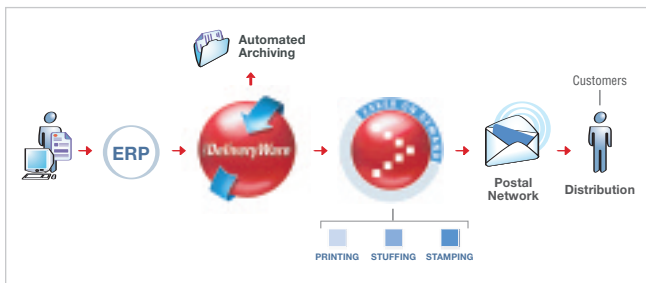


ESKER DeliveryWare 4.0

Mail on Demand: a better way to deliver Business Mail

Mail on Demand provides significant cost savings and streamlines business processes by electronically delivering business correspondence directly from your enterprise applications to an external, outsourced mailroom that provides fast, high-quality, cost-effective mail processing services. Mail on Demand is part of the Esker on Demand delivery services that also includes Fax on Demand and Email on Demand.



Eliminate manual processing costs

Most businesses produce the bulk of their documents electronically. However, the majority are still delivering these time-critical documents through slow and costly methods such as manual mail and fax.

Spurred by the ever-present pressure to cut costs and increase productivity, many companies are doing away with manual processes and the associated costs (labour, paper, supplies, maintenance costs, mailroom equipment, and more). A low-risk and logical solution for many is Mail on Demand — sending mail electronically to an outsourced mail service for processing and distribution.

Cost Comparison: Manual vs. Automated Mail

MANUAL MAIL	AUTOMATED MAIL
Cost per piece \$1.10	Cost per piece \$0.60

45% Cost Savings with Mail on Demand

How Mail on Demand works

Individual letters, such as invoices or purchase orders, or batch mailings of any size, such as account statements, are dispatched immediately, without manual handling or internal process delays. The immediate result is a quantifiable contribution to the bottom line.

Mail on Demand benefits

Flexible billing options allow you to only pay for what you use on a pay-as-you-send basis, providing complete cost predictability and control. The benefits include:

- **The internal mailroom function can be eliminated**, resulting in significant cost savings (Mail on Demand enabled one organization to save \$3,000,000 per year)
- **Accelerated business cycles** due to faster business document delivery
- **Internal resources can be re-allocated** from mailrooms to more productive activities
- **Existing business systems can be leveraged** without reprogramming
- **Document customization** based on customer and business partner preferences
- **Additional time and postage cost savings** using the mailing service geographically closest to a letter's final destination

Maximize flexibility with Esker DeliveryWare

Mail on Demand uses Esker DeliveryWare to directly and seamlessly integrate with leading enterprise applications including ERP, CRM, SCM, and others. There is no need to modify existing systems or processes. Esker DeliveryWare automatically receives raw data directly from core business applications and then formats the documents according to customized business rules. The documents are delivered electronically, using recipient-specific intelligent routing rules, to an outsourced fax service for optimized production and distribution.

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