

# Press Release

Madison, Wis., May 3rd, 2004



*Extending the Reach of Information*

## South Carolina BlueCross chooses Esker DeliveryWare Platform, Esker Fax™ as enterprise standards for document communication

*Leading insurer takes advantage of advanced Esker automation technologies to improve document dependent business processes*

MADISON, Wis., 3 May 2004 – BlueCross BlueShield of South Carolina, a leading health insurance provider that also administers federal health insurance programs, has addressed its evolving document communication needs by designating two Esker Software solutions as enterprise standards. Esker DeliveryWare Platform and Esker Fax respectively provide BlueCross BlueShield with intelligent multi-channel e-document delivery and automated fax.

In today's technology-driven business world, traditional document delivery methods such as standard mail and manual fax can impede communication and delay business processes. Increasingly, savvy enterprises realise that automated electronic delivery of business documents represents a new strategic direction with value waiting to be tapped—personalised communications to meet the specific requirements of individual recipients, electronic delivery to eliminate the high cost of paper documents and manual processing, intelligent rules-based automation to shorten business cycles in which document communication plays a part. Realisation of these benefits represents a new economics of business communication. This is especially true in the healthcare industry, where documents are vital links connecting insurance providers, medical facilities, healthcare professionals, and individual members.

Embracing this vision of new efficiency and productivity, BlueCross BlueShield has enlisted Esker Software and its strategy of total document solutions to make the vision a reality. To meet its varied document communication needs, the insurer has implemented Esker Fax, a leading solution for automated desktop and production faxing, and Esker DeliveryWare Platform, the e-document delivery solution powered by patent-pending intelligent automation.

BlueCross BlueShield also continues to leverage the expertise and experience of Esker Professional Services and Technical Support to accelerate implementation and accelerate returns on investment in Esker solutions. Currently, BlueCross BlueShield has five Esker Fax and Esker DeliveryWare servers online and expects to bring another five online by the end of 2004. The IS/Telephony team at BlueCross BlueShield will bring additional servers online as it continues to educate its internal "customers" about the value and cost-savings potential of edocument automation.

“The way we see it, the possibilities are unlimited,” says Pete Sheridan, Manager of Telephony at BlueCross BlueShield of South Carolina. “We not only process BlueCross insurance business in South Carolina, we administer Medicare and military health claims for the federal government—and we continue to grow. Reaching an enterprise agreement with Esker provides us many significant benefits, not the least of which is a clearly defined path into the future of document communications.”

Adds Anand Jani, Systems Lead for Telephony at BlueCross BlueShield of South Carolina, “In our line of work, document communications are a huge part of the process. With Esker Fax and Esker DeliveryWare we can grow at our own pace and use the automation technology in their DeliveryWare Rules Engine to automate any business process step that involves documents.” Sheridan and Jani dedicate significant time to educating BlueCross BlueShield staff about the cost- and time-saving potential of Esker Fax and Esker DeliveryWare. To spread the word about the Esker solutions, BlueCross BlueShield of South Carolina produces a quarterly newsletter highlighting Esker Fax and Esker DeliveryWare benefits. They also hold an annual conference where users of Esker Fax and Esker DeliveryWare from across the enterprise—and line-of-business managers interested in the solution—can come together to share information.

BlueCross BlueShield of South Carolina ([www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com)) is an independent licensee of the BlueCross and Blue Shield Association.

### **About Esker**

Esker develops communications software that optimises the transmission and usage of information, within companies and commercial partners. Founded in 1985, Esker is traded on Euronext, the French Stock Exchange (Le Nouveau Marché/ISIN: FR0000035818). In 2002, Esker achieved a turnover of €29.7M, with more than half of turnover in the United States.

Esker is active in North America, South America, Europe, and the Asia/Pacific zone. The company employs over 300 staff and has more than two million registered users worldwide. Esker is the most international European software vendor, with over 90% of its turnover resulting from exports.

Esker market offerings are divided into three product lines:

- Esker DeliveryWare Platform (automated delivery of business documents)
- Esker Fax™, Esker Fax for Notes, Esker VSI-FAX® and Esker VSI-FAX for Notes
- Persona® by Esker, SmarTerm® by Esker and Tun®Plus by Esker.

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