



## PRESS RELEASE

### **Esker Named Cool Vendor by Leading Analyst Firm**

*Vendor selection based on how innovative, impactful and intriguing they are*

Sydney – April 13, 2005 – Esker Software, the leader in document delivery automation, has been included in the "Cool Vendors in Knowledge Support, 2005", by Kenneth Chin, et al, published on March 25, 2005 by Gartner, Inc.

Esker Software was listed in the Gartner report, which highlights eight interesting knowledge support vendors that have created innovative solutions to chronic problems facing individuals and companies. According to Gartner, each vendor responds to knowledge support needs with technology that imitates or addresses the limitations of human behaviour.

"Companies of all sizes are realizing it's simply inefficient to manage faxing and mail processing in-house," said James Elkington, Managing Director Esker Software, Australia. "By outsourcing these functions with Esker on Demand, customers can cut costs, eliminate inefficient manual processes and actually enhance document delivery flexibility. We are thrilled that others share our view on just how 'cool' that is."

Esker on Demand, a hosted solution that extends the reach of Esker DeliveryWare, is purchased in a pay-as-you-go model based on the actual number of documents transmitted. This is ideal for companies whose fax and mail requirements fluctuate monthly or seasonally, as it scales as the volume of documents delivered increases, without requiring additional personnel or software and hardware infrastructure such as printers, fax machines, mailers or phone equipment. The software also provides tracking status and delivery notification, capabilities usually expected only from a large enterprise mailroom or fax infrastructure. Since becoming available in January 2004, the Esker on Demand service has automated the delivery of more than three million pages via fax and postal mail. Customers include Barclay Mowlem Construction Limited, Griffith City Council, James Hardie Australia Pty Ltd, Lafarge Plasterboard, Sharp Corporation of Australia and many more.

(more)

### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

###

For more information, please contact:

Nathan Williams

Mango Communications

Tel: +61 2 8260 2843

Email: [nwilliams@mangocommunications.com.au](mailto:nwilliams@mangocommunications.com.au)

### **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>