

Business Pricing Systems Selects FlyDoc by Esker

Leading retail supplies distributor delivers documents 'on the fly' with implementation of on demand, on-line mail and fax service

Madison, WI, January 8, 2007 – Esker, the leader in business document delivery solutions, today announced that Business Pricing Systems, a national distributor of retail supplies, has implemented FlyDoc, by Esker, to automatically deliver documents via fax and postal mail to prospective and active customers. With FlyDoc, Business Pricing Systems is not only able to communicate more efficiently with existing customers, but also use the service to deliver customized marketing materials for business development.

FlyDoc is an on demand service that enables organizations to send invoices and other business documents via email, fax or postal mail directly from user desktops and enterprise applications. Because the service does not require capital investment in fax servers or mailroom equipment, or a commitment to minimum document volumes, FlyDoc represents a highly cost-effective way to equip an organization with high capacity fax and mailroom capabilities. New FlyDoc enhancements released earlier this month include advanced contact management, to store pre-formatted documents online, PDF mail merge capabilities and a host of advanced administrator options.

Business Pricing Systems' product line consists of 20,000 retail supply commodity items, such as shopping bags, barcode equipment and register paper. Each day the company sends 25 customized pricing documents via fax and postal mail to active and prospective customers. It also delivers reminder notifications to customers about upcoming order fulfillments and other account news on a regular basis.

Prior to implementation, Business Pricing Systems assembled the documents manually, by first gathering the information into a template and then printing each document individually. Then, the documents were either faxed or stuffed and sealed in an envelope for postal mail delivery. The process was tedious and time consuming; taking valuable resources away from completing other important business tasks.

Now with FlyDoc in place, delivering outbound documents is completed quickly and easily. By integrating seamlessly with Business Pricing Systems' internet-based CRM solution VanillaSoft, FlyDoc allows users to export customer data from the application into customized templates. Keeping the documents electronic, users select FlyDoc from the print menu and all the documents are automatically delivered as directed via fax or postal mail in a matter of seconds.

"Customer communications is an integral part of our business. We knew the mass mail and fax were the best way to make the connection, but no one here wanted to do it because it was such a pain to go through the process each day. With FlyDoc this is no longer a problem. It's a snap to set up, simple to format and all documents are sent with one press of a button," said Rob Hardesty, President of Business Pricing Systems. "The technology is efficient, the packaging is professional and most important, the time not spent faxing and mailing is now spent on growing our business." (more)

“As a provider of commodity supplies, Business Pricing Systems competitive edge is its prices. Like many other organizations, it is important they stay in contact with their customers on a regular basis and continue to reach out to prospective clients,” said Mike Wenzel, Esker Vice President of Sales. “When Using FlyDoc our customers are assured that Esker is working as an extension of their business, with a clear understanding that their documents are critical to bottom-line results.”

About Business Pricing Systems

Business Pricing Systems is a national distributor of essential supplies for retailers (shopping bags, receipt paper rolls, pricemarking/barcoding supplies). The company focuses on small, independent retailers and offers a time/cost savings solution to supply management. With over 1,400 active customers ranging from Alaska to the Florida Keys, Business Pricing Systems is one the fastest growing supply distributors in the United States.

About Esker

Esker is a recognized leader in helping organizations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organization. With patented document delivery automation software and hosted document delivery services, Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months. Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. For more information, visit www.esker.com.

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