

Esker to Present Live Webinar on Achieving the Perfect Order featuring Independent Research Firm

Presentation will examine order management as an untamed business process and document process automation as a tool to support the perfect order

Madison, WI – February 17, 2010 – Esker, the leader in document process automation solutions, today announced that featured guest Craig Le Clair, Principal Analyst with Forrester Research, will join host Steve Smith, U.S. Chief Operating Officer at Esker, in a live a webinar titled “The Perfect Order.” The webinar will take place on Thursday, February 18, 2010 at 1:00 p.m. Central. Free registration to attend the event is available at <http://www.esker.com/perfectorder>.

Perfecting order management has become increasingly difficult in recent years due to business factors such as declining sales, shrinking operating margins, and labor force reductions. Industry forces like the changing workforce, multi-channel complexity, and movement to software as a service have further complicated process optimization efforts. To sort through these issues, the webinar will introduce a framework for business processes that are often burdened with unstructured content, ignored by packaged application providers, and hindered by poor organizational alignment.

In examining order management as a classic untamed process within the order-to-cash cycle, Le Clair will address:

- Best-practice steps required to support a perfect order
- Five common barriers to order management success
- ROI statistics and key findings of a commissioned Total Economic Impact™ (TEI) study conducted by Forrester Consulting on behalf of Esker to assess a \$20 billion multinational manufacturer’s implementation of automated sales order processing

Smith will present an overview of document process automation and its role in supporting the perfect order, including details of the solution featured in the TEI report and additional case study results.

“Working toward the perfect order is more important than ever,” said Smith. “We’re seeing that a company’s level of success in that effort often depends on its level of automation in document processing. The purpose of this webinar is to help IT and business professionals understand what it takes to tame order management in the current environment, and to show the types of financial and operational gains that can result.”

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About the Presenters

Craig Le Clair, Principal Analyst, Forrester Research, Inc., is a leading expert on information management and enterprise content management (ECM), with a specific focus on electronic forms, document imaging, document management, document output management, document processing services, and document-centric BPM. He also provides guidance on financial services, corporate governance business process, and content-related issues. Craig earned a B.S. in economics from Georgetown University and an M.B.A from George Washington University.

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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