

Swiss Colony Chooses Esker's FlyDoc for On-Demand Faxing

Leading retailer implements FlyDoc to transition from traditional fax servers to a more flexible hosted document delivery solution

Madison, WI, June 13, 2006 – Esker, the leading provider of business document delivery solutions, announced today that SC Data Center, an affiliate and service provider for The Swiss Colony, a catalog and Internet retailer of fine cheeses, meats, pastries and upscale home goods, has selected Esker's FlyDoc to provide on-demand faxing capabilities for customer correspondence. The initiative at Swiss Colony to eliminate fax hardware was driven by a desire to create more efficient customer communications while accommodating customer delivery preferences. With FlyDoc, Swiss Colony is able to eliminate ongoing costs associated with fax hardware while still providing the fax option to those customers who prefer it, through a flexible, on-demand, "pay-as-you-go" offering.

FlyDoc is a web-based, desktop document delivery service that provides users with the ability to send electronic documents via fax, postal mail and email distribution directly from the user's desktop. The documents enter FlyDoc's worldwide network of mail and fax facilities, where they are transformed into postal mail and faxes and sent automatically. Users can monitor progress via a web interface available 24/7/365 and can call upon live technical support at no additional charge. Because there are no prohibitive setup charges or volume minimums with the FlyDoc service, customers like Swiss Colony can retain the faxing capacity they need during periods of high volume and avoid paying for overcapacity during other periods.

Prior to implementation, nearly 200 Swiss Colony employees were using a standalone fax server built in-house nearly a decade ago. Documents consisted of customer orders, customer service letters, logistics communications and supplier notices. After a series of difficulties with the technology, the company began to assess its use of fax and email technology in light of customer preferences. Results led Swiss Colony to search for hosted solutions to retain the ability to communicate via fax while avoiding a large hardware replacement expenditure. FlyDoc was selected over two other document delivery vendors not only due to its comprehensive functionalities and competitive pricing, but also because of Esker's customer training and support.

"As more of our customers choose email as their preferred method of communication, we also know that many of our customers will always prefer a fax. Thanks to FlyDoc, we don't have to mandate one method over another and we don't have to pay a premium for our flexibility. We are able to meet the document delivery requirements of all our customers," said Andrew Sefcik, Sr. Application Development Manager for Swiss Colony. "Internally, each individual department utilizes the pay-as-you-go service when needed, and gets visibility into the costs for which it is responsible. In contrast with the expenses associated with fax boards and servers, FlyDoc is a solution that will help our bottom line."

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“Swiss Colony is a great example of an organization that recognized an opportunity to implement technology to meet its customers’ preferences,” said Mike Wenzel, Vice President of Americas Sales for Esker. “Being able to communicate with customers in all the ways they prefer leads not only to improved efficiency, but greater customer satisfaction as well.”

About Swiss Colony

In 1926 The Swiss Colony received its first order by mail for a cheese gift. Since then it has expanded from mail orders, to phone orders, and entered the age of online shopping via the Internet. While times have certainly changed, Swiss Colony’s commitment to excellence has not. Each order is as important to it today as that first one was in 1926. Loyal customers have made Swiss Colony enormously successful because it delivers what customers want - quality products, affordable prices, and friendly service. Located in the heartland of America in Monroe, Wisconsin, Swiss Colony has been delivering the magic for more than 75 years.

About Esker

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 (FlyDoc), 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 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 or www.flydoc.com.

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