

## CAPSA Automates the Exchange of Strategic Information with Customers and Suppliers Thanks to Esker On-Demand Solutions

**Sydney, Australia – January 23, 2012** – Esker, the leader in document process automation solutions, announced today that it has been selected by Corporación Alimentaria Peñasanta, S.A. (CAPSA), a leading Spanish milk and dairy company, for its on-demand Fax Services for SAP® applications solution. In addition to managing the delivery and receipt of faxes in SAP applications, Esker technology also enables CAPSA to send Short Message Services (SMSes) containing critical milk analysis reports to over 1,500 dairy farmers directly from SAP applications.

Fax Services for SAP provides CAPSA with the ability to fax as a service — fully integrated with SAP applications — without having to add hardware or software. In one day, the Esker solution was quickly and easily integrated into CAPSA's Lotus Notes email server in a pay-per-use mode, all while avoiding disruption of CAPSA's day-to-day administrative work. CAPSA now automates the delivery and receipt of up to 1,000 monthly faxes containing strategic information like purchase and customer orders, directly from SAP applications or Lotus Notes.

CAPSA has gained the following benefits and advantages with Esker cloud-based fax services:

- Up to 70 percent cost savings on fax lines, hardware and consumables thanks to the on-demand service
- Substantial time saved in managing inbound and outbound faxes (faxes are sent three times faster and received 10 times faster over previous paper faxes)
- Elimination of lost faxes
- 100 percent increase in data security (checked and archived in electronic format)

CAPSA sends over 60 daily SMSes to farmers directly from SAP applications — an efficient and fast method of communicating with their supplying milk farmers. Real-time milk analysis results and sanitary control information are fundamental to their job and must be received in a timely manner. Until now, results were communicated by voice over the telephone, amounting to over 4,000 monthly calls made by CAPSA staff. The SMS service not only delivers improved service to farmers, but also saves CAPSA phone costs and frees up its employees' time.

SMS automation benefits gained by CAPSA include:

- Results are sent 20 times faster than with telephone calls — saving both time and money
- Information sent to farmers is more accurate and is sent directly to the right person in a concise format
- The farmer's phone will show if problems in message transmission occur
- Product quality is maintained and relationships with farmers are improved
- Operations are streamlined — farmers no longer have to call CAPSA to get results as data is sent rapidly and automatically to their mobile phones

(continued)

CAPSA is strongly committed to the environment and reducing its carbon footprint through more responsible paper consumption in its business processes and product packaging. Both Esker Fax Services for SAP and SMS solutions fall under the “Electronic Office” corporate project implemented by the CAPSA Board of Directors in support of its environmental and sustainable development directives. The “Electronic Office’s” principle goal is to reduce the use of paper in the office generated from printing, photocopying, faxing and cardboard packaging. Initiated in 2007, this project has already achieved a 50 percent reduction in paper use — equivalent to 39,000 trees per year — and CO2 emissions reduction by approximately 10,500 tons (the amount produced by 3,889 gas-drive cars each year).

“The automation of document flow by different channels — fax, SMS, email, letter — contributed to the acceleration of our company’s internal procedures, enabling us to speed up our production and sales cycles,” says Pedro Rodriguez, IT Director, CAPSA. “Esker has helped us achieve our goal of having an ‘Electronic Office’, saving not only time and money but also reducing the size of our carbon footprint.”

## Corporación Alimentaria Peñasanta, S.A. (CAPSA)

Corporación Alimentaria Peñasanta, S.A. (CAPSA) collects, treats, manufactures and commercialises dairy products. Its strategic business lines include milk, cream, butter and cheese. With seven production centres across Spain, CAPSA is the largest Spanish dairy company. CAPSA shows great respect for the environment through the careful management of resources such as water, electricity, fuel, cardboard and plastic. Additionally, the company works tirelessly to reduce CO2 emissions through the use of alternative energies, opting for cleaner fuels and generating less residual waste by recycling over 70 percent of what it produces.

## About Esker

Esker is the worldwide leader in document process automation solutions. Addressing all types of business processes from accounts payable and accounts receivable to sales order processing and procurement, Esker cloud computing solutions enable companies to automate the reception, processing and sending of any business document with one platform. Esker helps over 80,000 companies across the world to reduce the use of paper and eliminate manual processes while improving their productivity, efficiency and environmental impact.

Esker has global headquarters in Lyon, France, U.S. headquarters in Madison, Wisconsin and ANZ headquarters in Sydney since 1997. Over 1,800 companies in Australia and New Zealand rely on Esker solutions to run their business.

For more information, visit [www.esker.com.au](http://www.esker.com.au), follow us at [twitter.com/eskerinc](https://twitter.com/eskerinc) and read our blog on [www.quitpaper.com](http://www.quitpaper.com).

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