



7 REASONS TO CHOOSE ESKER FOR CLOUD FAX SERVICES



 **READ TIME:** 10 MINUTES



INTRODUCTION

THE SOLUTION FOR YOUR CLOUD FAXING NEEDS

Moving fax operations to the cloud is an important step forward in reducing costs, simplifying the IT landscape and ensuring document reliability. Smart businesses understand that fax isn't going away anytime soon, and squeezing the most value out of this critical line of communication can positively impact the entire organization.

However, making the transition from fax machines and/or server software to a cloud service often feels more like giant leap of uncertainty than a sure-footed step forward — especially when it comes to selecting the right solution provider.

Fortunately, Esker created this document as a quick way to get you up to speed on our unique cloud fax offering. We've compiled the **7 biggest reasons you should select Esker Cloud Fax Services**, along with results and feedback from some of our many satisfied customers. Enjoy!

NO. 1

MINIMIZED IT REQUIREMENTS



ESKER CLOUD FAX SERVICES SETS THE STAGE FOR **OPTIMIZED IT RESOURCE MANAGEMENT.**

Maintaining an infrastructure of fax machines and/or fax servers is more than just a headache for the IT department — it's a tremendous drain on their already-stretched-too-thin resources.

Esker Cloud Fax Services solves this issue by effectively turning fax into an afterthought. With no more infrastructure to maintain, support or upgrade, **IT resources can be allocated to higher-priority projects** while staff time can be invested into more value-added tasks.

The self-sustaining nature of the cloud not only allows IT administrators to avoid dealing time-wasting fax issues on a daily basis, their ability to “stay ahead of the technological curve” is done automatically, as **product updates and maintenance are all handled by Esker.**

NO. 1

MINIMIZED IT REQUIREMENTS



CUSTOMER SPOTLIGHT



Wanting to offload a lot of the responsibility and manual-intensive labor involved in their faxing process, Custom Products Corporation (CPC) selected Esker Cloud Fax Services. Today, CPC's inbound faxes can be immediately accessed in one centralized email address, while outbound faxes can be sent right from the user's email.

WHERE ESKER ADDED VALUE:



Staff productivity

Previously tasked with manually receiving and delivering each fax, CPC's hired "runner" is now free to focus on more essential tasks.



Fax reliability

CPC was able to significantly reduce the amount of lost, duplicate and late faxes it dealt with on a continuous basis.



Customer service

With fewer customer complaints about dropped calls and busy fax lines, more time could be spent on higher-value activities.

[READ FULL CASE STUDY](#)



NO. 2

COST PREDICTABILITY

WE PROVIDE COMPREHENSIVE FAXING CAPABILITIES WITHIN **A PREDICTABLE AND COST-EFFECTIVE CLOUD MODEL.**

Hardware and software licenses. Implementation and training. Maintenance and upgrades. Telco and telephony. When you add up all the expenses of operating a fax server — both upfront and hidden — it's no wonder businesses are seeking alternatives.

Esker Cloud Fax Services is the ideal **low-risk, high-reward solution**, offering the predictability of pay-per-use pricing and fixed infrastructure costs with the flexibility to accommodate your business's growth and changing needs.

Esker customers **can reduce fax delivery costs by as much as 50%** thanks to:

- Pay-per-use pricing
- No fax boards or modems
- No PBX upgrades
- No dedicated telephone lines
- No hardware or telephony maintenance costs



-50%

CUT FAX DELIVERY COSTS
BY AS MUCH AS 50%



NO. 2

COST PREDICTABILITY

CUSTOMER SPOTLIGHT



Hoping to reduce the complexity and added costs associated with processing fax orders into its SAP application, Brady Corporation selected Esker Cloud Fax Services to standardize its faxing operation and optimize order fulfillment.

SIGNIFICANT FINANCIAL BENEFITS:



Saved \$100,000 in infrastructure costs.

With no more fax machines, scanning equipment or third-party software to maintain and update, Brady decreased its operating costs while increasing control.



Saved 9 hours of labor per day.

Brady can now provide same-day processing of fax orders thanks to eliminating paper handling, scanning and manual routing of orders to CSRs.



Reduced fax turnaround time by 99%.

Esker captures all faxed orders and links each one to the SAP transaction, passing the electronic image to SAP based on the order number.

