

## Esker helps Gleadell reap the rewards of Document Automation

Derby, UK — July 23, 2013 — [Esker](#), a worldwide leader in [document process automation solutions](#), announced today that it has been selected by Gleadell to automate their document delivery.

Gleadell is committed to offering the very best service to its customers, and this ongoing commitment encompasses continued development of, and investment in, IT. By harnessing the technology of [Esker On Demand](#) and [Esker DeliveryWare](#) solutions to automate paper-based documents, Gleadell has been able to quickly streamline core business processes to achieve operational efficiencies. This has provided not only time and cost savings, but also - very importantly - improved customer satisfaction levels.

Gleadell had taken the decision to review their current business system, as its limitations were causing issues through limited flexibility. These issues had serious repercussions for the business in terms of both resource and cost: the lack of flexibility meant that document layouts were difficult to modify; any modifications that Gleadell required necessitated using developers – which incurred extra resource, time, and cost.

Jason Martin, Gleadell's IT Manager, said: "The previous business system was causing some significant problems for us, through its lack of functionality. This had a particularly negative impact in the way it limited how we communicated to customers via our documentation. We needed a solution that offered greater flexibility, to allow us more effective and customer-friendly communication. Also, the solution needed to be reliable and easy to use."

Jason continued: "Esker DeliveryWare has supplied both the flexibility and functionality that Gleadell needs; it has enabled us to quickly and easily modify customer documentation. The solution is reliable, easy to use and manage; furthermore, we no longer incur costs when we need to make a change or an improvement to documents."

Gleadell has also benefitted from the Esker on Demand solution for Mail Services. This hybrid mail solution has allowed Gleadell to benefit from a combination of electronic and physical delivery. Digital data is transformed into physical letter items and distributed by Esker print centres located as close as possible to the final delivery addresses. Prior to using this solution, Gleadell was manually posting around 2,500 letters per month to customers; the letters contained vital account information, and were therefore an important customer communication. Now, the communication is fully automated with the Esker solution.

Jason commented: “We’re extremely pleased with the advantages of the Esker automated mail service. We are saving both time and money; we also benefit from having full traceability, and the ability to reference any customer queries quickly and easily via the archive facility.”

Alistair Nicholas, MD of Esker UK, said: “We’re delighted that Gleadell has taken the decision to use Esker solutions, and is profiting from the efficiencies of automated documentation, and automated mail services.

Document processing via Esker DeliveryWare automates the exchange of business-critical documents, thereby streamlining processes and communications. Companies benefit from efficiency gains, lower operational costs – and the resulting cost savings.”

Talking about the benefits of the Esker On Demand mail service, Alistair explained that these included:

- “No hardware or software costs – customers can benefit from up to 45% savings in mail productions costs. Hidden costs of mail houses and mailrooms are eliminated without compromising application integration.
- Improved productivity as a result of automating complex tasks – resource can be redeployed to add value in other areas, bringing efficiency gains for the customer.
- Accelerated document processing and expedited delivery – documents enter the postal stream in less than 24 hours; customer service levels are higher, and companies can collect revenues more rapidly – DSO can be reduced by as much as seven days.
- Usage flexibility – unlike a traditional mailing house, customers only pay for what they use, and there are no restrictions regarding minimum mail pieces per batch; the Esker solution works in tandem with customers’ operational requirements because the service is bespoke to customers’ individual volumes.”

#### [About Gleadell](#)

Gleadell Agriculture Ltd is an independent and major trader of grain in the UK and, in volatile and risk-laden markets, is a safe and trusted trading partner for farmers and consumers. It is a leading exporter of all grains, oilseeds and pulses to markets in the EU and further afield and a significant supplier to UK millers, maltsters, feed compounders and other consumers of grain. Gleadell is the largest trader of organic grain in the UK and a growing force in the sourcing and delivery of imported and home-produced fertiliser and seed.

Gleadell operates from six offices throughout England and strives to deliver the best quality service to farmers and consumers.

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## [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](http://www.esker.co.uk). Follow Esker on LinkedIn at [Esker – Northern Europe](#), or on Twitter at [twitter.com/eskerinc](https://twitter.com/eskerinc) and join the conversation on the Esker blog at [www.quitpaper.com](http://www.quitpaper.com).

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