



Extending the Reach of Information

PRESS RELEASE

Connecting document delivery with business success

Bashrat Din of Esker Software explains why automating document delivery brings real businesses benefits – and what the opportunities are for partners

There's no doubt that business efficiency has taken a quantum leap forward with ERP, CRM and custom applications that can help automate key business processes. Manual processing and distribution of invoices, purchase orders, and other business documents often account for more than 90% of delivery costs. It also makes up virtually 100% of delivery time, which prolongs financial transaction cycles and seriously impacts the bottom line.

The challenge for success-minded organisations – and the opportunity for partners including resellers and systems integrators - is to enable automated document delivery to customers, suppliers, business partners and employees, thereby extracting the enormous potential for cash-flow improvement locked within their conventional business communications.

Automated document delivery

With solutions such as Esker DeliveryWare organisations can automate document delivery across the entire information supply chain, adding value to existing systems, reducing document costs, and streamlining business communications. This level of automation allows businesses to:

- Shorten transaction cycles, reduce days sales outstanding and improve cash flow
- Simplify IT infrastructure without reprogramming or added complexity
- Eliminate the high cost and wasted time associated with manual delivery of documents from business applications
- Accelerate return on investment (ROI) in ERP, CRM, and other system applications
- Improve response times, enhance communication, and strengthen loyalty among customers and partners.

The business transactions that organisations can automate include: procurement, supply chain management, and accounts payable (RFQs, purchase orders, remittance advices); production and inventory (production schedules, demand forecasts); order fulfillment (quotes, order and shipment confirmations); invoicing, accounts receivable and collections (invoices, reminders, dunning notices), and customer communications (supplier broadcasts, urgent notifications, account statements).

Integration with leading enterprise applications - including ERP (SAP, Oracle, Baan, J.D. Edwards, PeopleSoft), CRM, financials, and more, is essential. Another fundamental requirement is the ability of the solution to automatically pull invoices, order confirmations, statements and other documents directly from core business applications by intelligently recognising data, then format the documents according to customised business rules.

To do that, you need an intelligent Rules Engine, which enables document delivery from almost any application regardless of platform — Unix, IBM mainframe, midrange, or Microsoft Windows. The non-invasive nature of the Rules Engine requires no code-level changes to source applications or the data and print streams they generate. Print and data streams are accepted from leading packaged enterprise applications (such as SAP), custom-built or legacy applications, incoming data and documents (fax, email, scanned documents) and desktop applications.

Delivery options

A wide range of delivery options – including print, PDF, fax, Mail on Demand, Fax on Demand, email, web, XML, wireless, and archive – should be available for any enterprise application, offering companies flexible and more efficient ways to communicate with customers, partners, suppliers and employees.

Taking Mail on Demand as an example, while most businesses produce the bulk of their documents electronically, many are still delivering these time-critical documents via 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, mail room equipment, etc.). A low-risk and logical solution for many is Mail on Demand — sending mail electronically to an outsourced mail service for processing and distribution.

The strategic competitive advantages of mail on demand include:

- Significant cost reductions
- The ability to re-allocate internal resources — invest in core competencies instead of support for distribution infrastructure
- Shorter cash collection cycle — accelerate delivery of invoices, purchase orders, and other business correspondence
- Increased productivity and profitability
- Personalised documents based on customer and business partner preferences
- Leverage of existing applications without reprogramming
- Total cost control — you pay only for what is used.

Partnering for success

Combining these solutions with the specialised knowledge of partner organisations enables automated document delivery to become a reality. At Esker we have a solid reputation for building strong partnerships to broaden sales channels and ensure continued growth and stability for ourselves and our partners. The benefits for our partners include:

- Business growth with the ability to sell or integrate market-leading software products for intelligent information access and delivery
- Continued innovation founded on proven insight into technology and market trends
- Esker's dedication to superior quality and support.

The end result is that customers can benefit from complete solutions that bring together reliable and efficient products with the expert service partners can provide.

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