

Esker to Present Two Live Webcasts on Fax-to-Order and Email-to-Order Automation

Events on February 22 and 23 will highlight automated sales order processing solutions for business running SAP and other ERP systems

Madison, WI – February 21, 2011 – Esker, the leader in document process automation solutions, today announced that Steve Smith, U.S. Chief Operating Officer at Esker, will present live two live webcasts next week on the topic of fax-to-order and email-to-order automation. On Tuesday, February 22 at 1:00 p.m. CST, “Bringing Fax and Email Orders into Your EDI Vision” will present an overview of automating fax and email orders into enterprise resource planning (ERP) systems. On Wednesday, February 23 at 1:00 p.m. CST, “Automating Fax and Email Orders into SAP® Systems” will focus specifically on businesses running SAP ERP applications. Free registration to attend the events is available at <http://www.esker.com/feb22webinar> and <http://www.esker.com/feb23webinar>.

Despite the advent of electronic data interchange (EDI), most businesses continue to receive a percentage of their sales orders by fax or email because EDI is not practical for all customers. Although the number may be a minority of total order volume, fax and email often represent the majority of a company’s order processing expenses. Typically, fax and email orders are printed out and moved around the office, offering little or no transparency and burdening customer service with labor-intensive tasks. Manually processed orders also carry an increased risk of errors.

To address these issues, some companies maintain stand-alone applications for imaging, formatting, workflow, archiving and other order processing functions. Others look to business process outsourcing or use a translator add-on from their EDI vendor. While these approaches often fall short of making order processing completely electronic, comprehensive automation technology provides a universal platform for sales orders received by fax and email as well as EDI, web and other channels. This enables businesses to treat every order as an electronic transaction and:

- Process fax and email orders with the same efficiency and accuracy as EDI
- Reduce fax and email order processing time by up to 90 percent and free staff for core business
- Bring visibility, control and instant accessibility to every order processed
- Handle multiple orders within a single fax, prioritize orders and get them to the right people automatically
- Replace multiple point-to-point systems with a single solution

“Businesses receive orders from their customers in many different ways, and some of them take longer and cost more to process than others,” said Smith. “In particular, it can be a very time-consuming and expensive process for companies to get fax and email orders into their back-office systems. Anything they can do to speed up that process and make it more efficient is important because orders are the lifeblood of the organization. Our goal with these two webcasts is to highlight the value of making all incoming orders electronic, and to show how companies can do that through a single automation platform to avoid the pitfalls of other approaches.”

(continued)

About the Presenter

Steve Smith, U.S. Chief Operating Officer, Esker, Inc., is currently responsible for all operations in North and Central America. Upon graduating from the University of Wisconsin-Whitewater with bachelor's degrees in Marketing and in Finance, Steve spent two years at Pitney Bowes and 17 years at Equitrac Corporation where he was the Senior Vice President of Worldwide Sales.

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 services (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.

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