

## Powell Electronics Connects with Esker DeliveryWare

*Leading distributor implements multi-channel document delivery solution to enhance customer correspondence to and from SAP applications*

**Madison, WI, November 14, 2006** – Esker, the leader in business document delivery solutions, announced today that Powell Electronics, a leading distributor of electronic connectors, sensors and switches, has implemented Esker DeliveryWare to automatically deliver SAP-generated business documents via fax and email to its customers. Replacing an incumbent fax solution, Esker DeliveryWare gives Powell Electronics a single solution to meet ever-changing customer communications preferences that are increasingly extending beyond just fax to email and other electronic delivery methods.

Esker DeliveryWare streamlines the flow of transactional business documents directly into and out of SAP applications, eliminating employee manual order entry and physical document handling, resulting in saved time, reduced costs, and improved accuracy. The flexibility and scalability of the software allows organizations to choose the delivery method most appropriate for its business, and the electronic data interchange (EDI) capabilities make it easy to customize the process for specific types of documents.

Prior to implementation, Powell Electronics was using a stand-alone fax server solution to fax business documents out of their SAP solution. Frustrated with increasing technology challenges with the previous fax product and a lack of support from the vendor for fixing these problems, the company's IT team sought a new document delivery solution. They were familiar with Esker after seeing Esker technology demonstrated at several ASUG® shows, and soon after initial discussions, the Powell IT team agreed Esker DeliveryWare was exactly what they needed.

Since implementing Esker DeliveryWare, Powell Electronics has been able to fax invoices, purchase orders and confirmation notices, directly out of its SAP solution, just as it was before, but without hassle or frustration. Soon after the initial implementation, in response to increasing customer requests to receive documents via electronic mail, the IT team expanded its use of Esker DeliveryWare to include automatically emailing not just invoices and purchase orders out of their SAP application, but also shipping orders and notifications back to the buyer via email. Powell Electronics' future plans include adding Esker DeliveryWare capabilities to receive inbound documents and automate physical mail delivery.

“We are so enamored with Esker that it's easy for us to get out of hand in planning new things to do with the technology - because if you name it, it can be done. It's important as we continue to grow to know that we have a system in place that will expand and adapt to our needs and our customers' needs. The ability to develop our own EDI capabilities has allowed us to move beyond just fax to automate a variety of business documents that we couldn't before. This makes us a stronger business partner for both manufacturers and end users,” said Bob Oldrati, Director of Information Technology and Controller for Powell Electronics. “In addition, the amount of time, stress and aggravation that it has saved my team has been enormous. If we make a call it gets answered, and it's rare we call. For a small company, the comfort of knowing the technology works is tremendous.”

(more)

“Powell Electronics is a family-owned organization that does business with large enterprises every day. Efficient communication is critical for maintaining the trust of its existing partners as well as for acquiring new ones,” said Mike Wenzel, Esker Vice President of Sales. “With Esker DeliveryWare any organization can be assured that it will have the ability to automate any business document and deliver it in the manner that best fits its customer preferences.”

### **About Powell Electronics**

Powell Electronics is a leading distributor of standard and custom-assembled electronic connectors, sensors and switches for commercial, industrial and military applications. Founded 60 years ago by Harold Powell in Philadelphia, Pennsylvania; the company recently relocated its headquarters to Logan Township, New Jersey. Powell’s customers include large aerospace, defense and industrial equipment organizations.

### **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](http://www.esker.com) or [www.flydoc.com](http://www.flydoc.com).

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