

Esker Helps GBfoods Accelerate Order Processing Within Its Customer Service Department

Madison, WI — October 22, 2015 — [Esker](#), a worldwide leader in [document process automation solutions](#) and pioneer in [cloud computing](#), today announced that it has been selected by [GBfoods](#), a Spanish multinational company in the food processing industry, to automate the 30,000 sales orders the company receives annually via fax and email.

GBfoods, present in over 50 countries and known for brands such as Gallina Blanca, Avecrem and Yatekomo, implemented Esker's cloud-based [Order Processing](#) solution to automate sales orders from its two channels — retail and food service. Orders originating from Spain and Italy are now directly integrated into the SAP® system at the company's headquarters in Barcelona.

“Our objective is to offer our customers the best possible service,” said Mónica Díaz, Front Office Manager at GBfoods. “Thanks to Esker, we have been able to automate the entire order process, which has allowed us to devote more time to managing customer relationships.”

Business and Environmental Benefits

Esker has delivered numerous benefits to GBfoods since the solution was implemented in December 2014, including:

- **Significant time savings** thanks to the elimination of manual order processing tasks
- **Increased visibility** across the entire order management process
- **Eliminated paper use** and physical document archiving

The project is part of a global strategy to improve business efficiency via a “paperless” initiative, which aims to progressively automate and optimize the company's document processes and adopt a more environmentally friendly approach.

Increased Visibility and Tracking

Esker's collaborative and customizable dashboards provide GBfoods with improved visibility on both work in progress and completed work. GBfoods' order management efficiency can now be accurately measured by metrics and performance indicators such as the average processing time, weekly and monthly trends, order status, and litigation management.

(continued)

About GBfoods

Since its inception over 75 years ago, GBfoods has distinguished itself by its desire to remain close to the consumer and the entrepreneurial spirit and innovation that drives its subsidiaries and brands in local markets. Today, the group is a leader in the food sector in Spain. With prestigious brands such as Gallina Blanca, Star, Jumbo and Grand'Italia marketed in Spain, Italy, the Netherlands, the U.S., Russia, Russian Commonwealth, and 28 countries in Africa and the Middle East, the company achieved over 629 million euros in sales 2014. Its commitment to innovation, quality and consumer health is reflected in its products. Through its locally-based brands, GBfoods is now one of the most internationally influential groups in the food industry.

About Esker

Esker is a worldwide leader in cloud-based document process automation software. Organizations of all sizes use its shared platform of solutions, offered on-demand or on-premises, to automate accounts payable, order processing, accounts receivable, purchasing and more. Esker's solutions are compatible with all geographic, regulatory and technology environments, helping over 11,000 companies around the world in their efforts to Quit Paper™.

Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. Last year Esker generated 46.1 million euros in total sales revenue.

For more information on Esker and its solutions, visit www.esker.com. Follow Esker on Twitter at twitter.com/eskerinc and join the conversation on the Esker blog at blog.esker.com.

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