

Esker works with ASP provider, ApplicationStation.com to provide superior fax technology, first class customer service and flexible licensing arrangements

The search for a technically superior fax product

When the ApplicationStation.com team required a fax solution to offer their customer base they began an extensive search for the most suitable option. They required a fax gateway product that could scale dramatically (cope with increases in traffic from tens of thousands of users at any one time) and they wanted first class customer service from the fax technology provider. The team was initially disenchanted with the products they found on the market until they discovered the combination of Esker Software and Faxgate.

"Faxgate turns our customers' desktop into a virtual fax machine so they can send, receive, route and archive high volumes of communications without leaving their desks. Faxgate increases workplace productivity and delivers real savings on equipment, office and labour costs."

Craig Hawkins, CEO, ApplicationStation.com

"Clever people require support and in strange time frames. Esker staff have been very easy to get hold of and help us resolve problems for customers quickly and effectively."

Craig Hawkins, CEO, ApplicationStation.com

The flexibility of working with Esker Software

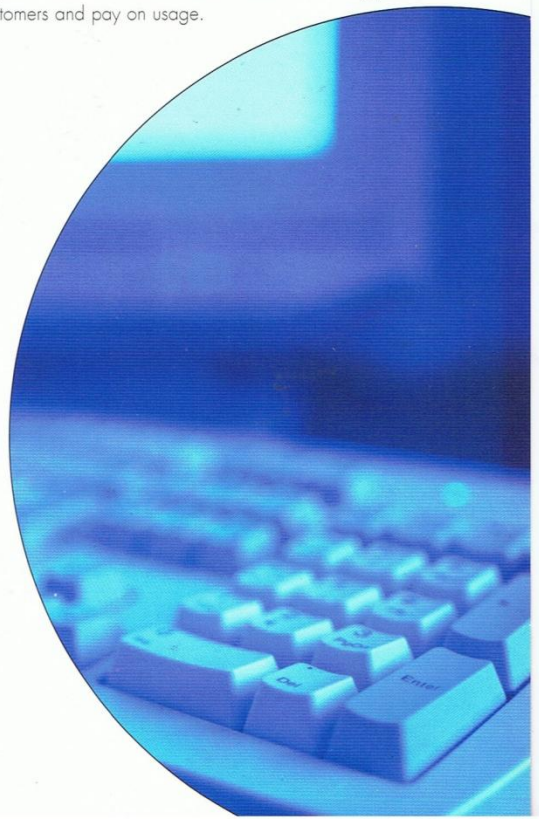
The ASP market is innovative and constantly changing and flexibility is the key to forming successful software partnerships. With Esker's understanding of the ASP environment, the two companies formed an immediate comradeship.

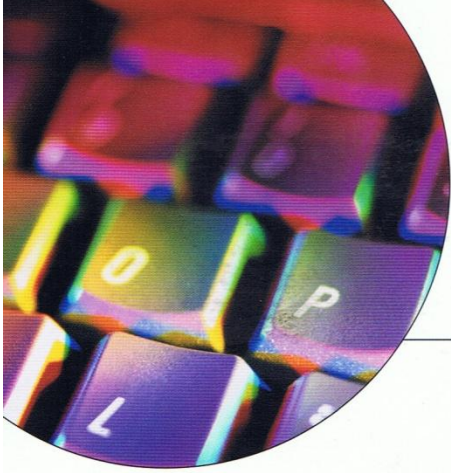
To ApplicationStation.com, Esker Software's innovative licensing model is one of the major benefits of the partnership. Esker is able to offer the flexibility in licensing which enables ApplicationStation.com to utilise the technology competitively. The arrangement allows ApplicationStation.com to rent Esker's technology to customers and pay on usage.

How ApplicationStation.com have utilised Esker's Faxgate

ApplicationStation.com and Intercept Information Solutions have packaged Faxgate in an ASP solution called 'Image Silo' which focuses on Accounts Receivable. Image Silo allows a company to send a business document, typically an invoice, from their computer desktop directly to their customer.

Where there was once a delay of a week or more as the Accounts Receivable department sent out invoices and awaited payment of the bill, Faxgate delivers the benefits of immediacy. Staff can fax the document and simultaneously ask the person if they received it while still on the phone. ApplicationStation.com are already exploring the utilisation of Faxgate into other business areas and foresee Faxgate becoming a standard offering in ApplicationStation.com to tens of thousands of desktops in Australia.





"Of all the competing products on the market, no other International software vendor has invested in a local subsidiary in Australia in the same way as Esker Software. The Esker Sydney office is keen to make its mark by offering first class service and providing a quick response to issues."

Craig Hawkins, CEO, ApplicationStation.com

First class support and customer service are a major priority for ASPs

Craig Hawkins, CEO, ApplicationStation.com explains "Although, the author of Faxgate is based in France, the local team at Esker Software are innovative and proactive, working very closely with their French parent to ensure we achieve what we want and maintain competitive advantage."

Reliable support and training

The technical nature of the ASP business requires extensive support and training. Craig acknowledges Esker Software's leading edge approach: "Particularly in our business, we need Faxgate to be reliably managed and supported from the back-end to facilitate reporting for each of the companies using it. We have to run a business using Faxgate and Esker hasn't let us down."

About ApplicationStation.com

ApplicationStation.com is an Applications Service Provider (ASP), the modern version of a service bureau. They enable your business to access innovative and functional technology on a rental basis, with guaranteed service levels and at a fixed known cost without buying, managing or supporting your own information technology environment. ASPs, such as ApplicationStation.com become your outsourced IT business partner, allowing you to focus your resources on your core business.

ApplicationStation.com is one of the few ASPs in Australia who are pioneering the ASP concept successfully due to the proliferation of small to medium enterprises which are receptive to the outsourcing of their IT, because they don't have the headcount or budget for large IT departments.

Visit www.ApplicationStation.com

"Esker staff are highly innovative, customer centred, service oriented and they do everything to keep us happy. I would certainly recommend Esker Software, but not to my competing ASPs!"

Craig Hawkins, CEO, ApplicationStation.com

Why use an ASP?

If you do not want to invest heavily in technology, and you are:

- Small-medium enterprise
- Start-up company
- Large, fast growing business
- A company keen to employ new applications to gain a competitive edge

then you may find an ASP partnership solves many of your IT issues.

"We needed a technically reliable fax product that would scale to our customers' requirements. We researched the market and there were very few products out there – Esker's Faxgate was technically head and shoulders above the rest. When my cynical evaluation team told me they were happy – I knew it must be good!"

Craig Hawkins, CEO, ApplicationStation.com

The main business benefits of partnering with an ASP

- It enables you, as a smaller business to use the same tools as big corporations, at an accessible price.
- You gain access to new applications, even if you have few resources to implement complex applications and then integrate them smoothly into your business. An ASP delivers real efficiency benefits.
- You can leave the worry of how technology can best serve your business to specialists and focus on what you do best.



France, Australia, USA,
Great Britain, Germany,
Italy and Spain.

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Esker Software Background

Since its inception in 1985, Esker Software has grown into the world's fourth largest fax vendor, developing an exciting range of software products to help customers improve the link between people and information. Esker Software's Australian subsidiary was created in 1997 and provides a vital, local link for service and support in a rapidly growing Asian Pacific market. Esker Software is now pioneering the development of Intelligent Information Delivery (IID) technology, allowing enterprises to deliver documents and information in the right way, at the right time, to the right place, at the lowest possible cost.

Call us for more information on 02 9565 5688 or visit our website at www.esker.com.au.