

Ball Horticultural Company to Share Lessons Learned from Esker Automation at ASUG Annual Conference

Education Session will outline wholesale distributor's Esker DeliveryWare implementation to quit paper and improve communication with customers and suppliers

Orlando, Fla. – May 18, 2010 – Esker, a leader in document process automation solutions and an SAP® software solution partner, today announced that Mark Morris of Ball Horticultural Company (Ball), an Esker customer, will present an education session at the 2010 ASUG Annual Conference. Esker is exhibiting in booth 2521 during the event co-located with the SAPPHIRE® NOW conference at the Orange County Convention Center in Orlando, Fla.

Morris will present “Ball Horticultural Company: Cultivating Customer Satisfaction” (Session Code 3413) on Wed., May 19 at 3 p.m. The session offers an overview of how Ball addressed challenges of improving order management and helping customers and suppliers go paperless in an industry where documents are pervasive and automation is typically not. Attendees will learn from Ball’s experience in integrating Esker DeliveryWare to optimize performance of SAP applications, contact management, and output determination as part of a major project to standardize processes, streamline communications, and enhance access to information while upgrading to the SAP ERP application 6.0.

In presenting document process automation as a means of conducting business to improve customer service and to support growth in a volatile economic climate, Morris will describe how Ball gave customers and suppliers the self-service ability to choose fax, e-mail or mail delivery or self-retrieval and designate recipients for documents, including invoices, order confirmations, account statements, purchase orders, packing lists and customs documents. Morris will outline the automated process with Esker DeliveryWare, results to date, future plans for the solution and key lessons learned from the implementation.

“Working with Ball has been a real win-win partnership,” said Steve Smith, U.S. Chief Operating Officer at Esker. “In helping Ball achieve its objectives to quit paper and support customer satisfaction, we increased our depth of knowledge to help companies distribute a range of order-to-cash documentation to customers, sales reps and partners automatically, using recipients’ preferred delivery methods and formats.”

(continued)

About the presenter

Mark Morris, director of Information Technology at Ball Horticultural Company, has more than 23 years of experience in designing, building and managing enterprise applications for sales, distribution and manufacturing companies in a variety of industries.

About Ball

Ball Horticultural Company (www.ballhort.com) is an internationally renowned breeder, producer and wholesale distributor of ornamental plants and seeds. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture, including the *Wave*[®] petunia family, *Dazzler*[®] and *Super Elfin*[®] impatiens and *Fiesta*[™] double impatiens. The company offers the *Simply Beautiful*[®] and *Circle of Life*[™] programs exclusively for independent garden centers. Ball has worldwide production, sales and marketing through its subsidiaries on six continents.

About Esker

Esker is a recognized leader in helping organizations reduce the use of paper, eliminate manual processes and simplify IT landscapes. With its comprehensive platform, Esker delivers the benefits of automated document processing as on-demand software-as-a-service (SaaS) and on-premise solutions. Customers achieve significant operational efficiencies, cost savings and ROI in as little as three to six months while gaining visibility and control within order-to-cash and procure-to-pay business processes ranging from sales order management and accounts receivable to purchasing and accounts payable. Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. For more information, visit www.esker.com. Follow Esker on Twitter and join the conversation at twitter.com/eskerinc.

Corporate Contact: Renee Thomas, Esker, Inc. – Tel: 608.828.6140 ▪ Email: renee.thomas@esker.com
Investor Relations Contact: Emmanuel Olivier, Esker S.A. – Tel: 33 (0)4 72 83 46 46 ▪ Email: olivier@esker.fr

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