

## GENERAL DOCUMENT RECOGNITION™

At the heart of Esker Fax is Esker's innovative, patent-pending technology called General Document Recognition™ or GDR™. The intelligence behind Esker Fax, GDR automates every phase of the information delivery process—speeding the implementation of enterprise communication strategies and providing maximum document customisation and professional formatting. By recognising text or print-stream data from any enterprise application, GDR automates document addressing, formatting and delivery of all enterprise documents. GDR rules are created within the easy-to-use, wizard-driven GDR Designer. Together, GDR Designer and GDR intelligence accelerate document processing and revolutionise information delivery.

### GDR INTELLIGENCE

Esker Fax is the industry's leading fax solution. Esker's award-winning General Document Recognition technology provides that intelligence. GDR recognises specific content within text documents or print streams generated by enterprise applications.

Based on this content, GDR automatically:

- ◆ Recognises the document type
- ◆ Identifies the recipient
- ◆ Accesses any LDAP or ODBC database to retrieve appropriate fax destination information
- ◆ Applies formatting styles to transform application data into a professional e-document
- ◆ Automatically faxes the document.

With powerful GDR intelligence, Esker Fax offers the unique advantage of moving document processing out to the server. (To applications outputting data, Esker Fax appears simply as a print destination.) GDR eliminates any need to modify original print or data streams—and any risks associated with modifying application-level code.

### GDR DESIGNER

Providing an intuitive way to govern how Esker Fax transforms and delivers documents, the GDR Designer is the graphical environment where document recognition, routing, and formatting rules are created. The intuitive interface provides point-and-click wizards to walk administrators through the definition of rules.

Each rule contains parameters to:

#### RECOGNISE:

- ◆ Document types (invoice, purchase order, etc.) by file name or contents
- ◆ Breaks between multiple documents within a single file
- ◆ Page breaks within individual documents
- ◆ Recipients by document content or database query.

#### FORMAT DOCUMENTS USING:

- ◆ Style sheets for modification of display attributes—such as fonts, background images and page set-up—while preserving the original document structure
- ◆ Forms to restructure original document layout by applying constant or variable information to designated areas on a form template and incorporating graphical elements for a forms overlay.

#### ROUTE DOCUMENTS TO THEIR DESTINATION USING:

- ◆ Recipient-defined preferences
- ◆ Delivery-appropriate format

GDR Designer's convenient test mode allows administrators to immediately verify that the rules they create produce the desired results and meet the needs of information recipients.

### GDR BENEFITS

Together, GDR's powerful automation intelligence and GDR Designer's easy-to-use configuration and design environment afford numerous benefits to any organisation that delivers high

volumes of information from enterprise applications:

- ◆ Virtually eliminate manual document delivery costs
- ◆ Speed completion of business transactions to help improve cash flow and inventory management
- ◆ Reduce administrator workloads with simple configuration
- ◆ Improve productivity by freeing staff for higher-value tasks
- ◆ Create multiple document formats in a single operation
- ◆ Enhance the appearance of business documents to reinforce corporate identity
- ◆ Cut IT support costs by consolidating automated, multi-format document delivery on a single platform.

Esker Fax recalculates the information delivery equation, reducing the costs of information delivery—direct and indirect—and accelerating return on IT investments.

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**For more information, please contact us:**

The Newtown Business Centre • Level 2 • Suite 204  
1, Erskineville Road • Newtown NSW 2042 • Australia  
Tel: +61.2.9565.5688 • [www.esker.com.au](http://www.esker.com.au)

