

CARRON PHOENIX IMPROVES CRITICAL BUSINESS DOCUMENT DELIVERY WITH ESKER CLOUD FAX SOLUTION

Derby, UK – April, 2012 Carron Phoenix is best known for manufacturing sinks and taps; however, the company can trace its roots back 1759. Founded as an iron foundry in Falkirk, The Carron Company drove the industrial revolution in Scotland in the 18th century, where it employed 5,000 people, operated its own fleet of steam ships and even issued its own currency to enable global trading.

The company manufactured domestic items like flat irons and cast iron baths - whilst Lord Nelson's flagship HMS Victory was equipped with 'Carronade' cannons, which were used during the Battle of Waterloo. Later Carron turned its expertise to making Britain's famous red telephone boxes and post boxes.

Today, Carron Phoenix employs around 450 people at its 11 acre site in Falkirk. Over the last ten years, almost £40 million has been invested in its facilities in order to provide the latest technology and manufacturing processes.

The company's customer base is global and it exports its products all over the world, so it needs an efficient back office operation that can cope with the volume of paperwork that is generated across the sales process.

The head office had been working with document process automation specialists Esker for about a year, when it recommended Esker's services to the company's network administration division in Falkirk. It was looking to upgrade its existing in-house fax server, which was coming to the end of its natural life and would cost several thousands of pounds to replace.

The fax server was principally used for documents such as purchase orders and sales order acknowledgements. The network administration team, headed up by Peter Nathaniel, was looking for a cost effective solution, which would cater for the company's current needs and offer scope for future expansion.

Network administrator Peter Nathaniel, explains:

"Over the past two – three years, we have probably halved the volume of faxes which are delivered from head office now.

"However our existing server needed replacing and we identified the need for a new fax server that would allow our personnel to send documents from their PC direct to a fax server and would also integrate with our existing ERP system.

“Esker came highly recommended from our head office, so we contacted the company’s Northern European headquarters in Derby and soon afterwards received a visit from them to discuss our specific requirements.

“Esker carried out a review of our requirements and recommended that we replace our existing in-house fax server with an external fax service, hosted through the cloud for use alongside our existing software.

“The process we used with the fax server was very complex in terms of the extraction of data from our ERP system, reformatting (using additional software) and delivery.

“Using Esker’s hosted fax solution meant that the process was simplified by having no formatting issues to contend with, no ongoing maintenance issues and minimising operational costs with a pay-as-you-use model. We were also able to improve the delivery of incoming faxes and enable our staff to route them to the correct personnel allowing us to increase the speed of the overall process.

“The set up of the fax service was a straightforward process and Esker were agreeable in working to our tight lead times.

Esker’s support team has been first class and has attended immediately to any issues that have arisen.

“We are finding significant benefits for our IT department in terms of the administrative tasks that previously had to be done every night onto tape, along with regular security updates and anti-virus checks.

“The Esker solution has given us extra capacity and has improved the efficiency of this aspect of our operation. In addition, all upgrades are carried out remotely by Esker, which is tremendously reassuring.

“Our next project will be to extend the solution to incorporate our sales order acknowledgements into the system, which will automatically be sent out to all stores via fax or email.

“This was the first time we had worked with Esker and it has been a very positive experience. Now we know how the solution operates, we can look for other ways to use Esker’s services.

”Whilst this hasn’t been a complex project, the technical team at Esker has been very responsive and we know they are always on-hand to respond to any queries we may have,” added Peter.

Esker’s hosted fax service is increasing in popularity thanks to its flexibility and the tangible business benefits that it can bring to organisations of all sizes.

Stephen Wynne Jones, technical director at Esker Northern Europe, explains:

“The Esker solution provides businesses of all sizes with a flexible and cost effective solution to their document process automation requirements.

“It brings together every aspect of document process automation into a single solution and reduces the use of paper within business processes – and with no significant hardware or software investment, it keeps the cost of ownership to a minimum.

“The Esker solution also integrates seamlessly and securely with ERP applications such as SAP and offers round-the-clock fax service availability and real-time fax status notification.

“It can send and receive any document and leverages existing information systems to find the most cost-efficient fax routing paths.

“Its ability to easily automate the exchange of critical application business documents between customers, business partners, and suppliers regardless of source, format, and destination is proving particularly attractive to businesses,” added Stephen.

“It can also reduce running and support costs and improve response time from customers making payments, which are proving increasingly attractive in the current economic climate,” added Stephen.

About Esker

Esker is a recognised leader in helping organisations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organisation. With patented document delivery automation software and hosted document delivery services, Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months.

Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin.

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