

Esker Improves Sanofi Customer Services with Automated Order Processing

Derby, UK — February 6, 2014 — [Esker](#), a worldwide leader in [document process automation solutions](#), and [SAP®](#) software solution and technology partner, announced today it has been selected by [Sanofi](#) to improve the speed and efficiency of handling emergency orders to improve customer services by eliminating manual paper-based documents.

Sanofi is a global integrated healthcare leader with a turnover of over €30 billion, focused on patients' needs with a diversified offer of medicines, vaccines, and innovative therapeutic solutions, engaged in the research, development, manufacturing and marketing of healthcare products.

For organisations that receive large daily volumes of sales orders, manually processing these orders can be inherently labour-intensive, time consuming and error-prone. Other disadvantages include: high cost per order and lack of productivity due to manual processes.

Sanofi receives thousands of emergency orders per year, which are placed directly by pharmacies. These orders are typically placed when the distributors to the pharmacies are unable to fulfil order requests in a required delivery time. Sanofi realised that this manual process of receiving orders was affecting the speed with which they could react to their customers' requests.

Before using the Esker on Demand solution Sanofi would take orders from the pharmacies by faxing out order forms to be completed. These were then faxed back and keyed manually into the Sanofi business system. This process was very labour intensive, and created a significant amount of extra paperwork.

Substantially reduced costs

With the Esker on demand solution Sanofi was able to quickly and easily re-engineer the process to eliminate paper-based ordering by taking orders over the phone and placing them directly into the Esker system. In turn, this interfaced with Sanofi's system, and an automated order confirmation was subsequently sent. This meant that specific areas of the business could be improved by: eliminating paper-based processes; automating manual effort; accelerating internal processes and increasing efficiencies; reducing costs and order errors; decreasing process handling time; improving overall customer satisfaction. Additionally, archiving costs have been substantially reduced due to the decrease in paper documents.

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David Pearson, SAP Manager, Sanofi, commented; “It was essential that Esker understood the Healthcare industry and our particular requirements. Esker on Demand proved an attractive proposition as it was a simple pay-as-you-go model that allowed us to avoid the high costs of implementing expensive in-house applications or having to take up vital resources of existing staff in order to complete the full order process.

Significantly faster order processing

Lynne Kale, Head of Customer Services, Sanofi, “We are now able to respond much quicker to customer orders taken directly by pharmacies, and can expedite the whole process by eliminating the paper-based documents used. We have significantly reduced order processing times; the previous method of processing orders took 2 minutes per order – the new method takes only 30 seconds.

Alistair Nicholas, Managing Director of Esker Northern Europe, commented; “Having already worked with Sanofi in France and Italy, Esker is delighted to be able to work with Sanofi in the UK and eliminate paper-based processes from their Order to Cash cycle. Esker prides itself on reducing the inefficient non-value add that paper documents cause within business processes, and Sanofi has always been very proactive in this area to maximise the benefits that can be gained”.

Alistair added; “We hope to further our relationship with Sanofi and increase the benefits that can be gained for them by automating document processes in other areas of the business. Esker’s vision is to help other organisations like Sanofi to ‘Quit Paper’ entirely within their business processes and ultimately help accelerate the cash conversion cycle”.

About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients’ needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions; human vaccines; innovative drugs; consumer healthcare; emerging markets; animal health; and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

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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
info@esker.co.uk – www.esker.co.uk

Press Contact: Sam Townsend

Tel: +44 (0) 1332 548181 – sam.townsend@esker.co.uk

Investor Relations Contact: Emmanuel Olivier

Tel: 33 (0)4 72 83 46 46 – olivier@esker.fr

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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 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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