



Extending the Reach of Information

PRESS RELEASE

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Esker on Demand for Office Debuts, Extending Document Delivery Automation to Popular Desktop Software

From most common desktop software, users can deliver print jobs via postal mail, fax, email and SMS – without ever turning on a printer

PHILADELPHIA, PA, AIIM 2005 Annual Conference and Exposition – May 17, 2005 – Esker Software, the leading provider of intelligently automated document delivery solutions and services, today launched Esker on Demand for Office at the AIIM 2005 Conference and Exposition. An on-line document delivery service, Esker on Demand for Office enables users of the most common desktop applications to choose among physical mail, fax, email and SMS as document delivery options. In booth #649 at AIIM, Esker will offer demonstrations of the service and provide attendees with trial accounts that allow users to send 30 free documents using the tool.

“With a few clicks, Esker on Demand for Office lets a user send either one or thousands of physical mailings, faxes, emails or even SMS messages, directly from a word processor or via a web browser,” said Mitch Baxter, Executive Vice President of Business Development for Esker. “Not only does it save organizations a great deal of time, but eliminates the need for fax machines, printers, even envelopes – it’s like having your own personal ‘virtual’ mailroom staff.”

Marketlink, one of the “Top 50” outbound teleservices companies in the United States is using Esker on Demand for Office to enhance their telemarketing calls with a fax follow-up. “Before using Esker on Demand for Office, we were sending faxes manually. It was inefficient and our current infrastructure couldn’t handle the volume,” said Dave Poskevich, Information Technology Lead. “We needed to find a solution that could quickly and inexpensively allow us to send faxes.”

Marketlink began using Esker on Demand for Office and was pleased with the service. “We’re able to send high volumes of fax without any IT resources and our client services personnel find it easy to use. And, as a result, we can now offer fax marketing services more widely to our clients,” said Poskevich.

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While Esker Software may be best known for adding document delivery to SAP and other enterprise applications, the company is responding to a growing market need for extension of document delivery capabilities into common desktop software. According to a recent poll by Esker, 73% of organizations still rely on word processors like Microsoft Word or WordPerfect to generate business documents such as invoices, purchase orders, contracts, remittance documents, and order confirmations.

“Esker has long been a trusted provider of automated document delivery for enterprise applications with Esker DeliveryWare,” said Baxter. “But we saw a gap in the organization where users at the desktop level were still generating a lot of documents from their desktop apps and sending them by hand. Esker on Demand for Office can eliminate this inefficiency and make life easier for those in the company responsible for transactional and bulk business correspondence.”

74% of organizations’ billing and invoice managers in the Esker poll also reported that the responsibility for both generating and mailing their documents falls entirely within their own departments.

“Transactional mail processing is an area in particular where organizations are losing a great deal of time and money by handling it manually,” said Baxter. “Although mail houses have long been available, many don’t do transactional mail like invoicing, and those who do try to force companies into long-term contracts, high setup fees and volume minimums. With Esker on Demand for Office, organizations can get all the mail processing capabilities they need without any such commitments. We think of it as mail automation for the masses.”

As organizations look for ways to minimize costs and streamline operations, interest in software “as a service” is increasing. According to IT analyst Gartner, the widespread adoption of IT infrastructure outsourcing (from data centers to help desks), coupled with the acceptance of outsourcing as a business practice to increase focus and competitiveness, has paved the way for organizations to consider outsourcing the next layer in the IT stack — their business applications. Gartner forecasts a five-year growth rate for enterprise application outsourcing that exceeds 6%.¹

How it works

Esker on Demand for Office combines the power and intelligence of Esker DeliveryWare with a worldwide network built by Esker for sending documents via mail, fax, email and SMS messages. Monitored 24/7/365, the network has processed close to five million pages of customer traffic to date. And, because the service integrates with Esker DeliveryWare, the Esker document automation software for enterprise applications, organizations can have one central platform for all of their document delivery.

The Esker on Demand for Office service can be accessed in three ways:

Via the web – log-in on the Esker on Demand for Office web site and upload documents for physical mail, fax, email and SMS delivery.

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Via any desktop application – download a small print-driver application and access Esker on Demand for Office as a print option within any desktop application.

Via mail merge functions in word processing applications – download a small print-driver application, create a mail merge, and print to Esker on Demand for Office to automate bulk, personalized physical mailings.

Pricing and availability

Esker on Demand for Office is available now at www.eskerondemand.com. Users can buy document delivery packs or contact Esker to set up an account and be billed on a monthly basis. Pricing depends on the recipient location and medium chosen. The service is free to set up and charges are 100% variable (not fixed), based on actual documents sent. For example, faxes sent anywhere in the United States cost 10 cents per page, and letter-size first-class mail costs as little as 57 cents per letter (including postage). For those establish a credit line with Esker, there is a minimum monthly charge of \$100 regardless of volume.

About Esker Software

Esker is the intelligent document delivery leader. With software and hosted delivery services to automate every phase and every type of document delivery, Esker helps organizations streamline manual, paper-intensive business processes providing significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months.

Esker intelligent document delivery solutions include:

Esker DeliveryWare – a single and universal information exchange platform that captures, formats, converts, routes and stores documents – automatically – from any enterprise application. It features the industry's broadest range of delivery media and file format conversion options and is the only solution with the DeliveryWare Rules Engine for document processing intelligence that eliminates the need for custom programming.

Esker on Demand – document delivery services enabling physical mail, fax, email and SMS delivery from enterprise and desktop applications with no printers, mailroom equipment, fax machines, office supplies, etc. The worldwide Esker on Demand network can be accessed via Esker DeliveryWare or on-line via Esker on Demand for Office.

Founded in 1985, Esker operates globally and has over 70,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, WI. For more information, visit www.esker.com or www.eskerondemand.com.

¹“Market Trends: Application Outsourcing, North America, 2004”, by Allie Young, published on January 18, 2005 by Gartner, Inc.

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