[**READ FULL CASE STUDY**](#)

NO. 3

INFRASTRUCTURE INTEGRITY

ESKER HAS A
SECURE AND RELIABLE INFRASTRUCTURE
IN PLACE TO PROTECT YOUR DOCUMENTS AND BACK
UP YOUR BUSINESS.

Moving fax to the cloud can be a daunting decision — especially when there are unanswered questions about document security and business continuity. Thankfully, Esker removes this doubt from the process.

Data transferred through Esker Cloud Fax Services is done via SSL, the same encryption used for banking transactions. What's more, Esker server platforms use internal redundancies to protect data from hardware failures, while **data centers and servers are monitored 24/7** and act as backups to **provide business continuity** without interruption.

Esker has earned **SSAE 16 and ISAE 3402 Type 1 and Type 2 compliance** for our on-demand automation solutions following an audit conducted by A-lign®. Esker also provides those in the healthcare industry with added peace of mind. Our **completion of the HIPAA/HITECH security assessment** demonstrates our commitment to the safe and secure processing of electronic protected health information (ePHI).

**SSAE16
& ISAE3402
CERTIFIED**

**HIPAA
& HITECH
COMPLIANCE**

NO. 3

INFRASTRUCTURE INTEGRITY

CUSTOMER SPOTLIGHT



Kuhl InsuranceSM
Protect | Advocate | Serve

By replacing its fax server with Esker Cloud Fax Services, Kuhl Insurance was able to make its faxing operation more efficient and affordable while still maintaining existing direct inward dialing numbers (DIDs) and supporting compliance for the Health Insurance Portability and Accountability Act (HIPAA).

WHAT THEY HAD TO SAY ABOUT ESKER:



*There weren't many providers willing to take on a setup with multiple DIDs but **Esker did it enthusiastically, and with great results.** Esker also worked closely with us to ensure communication between our email server and their solution **maintained HIPAA compliance.***

- Systems Administrator

[READ FULL CASE STUDY](#)

NO. 4

LONG-TERM SUPPORT

ESKER HAS THE FLEXIBILITY TO GO BEYOND FAX AND PROVIDE **LONG-TERM SUPPORT FOR OTHER BUSINESS STRATEGIES.**

Document delivery is only a single spoke on the wheel that is the cash conversion cycle. Down the road, should a business wish to pursue automation beyond fax, it's a relief knowing this can be accomplished without **contrasting technology or costly separate components.**

Because Esker's unified cloud-based platform houses all the necessary technologies (see graphic on right) to automate any document process, as a business grows and evolves it can easily expand automation to:

- Order processing
- Accounts receivable
- Mail services
- Accounts payable
- Purchasing
- ... and more!



NO. 4

LONG-TERM SUPPORT

CUSTOMER SPOTLIGHT



Pentair is a globally diversified industrial company headquartered in Minneapolis, MN. After successfully implementing Esker to replace its old fax server, Pentair also leveraged the platform to automate multiple types of inbound documents into its SAP software system.

AUTOMATED BUSINESS PROCESSES:



Fax

Esker Cloud Fax Services equipped Pentair with automatic document processing from SAP and desktop systems and eliminated the burden of telephony and telecom charges.



Accounts payable

Using Esker's Accounts Payable automation solution, Pentair was able to reduce invoice processing time and gain valuable insights into how to improve the AP process.



Order processing

Pentair also utilized Esker's Order Processing automation solution, which resulted in document images being entered into the SAP system 24 hours faster than before.

[READ FULL CASE STUDY](#)

NO. 5

INTERNATIONAL NETWORK



WE HAVE AN INTERNATIONAL NETWORK OF DATA CENTERS.

Ready to say “au revoir” to all the extra expenses and hassles of worldwide document delivery?

With three on-demand **data centers in the U.S., France and Australia**, Esker enables businesses to benefit from global fax capabilities at the lowest possible price via least-cost routing.

Beyond fax, Esker also offers global least-cost routing through our **network of seven mail production facilities**, providing an on-demand alternative to running a costly internal mailroom.



3 DATA CENTERS
(ALONG WITH **7** MAIL
PRODUCTION FACILITIES)

NO. 5

INTERNATIONAL NETWORK



CUSTOMER SPOTLIGHT



EULER HERMES

Our knowledge serving your success

As the world's leading provider of trade-related credit insurance solutions, Euler Hermes turned to Esker Cloud Fax Services to transform its global fax delivery into a secure, streamlined and cost-effective operation.

