

Gesser

Credit management software vendor Gesser has enhanced its product offering and achieved additional revenue streams with Esker on Demand

Case Study



Groupe RECOFACT

With over 1,500 deployments worldwide, Gesser is already a leader in the enterprise credit management software market. However, with increasing competition and lower customer IT budgets, Gesser turned to Esker to enhance its ALTISYS product offering by adding multi-channel document delivery capabilities directly into its solution. According to François de Landes, President, Gesser, "The result of including Esker on Demand has been an enhanced product offering, competitive advantages over rivals that do not provide document delivery, very fast results for relatively small effort, and an immediate sales boost followed by recurring revenue."

GESSEr'S ADVANTAGES

Better product offering

By offering innovative additional document management features in the form of Esker on Demand, Gesser's ALTISYS credit management software package is more attractive to prospects. The overall product offering is more complete. Esker on Demand provides Gesser's customers with:

- Reduced cost of delivering account statements and reminders by an average of 45% (traditional mail, fax, registered mail)
- Improved Days Sales Outstanding (DSO)
- Enhanced productivity and profitability (eliminating manual handling for printing, folding, stuffing in envelopes, stamping, and physical mailing)
- Improved customer relations through personalized communication
- Enhanced trackability through document archiving

Extra recurring revenue streams

Because Esker on Demand is a significant new product enhancement, Gesser has been able to approach its large existing customer base with an interesting new proposal that can overcome the traditional reluctance in many enterprises to upgrade their software systems. The upgrades provide an immediate revenue boost. The Esker on Demand element of Gesser's enhanced product offering is provided as a pay-as-you-go service, which means that Gesser shares in continuous, recurring revenue.

"The immediate opportunity to sell upgrades is welcome, but we're especially happy with the prospect of building up a continuous, increasing revenue stream over time," says de Landes.

Competitive advantages

None of Gesser's competitors includes the additional features provided by Esker on Demand. This gives Gesser an immediate advantage when competing for new business and retaining existing customers. Because Esker is the clear market leader in its specialist technology, Gesser expects to have an ongoing advantage even when its competitors respond by adding document delivery capabilities.

Immediate results

Esker on Demand was seamlessly added to Gesser credit management software offering in a matter of days. Esker also helped Gesser to update its marketing material to reflect the key new features of the offering. Within weeks, Gesser was in a position to offer Esker on Demand as an upgrade to its existing customer base of over 1,500 deployments.

COMPREHENSIVE FUNCTIONALITY, SEAMLESS INTEGRATION

With Esker on Demand, Esker provided Gesser with Esker DeliveryWare functionality as an on-demand service. Esker hosts, configures, and maintains the Esker DeliveryWare server. Esker DeliveryWare is capable of delivering documents:

- To multiple destinations (human recipient, archive, other applications)
- Using multiple delivery methods (registered mail, email, fax, Mail on Demand, Fax on Demand, Web, archive)
- In a variety of formats (PDF, HTML, TIFF, text, XML) [more](#)

"The long-term strategic significance for Gesser of building a recurring revenue stream is perhaps the most appealing aspect of working with Esker."

— François de Landes,
President, Gesser



“There’s no way we would have considered adding this level of sophisticated document delivery capabilities to ALTISYS through in-house development — the time and effort taken would have been too much of a distraction from our core competence.”

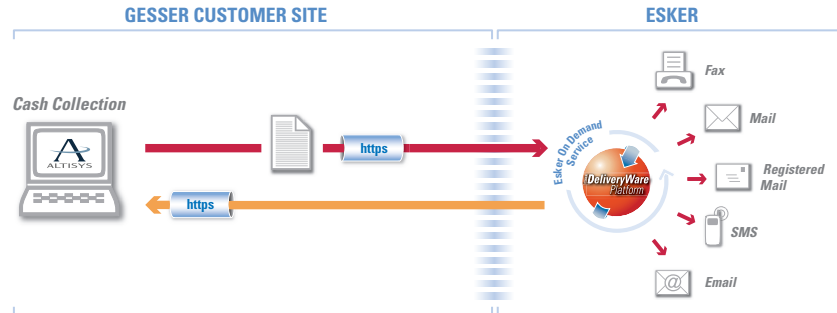
— Jean René Sellos, Technical Director, Gesser

About Gesser

Gesser, part of the Recofact group, is a world leader in credit management software. Gesser’s ALTISYS software product is available in small business and full enterprise editions localized in English, French, Italian, German, and Spanish. Gesser’s customer base includes Canon, Vivendi Universal Publishing, BSN, FIAT, Air France, and General Electric.

“Adding Esker on Demand was an immediate success for Gesser. It’s not difficult to imagine our competitors’ frustration.”

— François de Landes, President, Gesser



Two very useful document delivery options that would not otherwise be available are provided through Esker on Demand:

- **Mail on Demand**, which electronically delivers business correspondence directly from enterprise applications and desktops to an external, outsourced mailroom that provides fast, high-quality, cost-effective mail processing services using standard or registered mail.
- **Fax on Demand**, which automatically faxes business documents directly from enterprise and desktop applications through outsourced fax service providers that offer highly efficient and cost-effective fax processing services.

“The product integration process was very simple using a toolkit provided by Esker. Gesser’s engineers, with good support from Esker’s engineers, very quickly integrated the two products into a cohesive market offering,” says de Landes.

ESKER DELIVERS FAST RESULTS

Using the Esker solution had several clear advantages for Gesser compared with in-house development:

- **Lower cost than in-house development**
Esker has made substantial technology investments in communications technology over more than 20 years. It is possible to offer this technology to other independent software vendors at a much-reduced cost.
- **Short time-to-market**
Esker on Demand is available for immediate integration with third-party software offering such as Gesser’s ALTISYS. The process of integrating Esker on Demand with existing software application is typically very quick and seamless.
- **Core competences**
Esker is a world leader in document delivery solutions and the first to offer on-demand document management to ISVs. Esker DeliveryWare, the underlying platform for Esker on Demand, has been successfully deployed in hundreds of enterprises globally.

QUICK WIN, STRATEGIC SUCCESS

Adding Esker on Demand functionality to ALTISYS was an important step in the evolution of the product. The product features were significantly enhanced, the sales team had an interesting new innovation to present to Gesser’s large customer base, additional revenue was generated from product upgrades, and recurring revenue is expected build up steadily over time.



For more information, contact one of our U.S. locations:

Madison, WI 608.828.6000 ■ 800.368.5283
 Stillwater, OK 405.533.5500 ■ 800.343.7070
 Lake Forest, CA 949.462.2200 ■ 800.556.4874
 www.esker.com ■ info@esker.com