

Esker Helps Automate Order Entry for GE Healthcare to Bring Multiple Business Benefits

Derby, UK — May 30, 2013 — [Esker](#), a worldwide leader in [document process automation solutions](#) and [SAP](#)® software solution and technology partner, announced today it has been selected by GE Healthcare to automate their [Sales Order Processing](#) operation with Esker [DeliveryWare](#) – whilst also integrating with GE's SAP harmonisation programme.

Due to the nature of GE's products, Order Entry is a critical operation within the business: products containing radioactive material have a limited shelf life, therefore an effective and error-free procedure is vital in order to maximise business efficiencies and customer satisfaction – all important considerations, especially in a lean practices environment.

Peter Langworthy, Head of Customer Services Europe, GE Healthcare, explained: "The limitations of our Order Entry operation presented a number of challenges to key areas of our business. For example, we were restricted by the manual nature of Order Entry, and by order archiving issues; this meant limited resource to focus on added value customer service activities. We also had a requirement to reduce Order Entry errors, and to standardise processes.

"Having identified a number of business critical deliverables, we needed to achieve a range of financial benefits from an improved Order Entry system. Now, with the Esker DeliveryWare solution, 34% of our fax and email orders are processed automatically, and we are confident this percentage will significantly increase – this will really enable us to further improve customer service productivity and overall customer satisfaction."

Langworthy continued: "With the Esker solution, the electronic workflow brings improved efficiencies for GE, such as enhanced visibility during the order life cycle. This offers better transparency, and enables tracking, tracing and escalation of orders – with the option to increase sales and improve OTR timescales.

"A specific feature that has been particularly well received by our Customer Service team is the ability to retrieve archived sales orders quickly and effortlessly. This not only saves time, but also means the team can provide a higher level of service to our customers by being able to be more flexible and responsive to any queries raised."

(continued)

Alistair Nicholas, MD of Esker Northern Europe, said: “We are delighted that GE Healthcare has chosen Esker to improve their Order Entry operation. The Esker solution automates every phase of Order Entry – from the receipt of a customer document to the creation of a corresponding sales order in an ERP system. With the ability to handle any type of incoming order format, the Esker solution makes every order electronic and instantly accessible. “Automated Sales Order Processing delivers multiple business efficiencies: improved productivity means that customer services staff can focus on added value activities such as order management – which can lead to improved sales growth and ultimately help collect cash more quickly. This is particularly advantageous in the current economic climate, where pure revenue growth can be difficult to obtain. However, by removing operational costs, streamlining core business processes, and better utilising the time saved through sales order automation – it is possible to improve on meeting revenue objectives.”

[About GE Healthcare](#)

GE Healthcare provides transformational medical technologies and services, shaping a new age of patient care. They are committed to serving healthcare professionals and their patients in more than 100 countries. Expertise in areas such as medical imaging and information technologies, medical diagnostics, and patient monitoring systems helps their customers deliver better care to more people around the world – at a lower cost. GE Healthcare has a long history of working closely with Healthcare professionals in the Department of Health, NHS and private sector to develop and implement better patient management, using improved diagnosis and monitoring.

[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.

With 40.3 million euros in sales revenue in 2012, Esker operates in North America, Europe and Asia Pacific with global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. Esker is listed on the NYSE Alternext in Paris (Code ISIN FR0000035818). For more information, visit www.esker.co.uk. Follow Esker on LinkedIn at [Esker – Northern Europe](#), or on Twitter at twitter.com/eskerinc and join the conversation on the Esker blog at www.quitpaper.com.

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