WHAT ESKER DELIVERED:



Lowering processing costs

Esker's worldwide network allows Euler Hermes to send faxes directly within the destination country — benefiting from local calling rates and suppressing the cost of long-distance rates.



Emergency mail backup

If problems occur on its mail publishing line, Euler Hermes can electronically send documents to Esker where they will be printed, folded, stuffed, stamped and handed off to the postal service.

[READ FULL CASE STUDY](#)



NO. 6

REAL-TIME VISIBILITY

ESKER CLOUD FAX SERVICES ENABLES FULL **DOCUMENT TRACEABILITY AND REAL-TIME STATUS NOTIFICATIONS.**

How do the most accomplished businesses maintain success? By maximizing every opportunity. And one surefire to do this is by **increasing oversight and control** over your faxing operation.

With Esker Cloud Fax Services, real-time tracking and reporting is enabled throughout the entire sending and receiving process, with **immediate fax status notifications and extensive reporting capabilities** made available within the ERP/desktop system.

Improved visibility not only saves time by preventing lost faxes, it gives users the self-service option to resend or fix failed faxes and allows managers to balance workloads and identify process bottlenecks before they start.



NO. 6

REAL-TIME VISIBILITY

CUSTOMER SPOTLIGHT



When Switzerland-based Franke Group was looking for a cloud-based solution to support global fax communication, the manufacturer found exactly what it was looking for in Esker Cloud Fax Services — including a new level of visibility that was previously unimaginable.

ESKER'S IMPACT ON VISIBILITY:



100%

of messages traced through status reports within Franke Group's SAP system



Zero

lost faxes thanks to bottlenecks being detected and reported immediately



Real-time metrics

available on request into processing time and volume in the SAP system

[READ FULL CASE STUDY](#)

NO. 7

SEAMLESS INTEGRATION



ESKER HAS WIDE-RANGING **COMPATIBILITY WITH ERP/DESKTOP APPLICATIONS,** INCLUDING SAP® SOFTWARE.

Custom developments. Workflow disruptions. Frustrated users. A lot can go wrong when trying to incorporate new fax solutions with old ERP/desktop applications, or vice versa. Esker Cloud Fax Services simplifies the transition.

Not only is Esker's technology flexible enough to work with virtually any business infrastructure, our workflow functions operate independently, enabling you to easily connect multiple applications to different subsidiaries or company departments.

Our unique offerings to SAP users include:

- **Esker Cloud Fax Services for SAP® Business Suite.** All it takes is an SAProuter to securely transport faxes directly from SAP systems.
- **Esker Cloud Fax Services for SAP® Business ByDesign™.** Allows any document created from SAP Business ByDesign to be sent to an Esker production facility.
- **Esker Cloud Fax Services for Desktop.** In addition to SAP, users can send and receive faxes directly from desktop and/or messaging environments.





NO. 7

SEAMLESS INTEGRATION

CUSTOMER SPOTLIGHT

Boston University

Following its implementation of SAP, Boston University (BU) Sourcing & Procurement began looking for a way to fax purchase orders to its vendors. Esker Cloud Fax Services proved to be an ideal solution with its ability to seamlessly integrate within BU's SAP system.

WHAT THEY HAD TO SAY ABOUT ESKER:



*Esker stood out among the other vendors because of their solution's **on-demand capability and ease of integration with SAP**. The solution is so seamless; we take it for granted that POs will just go out automatically from SAP.*

- Associate Director/IT Sourcing Manager

[READ FULL CASE STUDY](#)

ABOUT US



WE ARE ESKER.

Esker is a worldwide leader in cloud-based document process automation software. Forward-thinking businesses use our solutions to automate accounts payable, order processing, accounts receivable, purchasing and more.

We are regarded as a top 3 provider of enterprise fax software solutions, with over 20 years of experience developing fax software. As a pioneer in cloud services for fax and document processing, Esker has 5,000+ SaaS customers and 200,000+ SaaS users worldwide.

After 30 years of field experience, we have helped over 11,000 companies in their efforts to Quit Paper™ and streamline inbound and outbound communications. Our headquarters are in Lyon, France, but we're located just about everywhere paper needs quitting.



Learn more online at www.esker.com.

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