

Gifrer Automates the Sending of 12,000 Monthly Customer Invoices with Esker

Sydney, Australia – October 30, 2013 – Esker, a worldwide leader in document process automation solutions, announced today that it has been selected by Gifrer, a French pharmaceutical company, to automate the sending of its 12,000 monthly customer invoices to laboratories, pharmacies and hospitals. Esker enables Gifrer to securely and reliably send customer invoices associated with product shipment.

Following the implementation of its new Microsoft Dynamics® NAV ERP, Gifrer was looking for a simple and reliable solution to automate and outsource the sending of its customer invoices. Previously, invoices had to be manually inserted in the product package, which was time-consuming, unreliable and very demanding on the logistics department. Thanks to Esker, customer invoices are now sent separately — with no human intervention — at the same time as the product package.

“After meeting with several vendors, we selected Esker to automate the sending of our customer invoices — all with complete transparency in our new Microsoft ERP,” said Nathalie Gosselin, Chief Information Officer at Gifrer. “Beyond technical capabilities and solution features, we were impressed by Esker’s responsiveness and knowledge regarding our organisation and customer invoicing process.”

Since implementation, Gifrer’s logistics department has achieved a significant amount of time and cost savings. The company’s Microsoft ERP generates invoices in PDF format which are then transmitted to an Esker mail production facility, where they are automatically printing, folded, stuffed into envelopes, stamped and handed off to the postal service within 24 hours. Invoices for the same recipient are grouped together in the same envelope, enabling Gifrer to save on postage costs.

“We have found an ideal partner in Esker,” said Gosselin. “Solution implementation was very quick and easy with Esker providing daily monitoring and follow-up — our invoicing process is now fully automated and visible to our teams and customers. It not only saves us time, we are better equipped to meet our commitments to customers to ensure they receive their invoice at the same time as their package.”

Esker has helped Gifrer achieve many benefits including:

- **Guaranteed quality service** by handing off invoices to the postal service within 24 hours of reception at the same time the product is sent
- **Reliable invoice traceability** thanks to bar codes added to each page

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- **Optimised logistics** as teams are no longer required to manually add invoices to product packages, and the risk of incomplete or incorrect invoices being included in packages is eliminated
- **Significantly reduced costs** thanks to outsourced mail production and advantageous postage rates
- **Improved and up-to-date customer database** thanks to automatic notifications fed back into the system in the event of undelivered mail

Following the success of its first project with Esker, Gifrer anticipates expanding the use of the Esker solution in order to send reminder letters, registered mail and marketing communications.

About Gifrer

For over 100 years, the Gifrer Barbezat laboratory has developed, manufactured and sold a wide range of over-the-counter products (e.g., saline, eosin, liniment, antiseptic, etc.) to pharmacies and hospitals. In 1980, the company invented the concept of the single-dose, and today produces 280 million single-doses on fully automated production lines. Gifrer manufactures the majority of its products at its historic site in Décines, France, with 236 employees. An extensive sales network enables Gifrer to be present in the majority of pharmacies across France and deliver orders within 72 hours — resulting in over 4,000 packages shipped daily.

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, follow us at twitter.com/eskerinc and read our blog on www.quitpaper.com.

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