

Rip Curl Surfs the Document Process Automation Wave with Esker's Accounts Receivable Solution

Derby, UK — November 26, 2015 — [Esker](#), a worldwide leader in [document process automation solutions](#), and pioneer in [cloud computing](#), today announced it has been selected by [Rip Curl](#), an Australian surf clothing and equipment manufacturer, to automate its 55,000 customer invoices annually. Esker's [Accounts Receivable](#) automation solution has enabled Rip Curl to free up its accounting staff in order to spend more time on higher value-added tasks.

Based in France, Rip Curl Europe handles the billing of all of its European subsidiaries, including individual country tax specifics. To cope with its seasonal activity, Rip Curl wanted to outsource the processing of its customer invoices in order to more effectively allocate internal resources, and gradually move to an automated paperless solution to provide better service to its customers.

“After having reviewed multiple solutions on the market, we selected Esker for its size, credibility and international presence. Specifically, its capability to handle invoicing regulations in all European countries,” said Aloïs Bersan, Finance Manager, at Rip Curl Europe. “Esker’s teams have demonstrated flexibility, responsiveness and enthusiasm.”

Previously, one person was dedicated to customer invoicing and spent three hours a day printing, folding, stuffing and mailing invoices. Thanks to Esker, this person can now concentrate on the development of an e-commerce site which requires operational management from the financial department.

Esker will enable Rip Curl to manage an increase in activity by initially outsourcing the mailing of paper invoices and then, in a second phase, evolve towards e-invoicing (e.g., email/signed PDF, dedicated EDI platform, etc.) for those customers who request it. Esker’s adaptability and scalability was extremely important to Rip Curl, as it will enable them to offer their customers a smooth transition to e-invoicing.

“Customer relations is at the core of our business strategy. Esker’s scalable solution was the only one that allowed us to offer our customers an automated accounts receivable solution without imposing an abrupt change,” said Bersan. “Once the solution is implemented, the objective is to migrate as many customers as possible to e-invoicing and achieve a profitable return on investment. We estimate the breakeven point is at a 25% conversion rate.”

(continued)

About Rip Curl

Rip Curl is an Australian-born brand that employs 200 people in Europe. The company's objective is to create the most innovative techniques and products to enable the largest number of surfers to live their "search" in the best conditions. Originating from the cold waters of Bellas Beach in Australia, Rip Curl is now recognised and respected by riders around the world — both in water and on snow. The "search" represents the brand philosophy and is the inspiration when it comes to progress and vision. When surfers search for new waves or virgin snow, Rip Curl is there to equip them as best as possible.

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.

With 46.1 million euros in sales revenue in 2014, Esker operates in North America, Latin 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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