



PRESS RELEASE

Esker on Demand service reaches one million business documents delivered

Since its launch six months ago, Esker on Demand has provided a flexible business document delivery service facilitating outsourced delivery of fax and mail documents.

SYDNEY, NSW, Australia, 21 October 2004 – Esker, the leading provider of automated business document delivery solutions and services, is celebrating the successful launch of its Esker on Demand business document delivery service. Esker on Demand is a unique service that uses the document formatting and rules-based delivery capabilities of Esker DeliveryWare to send faxes and physical mail without in-house mailroom or fax equipment.

Esker on Demand offers significant advantages over conventional manual mail and fax, which involve time consuming and inefficient manual tasks. In addition to requiring considerable infrastructure (including telephony, fax hardware, printers, and mail processing equipment), conventional manual mail and fax result in poor peak usage flexibility and the need for capacity redundancy.

“We’ve achieved our initial target of a million business document deliveries in just a few short months. Part of that rapid success is the fact that users see the value of on-demand services and want to automate their document-based processes. The result is significant cost savings, no peak fax capacity problems or mailroom backlogs, and a high level of integration with existing IT systems,” says Jean-Michel Bérard, CEO of Esker.

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Esker on Demand fits well with current global trends toward outsourcing non-core processes and introducing on-demand information technology. "From customer feedback about our existing Esker DeliveryWare and Esker Fax flagship products, we knew that there was strong market demand for a service like Esker on Demand," says Eric Thomas, vice president of business development at Esker. "We're very pleased to see such rapid market adoption."

Esker on Demand is a pay-per-page service, so customers only pay for what they use. Compared with manual mail and fax, Esker on Demand saves between 40 and 90 percent of the cost of sending mail and faxes. Esker on Demand delivers a rapid return on investment through:

- ∅ Cost control through per-usage billing
- ∅ Productivity gains by eliminating manual handling of documents (printing, sorting, photocopying, faxing or folding, inserting in envelopes, and postage metering)
- ∅ Elimination of internal maintenance costs and external maintenance fees
- ∅ Added flexibility and optimised management of peak activity (such as delivering invoices at the end of the month) with increased capacity available instantly, 24/7
- ∅ Mail delivery time and postage cost savings resulting from the use of regional mailing service facilities
- ∅ Fax communication control with real-time confirmation of delivery
- ∅ Infrastructure simplification — fewer printers, photocopiers, fax machines, fax lines, and mailroom machines

Esker has already launched the Esker on Demand service in North America, Europe, and Australia. Future plans include expanding the geographic coverage to other regions. Esker is rolling out additional complementary document and information delivery options such as mobile text messaging, email delivery, and archiving.

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About Esker

Esker enables organisations to realise all the business advantages and financial benefits of effective document management **through intelligent delivery of vital business information**. Esker's customer's benefit from streamlined business processes, reduced costs, simplified IT infrastructure, enhanced customer satisfaction, and quality assurance. Esker solutions include:

- ◆ Esker DeliveryWare Platform
- ◆ Esker Fax™, Esker Fax for Notes, and Esker VSI-FAX
- ◆ Esker Host Access, Persona® by Esker, SmarTerm® by Esker, and Tun® Plus by Esker.

With over 70,000 customers worldwide, Esker solutions are used by market leaders in every field, such as EMI Music Australia Pty. Ltd., Queensland Department of Emergency Services, Australian Environmental Protection Agency, Redeal New Zealand, Sony Australia, Starbucks Coffee Company Australia Pty. Ltd., TAB Limited, Travelex Australia, and Winstone Wallboards New Zealand.

Founded in 1985, Esker's global operations span North America, South America, Europe, and Asia/Pacific with millions of licensed users worldwide. Esker's Asia Pacific headquarters based in Australia were established in 1997. For more information, visit <http://www.esker.com.au>

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