

Esker Launches Fax Forward Program

Fax server replacement program delivers flexibility for business process improvement

Madison, WI – December 1, 2008 – Esker, the leader in document process automation solutions, today announced its new Fax Forward program, offering a consultative process for organizations looking to replace inadequate or unsupported fax server software products.

As uncertainty surrounds some fax server products and vendors, organizations are looking for stable and flexible solutions that provide the reliability and automation functionality needed to optimize business processes. Transitioning to enhanced fax capabilities allows for increased efficiencies and improvements to core processes where transactional documents rely on fax.

In response to common challenges that many organizations are facing, the Fax Forward program offers access to a variety of resources to assist in addressing objectives including:

- Improving business process performance where fax communication is prevalent such as order-to-cash and procure-to-pay cycles
- Reducing overhead, controlling costs and ensuring future scalability by consolidating enterprise fax solutions
- Providing Software as a Service (SaaS) options to minimize total cost of ownership associated with fax infrastructure — including hardware, software, fax boards and lines, maintenance and training
- Ensuring security of document delivery
- Transmission of documents via Fax over IP networks
- Taking advantage of virtualization technologies
- Document automation, imaging/workflow, shared services and other initiatives

“Fax is still pervasive as a strategic channel for exchanging business information, and it has a direct impact on key processes,” said Steve Smith, US COO. “Currently there’s a considerable amount of volatility among some of the players and products in the fax solution marketplace. For many organizations this is coinciding with initiatives to address evolving fax needs. We’re responding to this situation with the Fax Forward program, which is a result of our experience working with customers who need reliable, scalable and forward-looking

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automation to support current and future business processes. Our goal is to make the transition to a better solution as easy as possible.”

According to fax industry analyst Peter J. Davidson, “Organizations are best off looking at fax server replacement not simply as an IT project, but rather a way to solve business problems that involve faxing. Organizations need to understand the issues as well as the solutions — whether it’s a fax server, a fax service or a platform that combines the two with automation for a wider range of document media in addition to fax.”

“We can help organizations evaluate the options for handling fax traffic whether the best tool is a more capable fax server, an on-demand fax service or a comprehensive platform for fax plus other types of communication media to satisfy needs now and in the future,” Smith added.

Esker will be holding a webcast, *Bringing Fax and the Business Together to Improve Critical Processes* on Thursday, December 4, 2009 at 11:00 am CST. The webcast will further highlight the relationship between fax solutions and how they can either challenge or streamline current business processes. Visit www.esker.com/improvefax to register and for more details.

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.

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