



Extending the Reach of Information

PRESS RELEASE

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Esker Introduces Esker on Demand for AppExchange at Dreamforce '05

Powerful Document Delivery Capabilities-- available via AppExchange, salesforce.com's new on-demand application sharing service--allows sales teams to communicate with customers and prospects directly from Salesforce via postal mail, fax, email and SMS – without restrictions or delays

SAN FRANCISCO, CA, Moscone Center, Dreamforce '05 – September 12, 2005 – Esker Software, the leading provider of intelligently automated document delivery solutions and services, today launched Esker on Demand for AppExchange at Dreamforce '05, the salesforce.com annual user and developer conference. An on-line document delivery service that is among the first applications to be available via salesforce.com's AppExchange, Esker On Demand enables the CRM leader's customers to easily send communications directly from Salesforce via physical mail, fax, email or SMS, without volume restrictions or delays. In booth #913 at Dreamforce, Esker will offer demonstrations of the service. Esker on Demand for AppExchange is one of 70 launch applications that are available through AppExchange, salesforce.com's new on-demand application sharing service.

With AppExchange, salesforce.com customers now have access to new applications that bring the benefits of salesforce.com to their entire business, letting them manage and share all of their company information on-demand. Using AppExchange, companies can easily add new apps to their existing Salesforce deployments, extending their success and making the full power and creativity of the salesforce.com customer and partner community available with just a click.

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Esker on Demand is a unique service for automating outsourced delivery of postal mail and fax. Like salesforce.com itself, the service is web-based and requires no software installations by the end-user organization. Already trusted by over 100 companies, the service has sent over six million documents in the year since its launch, giving customers the power of a full-fledged mail house that scales to their needs - with none of the normally associated set-up costs or high minimum monthly volumes. Seamless integration with Salesforce assures the service can be quickly deployed without custom programming, disruption of existing business processes, or changes to existing file formats.

“Esker on Demand for AppExchange is a great example of what we had in mind when we created the AppExchange application sharing service - to make powerful applications instantly installable within our customers' salesforce.com environment,” said Marc Benioff, CEO for salesforce.com. “In this case, we are integrating with one of the premier document delivery solution providers in the world, giving our customers an on-demand tool to send faxes, email and even the ability to send postal mail directly from within salesforce.com.”

Raven Industries, a NASDAQ-traded industrial manufacturer, is using Esker on Demand for AppExchange to fax correspondence to customers, directly from salesforce.com. “Before using Esker on Demand for AppExchange, our sales teams were manually faxing documents like order confirmations, price quotes and spec sheets. It was a time-consuming task that slowed down our entire sales process,” said Jesse Yost, a network technician at Raven Industries. “We were looking for a solution that would eliminate the manual tasks but that wouldn't require a great deal of time or IT resources for implementation. We didn't have to worry about installation hurdles because the product is so well integrated with Salesforce.”

“Just as important, because the functionality is very intuitive, our end users didn't have to go through any complicated training,” added Marlyn Waltner, national sales manager for Raven Industries. “Our sales teams found it easy to use right away.”

“Both Esker and salesforce.com share the same vision for the on-demand enterprise,” commented Jean-Michel Berard, CEO for Esker Software. “Today's companies need agile solutions that allow them to speed business processes without investing in cumbersome implementations or extra IT personnel. Esker on Demand for AppExchange delivers precisely that – immediate implementation and immediate value.”

How Esker on Demand for AppExchange works

Esker on Demand is directly integrated with Salesforce via Appforce and is simple to use – a user can easily send one letter or thousands of letters in a single click – even those delivered via postal mail. Once the service is activated, a user simply selects “Correspondence” from the menu, chooses the delivery method (among fax, postal mail, email, and wireless messaging) and selects the list of recipients

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and the document they wish to send. Upon the user's verification of the list's accuracy, the job goes to the Esker mail facility, where it is printed, labeled, sorted and sent. The Esker on Demand Manager allows the user to track the progress of the mailing thereafter, reporting on its dispatch and even confirming individual deliveries.

Esker on Demand for AppExchange benefits:

- Enhanced productivity and profitability (eliminate manual handling such as printing, folding, stuffing in envelopes, stamping, and posting)
- 70% reduction in the cost of faxing and mailing; 90% reduction in the time required to send faxes, postal mail, and email
- No software or infrastructure
- Pay as you go
- Improved customer relations through personalized communication

Pricing and availability

Esker on Demand for AppExchange is available immediately for preview in the AppExchange, and will be generally available at the same time as the Salesforce Winter '06 release. Users can 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 (fax or mail). For example, faxes sent from within the United States to anywhere in North America cost 10 cents per page, and letter sized first class mail costs 57 cents per letter (including postage). For those who choose to be billed monthly, there is a minimum monthly charge of \$100 regardless of volume.

AppExchange is the world's first on-demand application sharing service. Launched at Dreamforce '05, AppExchange features dozens of pre-built applications created by salesforce.com customers and partners. AppExchange enables all of these on-demand applications to be easily shared, exchanged and installed with one click into any salesforce.com account. AppExchange can be found at www.salesforce.com/appexchange.

Appforce is a complete on-demand platform that includes Appforce Builder, Appforce DB, Appforce API and the Appforce OS for development & deployment of multiple on-demand applications. Appforce provides unprecedented ease of customization and integration for Salesforce deployments, as well as enabling a whole new generation of on-demand applications that go beyond CRM.

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About Esker Software

Esker is a recognized leader in helping organizations streamline manual, paper-intensive processes and reduce the use of paper by automating the flow of documents into, within and outside the organization. With patented document delivery automation software (**Esker DeliveryWare**) and hosted document delivery services (**Esker on Demand**), Esker offers a total solution to automate every phase and every type of business information exchange. Customers gain significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months.

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, Wisconsin. For more information, visit www.esker.com or www.eskerondemand.com.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). The company's Salesforce family of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on demand. Appforce, salesforce.com's on-demand platform, allows customers to customize and integrate the Salesforce family to meet their unique business needs, and build whole new powerful applications quickly and easily. Appforce applications are available via AppExchange, salesforce.com's on-demand application sharing service. Customers can also take advantage of salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2005, salesforce.com manages customer information for approximately 16,900 customers and approximately 308,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Automatic Data Processing (ADP), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com services should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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