

Singapore Post Chooses FlyDoc Technology from Esker to Launch New Mail on Demand Service

Singapore Post customers now have the option to send mail directly from their computers with new ClickPost service

Madison, WI, September 10, 2009 – Esker, the worldwide leader in document automation solutions, announced that Singapore Post has chosen to integrate FlyDoc technology to develop its own service called ClickPost. This new partnership, based on software as a service (SaaS), reinforces Esker's strategy to expand its mail on demand¹ technology worldwide.

As of July 31, 2009 the new ClickPost service offering from Singapore Post allows users to send their mail (invoices, customer reminders, correspondences, invitations, etc.) on demand, directly from their computers or enterprise applications. ClickPost relieves users from manual processes including printing, folding, stamping and dropping off to the postal service, and makes sending postal mail as easy as sending email.

Singapore Post plans for the new service include launching to enterprises using SAP applications, then branching out to small and medium-sized businesses and finally to individual consumers.

"After considering several solutions in the market, the solution offered by Esker meets our requirements. Apart from being flexible and comprehensive, it has a simple user interface based on a secure and powerful infrastructure, and a proven record of success in France, the USA and Australia," says Woo Keng Leong, Executive Vice President (Mail) at Singapore Post.

"Knowing that a large organization such as Singapore Post can place confidence in our services reinforces our global development strategy of our mail on demand services. Our services enable organizations to rebrand our FlyDoc-based technology to represent their corporate look and feel, and offer a new mail service option to their customers. This new partnership also represents a significant step in our development in Asia, following in the footsteps of a contract signed last year with a major global manufacturer of components and electronics equipment," says Jean-Michel Bérard, President and CEO of Esker.

(continued)

¹ Also called Hybrid Mail

“ClickPost service is a truly revolutionary approach to help businesses and organizations completely eliminate the time-consuming and resource-intensive activities needed to manually print, sort, insert, and deliver their daily business mail to Singapore Post. We are very excited about the outlook of the ClickPost service as it requires no upfront capital investment from customers to start using the service. Customers pay according to what they actually use,” says Albert Leong, Esker’s Managing Director for the Asia Region. “Together with a current and future network of such services in Asia, Australia, Europe, and the US, our customers can virtually ‘send’ physical mail and have it ‘arrive’ at the designated country on the same day and save significant amount of time and costs.”

Customized service to meet specific needs

To develop the ClickPost service, a development team from Esker was dedicated to personalizing the FlyDoc application with the ClickPost colors and logos.

Based on a pay-per-use model, Esker offers Singapore Post a complete application including:

- A virtual printer and a web interface featuring the ClickPost colors
- An Internet infrastructure including more than 100 servers to receive and process Singapore Post customer submissions 24/7, 365 days a year

DataPost, a subsidiary of Singapore Post, is charged with processing all mail submitted from ClickPost in its mail processing center, including printing, folding, stuffing, stamping, and handing mail off to the postal service.

Continuing to grow on the international markets

Following partnerships with the Belgian Post, Pitney Bowes Asterion (France), Paragon and Inforsistem (Spain), Esker continues to grow its mail on demand service on the international market. With mail and fax production centers located in France, the USA, and Australia, the last two years have been dedicated to developing partnerships with major players on the postal, printing and folding markets in order to cover all industrialized countries in which Esker is not currently present. These partners plan to implement mail on demand in their respective countries, while commercializing the FlyDoc service under their own brand and reputation.

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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