



Extending the Reach of Information

Esker on Demand
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PRESS RELEASE

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Esker reinvents mail and fax document delivery with Esker on Demand™

Outsourced Esker DeliveryWare service offers added cost efficiency and flexibility in automating delivery of business documents from enterprise information systems

MADISON, Wis., 14 June 2004 – Esker, a leading worldwide provider of automated document delivery solutions to improve business communication and processes, announces the launch of its Esker on Demand service. As an Esker DeliveryWare Solutions offering, this new service further advances document delivery options by enabling enterprises to automate on-demand mailing and faxing of business documents — such as purchase orders, invoices, reports, payment reminders, sales orders, and account statements — and achieve cost savings of up to 45 percent or more per mail correspondence and up to 79 percent per fax, according to Esker.

While conventional mail and fax remain the most common means of delivering transactional documents, enterprises are recognizing that these methods involve inefficient manual tasks, heavy infrastructure (including telephony, fax hardware, printers, and mail processing equipment), significant expense, and limited flexibility to handle volume and usage peaks. As organizations seek to reduce the costs of providing information technology services such as document delivery, IT industry analyst Gartner predicts a 30 percent increase in the number of enterprises entering into outsourcing relationships during 2004. Key factors cited include the desires to focus on core competencies, leverage best-of-breed capabilities without capital expenditures, and reduce operational costs.¹

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Leveraging Esker DeliveryWare automation capabilities, Esker on Demand is designed to provide a complete service that enables organizations to send their documents by mail and fax automatically, directly from their enterprise applications. Esker on Demand is based on a pay-per-page usage model and offers high value as a solution to free enterprises from manual processing of mail and fax documents, control capital and operating costs, and eliminate peak capacity demand issues. Compared with manual mail and fax, Esker on Demand reduces typical average costs from \$1.10 to \$0.60 per mail correspondence and from \$0.93 to \$0.20 per fax, according to Esker.

“Esker on Demand means more organizations can capitalize on the benefits of Esker DeliveryWare,” says Mitch Baxter, executive vice president of business development at Esker, “and it responds to the market need for maximum automation efficiency with minimal IT complexity. We see customers looking to automate document delivery like a metered service in order to save money and IT resources, and only pay for what they use. With Esker on Demand we can offer a flexible document delivery solution that adapts to capacity requirements and takes infrastructure acquisition and maintenance costs out of the picture.”

Key drivers for choosing the Esker on Demand service include:

- ◆ Cost control through per-document billing
- ◆ Added flexibility and optimized management of peak activity (such as delivering purchase orders or invoices at the end of the month) with increased capacity available instantly, 24/7 and 7/7
- ◆ Simplification and reduction of infrastructure for printing, faxing, mailroom operations, and telephone lines
- ◆ Significant reduction of costs for maintenance, ink, paper, and telecommunications
- ◆ Productivity gains as a result of reducing manual handling required to send documents (printing, sorting, photocopying; faxing or folding, inserting into envelopes, and stamping).

Virginie Langenfeld, DeliveryWare Solutions manager at Esker, notes, “We have already processed more than 250,000 pages of mail and fax through Esker on Demand. We see this as definitive evidence that the rapid adoption of Esker on Demand will continue to increase.”

Organizations in the U.S. and Europe that have chosen Esker on Demand for automated, outsourced document delivery include AGF, Eurosud, SAP, and Tangible Software.

At Tangible Software, Esker on Demand is used with their Tangible Payments electronic payment service. According to Timothy Spear, Vice President, Product Development, “The Esker Mail on Demand service was quick and easy to integrate into our solution and offers customers a no-hassle way to physically mail required notifications to consumers. For us, it enhances our service offering, making it easy for customers to handle all aspects of electronic bill payment and presentment with our solution.”

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Dominique Faivre, Information Systems Manager at AGF, says “We chose the Esker on Demand service because it gave us great flexibility and incomparable responsiveness for sending our documents, and all that while enabling us to achieve cost savings of more than 75,000 euros per year! The service also guarantees the quality and trackability of our correspondence. Due to the success of the service; we went from sending 500 letters to sending 15,000 letters per month with Esker on Demand.”

About Esker

Esker is a recognized leader in helping companies eliminate manual paper processes with Esker DeliveryWare, a comprehensive solution that automates every phase of document creation and delivery out of any application.

Specializing in automating the transformation and distribution of SAP-generated output, Esker solutions also work with any other business application to streamline and automate document flow without custom programming.

Customers gain significant operational efficiencies, time and cost savings, and realize ROI in as little as three to six months.

Founded in 1985, Esker operates globally and has over 25,000 customers and millions of licensed users worldwide.

Esker’s global headquarters are in Lyon, France and U.S. headquarters are in Madison, WI. For more information, visit <http://www.esker.com>.

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¹ Predictions for Outsourcing in 2004, L. Cohen, L. Scardino, L. Stone, 11 December 2003

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