Esker helps over 80,000 companies across the world to reduce the use of paper and eliminate manual processes while improving their productivity, efficiency and environmental impact.

With 40.3 million euros in sales revenue in 2012, Esker operates in North America, Europe and Asia Pacific with global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. Esker is listed on the NYSE Alternext in Paris (Code ISIN FR0000035818). For more information, visit [www.esker.com](http://www.esker.com). Follow Esker on Twitter at [twitter.com/eskerinc](https://twitter.com/eskerinc) and join the conversation on the Esker blog at [www.quitpaper.com](http://www.quitpaper.com).

---

**Corporate Contact:** Gina Leranath, Esker Inc. – Tel: 608.828.6141 ▪ Email: [gina.leranath@esker.com](mailto:gina.leranath@esker.com)

**Investor Relations Contact:** Emmanuel Olivier, Esker S.A. – Tel: 33 (0)4 72 83 46 46 ▪ Email: [olivier@esker.fr](mailto:olivier@esker.fr)

---

© 2013 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks, registered trademarks or service marks of Esker S.A. in the United States and other countries. All other trademarks are the property of their respective owners.



**Esker, Inc.** ▪ 1212 Deming Way ▪ Suite 350 ▪ Madison, WI 53717 ▪ United States of America  
Tel: 608.828.6000 ▪ Fax: 608.828.6001 ▪ [info@esker.com](mailto:info@esker.com) ▪ [www.esker.com](http://www.esker.com)

