

Esker Provides Flexibility in Automated Sales Order Processing for Global Paper Merchant

Derby, UK — February 18, 2014 — [Esker](#), a worldwide leader in [document process automation solutions](#), announced today it has been selected by a global paper merchant, to automate its [Sales Order Processing](#) (SOP) operation. Moreover, this is the first customer – globally – to adopt the flexible forms framework, Esker’s revolutionary new platform for business communication technology.

Receiving around 100,000 sales orders annually, the customer had identified a need to streamline its SOP process. One of their international offices was already using Esker solutions for their [Accounts Payable](#) and SOP operations, and although they had assessed other suppliers during the procurement process when reviewing the UK SOP operation, Esker was selected due to being the only supplier to offer a complete cloud solution – and also for the unique advantages of the flexible forms framework, which empowers the user to combine the tools such as information capture, process management, communication media and analytics to simplify building and customising their own automated document processes.

Helps improve customer service levels

The customer commented: “The Esker SOP solution has delivered multiple gains for us as a business, which in turn has enabled us to deliver advantages to our customers. Some of the benefits Esker has delivered include: low capital investment; a quick to implement solution; and an agile methodology that identifies bottlenecks, which can then be resolved before they cause issues – this is very valuable as it helps ensure that our customer service levels remain high.”

Flexible forms empower the customer

Highlighting the advantages of the new flexible forms framework, the customer explained: “Flexible forms enables us to manipulate forms and procedures ourselves, which in turn has empowered us to take control of our own workflow processes. This is extremely advantageous as it helps strengthen our agility as a business, and equips us to monitor service levels quickly and easily – and make the necessary improvements when required.”

Optimises the order-to-cash cycle

Additionally, the agility and flexibility of the Esker solution was deployed to solve a specific problem experienced by the paper merchant’s customers. Previously, when sending orders

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manually, their customers found it difficult to match supplier material codes and descriptions: with the Esker solution, the codes and descriptions have been matched in order to make it easier for them. The company was also able to instigate a further efficiency within the order processing workflow, by enabling each of the thirteen regional offices to receive orders at specific email addresses; this ensures that orders can be received and actioned more quickly - which in turn optimises a timely order-to-cash cycle and high customer service levels.

Cost control delivered by the cloud

Alistair Nicholas, MD of Esker Northern Europe said: “Now that the economy is officially in recovery mode, some businesses may struggle - following the cost-cutting exercises of the recent recession - to sufficiently increase resource and capacity in order to meet growth in demand. Esker is experiencing an upturn in the number of businesses choosing to adopt cloud technology, so they can benefit from the value it delivers to their business through cost control. By using effective software solutions to automate business processes it’s possible to meet resource and capacity challenges, without incurring the extra cost of increased headcount – which is the traditional method to deal with capacity increase. By automating paper-based documents, businesses can reap tangible benefits from improved efficiencies – and have a direct, positive, and immediate impact on profitability.”

Commenting on the launch of the new flexible forms framework, Nicholas continued: “Document process automation technology continues to develop, and this flexible forms framework is a further example of how Esker continues to innovate in the market and stay ahead of the industry trend towards more agile methodologies. Flexible forms is a completely cloud based platform that delivers tangible business benefits: the immediacy of the process and installation means that customers receive exactly what they want – and rapidly; it’s also a very cost-effective option as no upfront software investment is required. We’re delighted to have helped this customer streamline its SOP operation, and to enjoy the many benefits this brings such as speeding up order processing by as much as 90%.”

About Esker

Esker is a worldwide leader in document process automation solutions. Addressing all types of business processes, from accounts payable and accounts receivable to 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 around the world to reduce the use of paper and eliminate manual processes while improving their productivity, efficiency and environmental impact.

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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 [@EskerNEurope](#) and join the conversation on the [Esker blog](#).

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