

Esker on Demand

Jean-Michel Bérard, CEO, Esker

Heavy investment in Information Technology (IT) during the 1990s combined with a general economic slowdown has left many organisations weary of introducing yet more solutions into their already complex IT infrastructure. Even though Esker can present an attractive business case for automating document-based business processes using Esker on Demand, potential customers confirm their strong interest but may postpone a decision. Esker's response is **Esker on Demand**.



Jean-Michel Bérard - CEO Esker

Balancing supply and demand

Many of Esker's customers have drawn attention to a core business problem that faces any organisation with a large number of computer systems: the supply of IT resources is inelastic, while the demand for those resources is elastic. Take the very common example of a company that faxes a large volume of purchase orders to its suppliers at the end of the month. The first option is to deploy solutions that are idle a lot of the time but can handle the large surge in faxing at the end of the month. The alternative is to deploy solutions that satisfy most business needs most of the time but cannot handle the end-of-month peak demand. The same issue applies to almost every type of IT system. Naturally, most organisations ensure they have sufficient capacity to handle all business needs, and specifically peak demand. Industry analysts consistently estimate that around 80% of IT infrastructure in the USA is idle at any specific time. **Esker on Demand** resolves the IT peak capacity demand problem by completely eliminating it.

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Demanding Service!

Esker on Demand is business document delivery as a metered software service, integrated seamlessly with existing business processes such as cash collection and sales administration. **Esker on Demand** can dynamically adapt to new business challenges. **Esker on Demand** addresses the need for introducing new business processes quickly - allowing organisations to rapidly respond to new business opportunities. Esker expects CIOs to choose **Esker on Demand** to provide an adaptive solution in an uncertain business climate. The first two **Esker on Demand** services are Fax on Demand and Mail on Demand.

Fax on Demand automatically faxes business documents directly from enterprise and desktop applications through an outsourced fax service that offers highly efficient and cost-effective fax processing services. This means fewer printers, fax machines, fax servers, dedicated fax phone lines, and fax boards. Fax on Demand eliminates the document drag associated with interrupting an activity to print a document, find an available fax machine, enter the destination number, and wait for receipt confirmation. Manual faxing must be one of the most pointless and wasteful business

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processes still prevalent in most organisations. Some of the first customers for Fax on Demand are world-leading corporations with household names.

Mail on Demand electronically delivers business correspondence directly from enterprise applications and desktops to an external, outsourced mailroom that provides fast, high-quality, cost-effective mail processing services using standard or registered mail. Because the mailroom is outsourced, the mailroom infrastructure can be largely eliminated.

That means fewer printers, fewer stamping machines, less labor-intensive stuffing letters in envelopes, no maintenance, and significantly reduced ongoing materials costs of ink and paper.

Esker seamlessly integrates its on-demand services directly with existing IT systems. This is important, because **Esker on Demand** makes an immediate contribution to the bottom line by automating existing document-based business processes. Esker has initially focused on document intensive processes such as cash collection, purchasing, and sales administration. For the end-users, **Esker on Demand** is an intuitive service that is as easy to use as printing a document or sending an email.

Show me the money!

No matter how Esker's customers calculate their internal document delivery costs, **Esker on Demand** always works out cheaper. Every case is different, but it would be unusual not to save at least 50% of the ongoing costs of sending faxes and posting business correspondence. It's simple, old-fashioned finance and economics that will determine the success of **Esker on Demand**.

It's obvious that overall costs are significantly reduced by **Esker on Demand**. Esker systems are on a much larger scale - so the unit costs are lower. That's usually enough to convince most people, but several other cost reductions can be factored in. For example, customers are not paying for systems while not used - eliminating the mostly redundant peak capacity problem.

For the CFOs concerned with more esoteric financial metrics, **Esker on Demand** customers achieve better capital efficiency. The capital used to buy fax servers, printers, paper-folding machines, stamping machines, and even mailrooms is no longer required. The capital can be used more productively elsewhere. The debate

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between using capital to invest in additional technology and reducing IT spending need not take place.

Esker on Demand also eliminates another area of financial dissatisfaction within organisations. Unlike traditional IT infrastructure, the costs of on-demand services are very easy to measure. This means that they are also easy to allocate within an organisation. There are no more arguments between departments over allocated costs for shared resources. Accurate cost measurement also means that IT costs achieve a level of financial predictability - which is important for CIOs that are often in the firing lines for cost overruns on projects.

Success to date

Many market commentators see the IT services on-demand market maturing in the next 2 to 4 years. While the industry has been discussing on-demand strategies and technologies, Esker has acted. Esker has clearly identified the elimination or reduction of up front capital costs combined with lower ongoing costs as the key factors contributing to **Esker on Demand's** rapid uptake.

With its proven solution, you might safely say that Esker is by definition the market leader.

— Jean-Michel Bérard, CEO, Esker.



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