

## Esker Drives Document Process Automation for Car Sound Exhaust System

*Global manufacturer of aftermarket catalytic converters and performance exhaust systems uses Esker DeliveryWare to automate their inbound sales order process*

**Madison, WI – July 9, 2007** - Esker, the leader in document process automation solutions, announced today that Car Sound Exhaust System, Inc. has implemented Esker DeliveryWare to automate the processing of its inbound orders. Car Sound Exhaust System, Inc. is a global manufacturer of aftermarket catalytic converter technology and related accessories, most recognized for its MagnaFlow Performance Exhaust brand. Overwhelmed with an increasing number of orders, Car Sound / MagnaFlow turned to Esker DeliveryWare to streamline the flow of inbound faxes into the company's ERP system thus eliminating the inefficiencies associated with traditional manual order entry and physical document handling.

Prior to implementation, when sales orders were faxed to Car Sound / MagnaFlow's accounting department, they were manually entered into the company-wide ERP system known as Industrial and Financial System (IFS). Bulk orders arrived requiring employees to key-in sometimes more than 500 items of products for a single transaction. Other times, companies placed individual orders for each item, which also required a tremendous amount of time for administrative tasks associated with manual order entry. Understanding the challenges associated with this process, especially as the numbers of orders were increasing steadily, Car Sound / MagnaFlow sought ways to make the sales order process more efficient.

The Esker DeliveryWare platform allowed for seamless integration with Car Sound / MagnaFlow's existing IT infrastructure. Esker provided hands-on support for the integration, as well as in helping set up initial rules to govern the flow of inbound sales orders through Car Sound / MagnaFlow's ERP systems. Now, when an order is sent via fax, the information is automatically captured by Esker Dynamic Document Capture (DDC) and converted into an XML file using a patented Business Rules Engine coupled with Optical Character Recognition (OCR) technology. The information is then sent directly to IFS where the order is pulled into the system through the Electronic Data Interchange (EDI) technology.

It's also important to note that Esker DeliveryWare provides the flexibility for Car Sound / MagnaFlow to receive documents from all of its customers, regardless of size or document format. When Car Sound / MagnaFlow implemented an Electronic Data Interchange (EDI) system to automate the processing of inbound faxes directly into IFS the accounting department was able to keep the data electronic, however dozens of customers were left out of the automation loop

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because their systems were not compatible with EDI. Esker Dynamic Document Capture fills in the translation gap between the inbound fax and the EDI system within IFS.

“By automating the sales order transaction process we have reduced the amount of time spent each day on order entry. It has enabled us to dedicate more resource to customer service which allows us to better care for our customers,” said Marc Mendez, Senior Director of Information Technology for Car Sound / MagnaFlow. “In addition, we have been able to stay on top of and efficiently manage the increasing number of orders. Not only does Esker DeliveryWare provide the automation piece, it also archives each document creating an excellent document management system to find any document at any time from any location.”

“Similar to many growing companies, Car Sound / MagnaFlow was faced with the challenge of accommodating customers with a wide range of order preferences as well as differing technology competencies. It was very difficult for them to be something to everyone,” said Mike Wenzel, VP of Sales and Marketing Americas, Esker. “Esker DeliveryWare provides a single platform for automating the flow of business transaction documents – no matter what. We’ve worked very hard to develop a flexible solution that will easily fit within an existing IT environment to improve workflow and reduce stress on the company’s resources.”

### About Esker

Esker is a recognized leader in helping organizations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organization. With patented document delivery automation software and hosted document delivery services, Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months. 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](http://www.esker.com).

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