

# Press Release

New York, March 8<sup>th</sup>, 2004



*Extending the Reach of Information*

## Hyundai Translead automates business processes and SAP® document delivery with Esker DeliveryWare, improves overall enterprise profitability

*Document delivery/management solution replaces outdated fax system; immediate  
productivity and efficiency gains realised*

New York, March 8<sup>th</sup>, 2004 – Hyundai Translead, the leading producer of van trailers, container chassis, domestic containers and refrigerated containers for the North American transportation industry, has implemented Esker DeliveryWare Platform to streamline fax communications and automate delivery of its business documents generated by SAP. With Esker DeliveryWare, Hyundai Translead automates the often cumbersome delivery of invoices, shipping notices, purchase orders, and other documents so that their suppliers, customers, and business partners can receive the information instantly via a full range of transport media. And, because Esker DeliveryWare also integrates seamlessly with Microsoft Exchange, end users can send, receive, and manage faxes through their standard Outlook® or Exchange® email boxes with no modifications necessary. The result: immediate productivity and efficiency gains.

### ***Out With The Old...***

“Our business processes and communications systems were not up to speed,” states Joseph Preski, Hyundai Translead vice president of MIS. “We were using a desktop fax product that was outdated and no longer supported by its manufacturer. It was clear we needed a change.” Since they needed to replace their outdated fax system, Hyundai Translead chose to evaluate more comprehensive solutions to automate business critical documents from SAP, as well as provide desktop fax capabilities to its more than 400 Microsoft Exchange users. Hyundai’s search uncovered only two solutions that could integrate with both Microsoft Exchange and SAP. After a thorough evaluation of both, Esker’s e-document solution was the clear winner. “I looked carefully at the two products, and Esker DeliveryWare was by far the better product,” states Preski. “While it was important to have a solution that streamlined our business processes, it was equally important that we find a solution that would integrate quickly and easily into our environment — without disrupting our business operations or creating a heavy burden on our IT staff. The Esker product is so flexible — we can make changes ourselves without the necessity to customise SAP. That is a huge savings in IT resources.”

### ***The Right Document at the Right Time***

Another key feature of the Esker DeliveryWare solution is its multi-channel delivery capabilities. With Esker DeliveryWare, Hyundai Translead now automates and streamlines the delivery of its invoices, shipping notices, purchase orders — virtually any SAP-generated document — so that suppliers can now receive the information they need

instantly via fax, email, PDF, wireless, print, or XML. Featuring the powerful DeliveryWare Rules Engine (Esker's patent-pending intelligent automation technology), Esker DeliveryWare automates every phase of document delivery. DeliveryWare Rules recognises the content of SAP output, then based on this recognition, automatically formats, routes, and delivers new documents to the right recipients. Any need to modify application-level code is eliminated — all rules are set at the server within the easy-to-use, graphical DeliveryWare Rules Designer. Preski remarks, "We consider ourselves a technology leader, and this product helps us maintain that reputation."

### ***DeliveryWare Delivers ROI***

With Esker DeliveryWare up and running, Hyundai Translead has seen measurable financial benefits: reduction of manual delivery costs as well as substantial gains efficiency and productivity. In addition, industry-first automation and ease of use provide Hyundai Translead with an immediate return on its investment.

According to Preski, "Just days after installation, the Esker solution was delivering vital business information. Now in full operation, Esker DeliveryWare Platform accelerates document delivery, reduces business cycle times, lowers the costs of communication, and improves service levels to every information recipient."

### ***About Hyundai Translead***

Founded in 1989, Hyundai Translead is a subsidiary of Hyundai Motor Co. Hyundai Translead is a leading producer of van trailers, container chassis, domestic containers and refrigerated containers for the North American transportation industry. Hyundai Translead has been ISO certified since 1996 and is celebrating 10 years of trailer production in 2004.

### ***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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### **Contact information:**

Esker Ltd.  
Durham House  
Wyvern Business Park  
Stanier Way  
DE21 6BF Derby  
Derbyshire  
United Kingdom  
Tel: +44 (0) 1332 54 8181  
Fax: +44 (0) 1332 54 8160

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