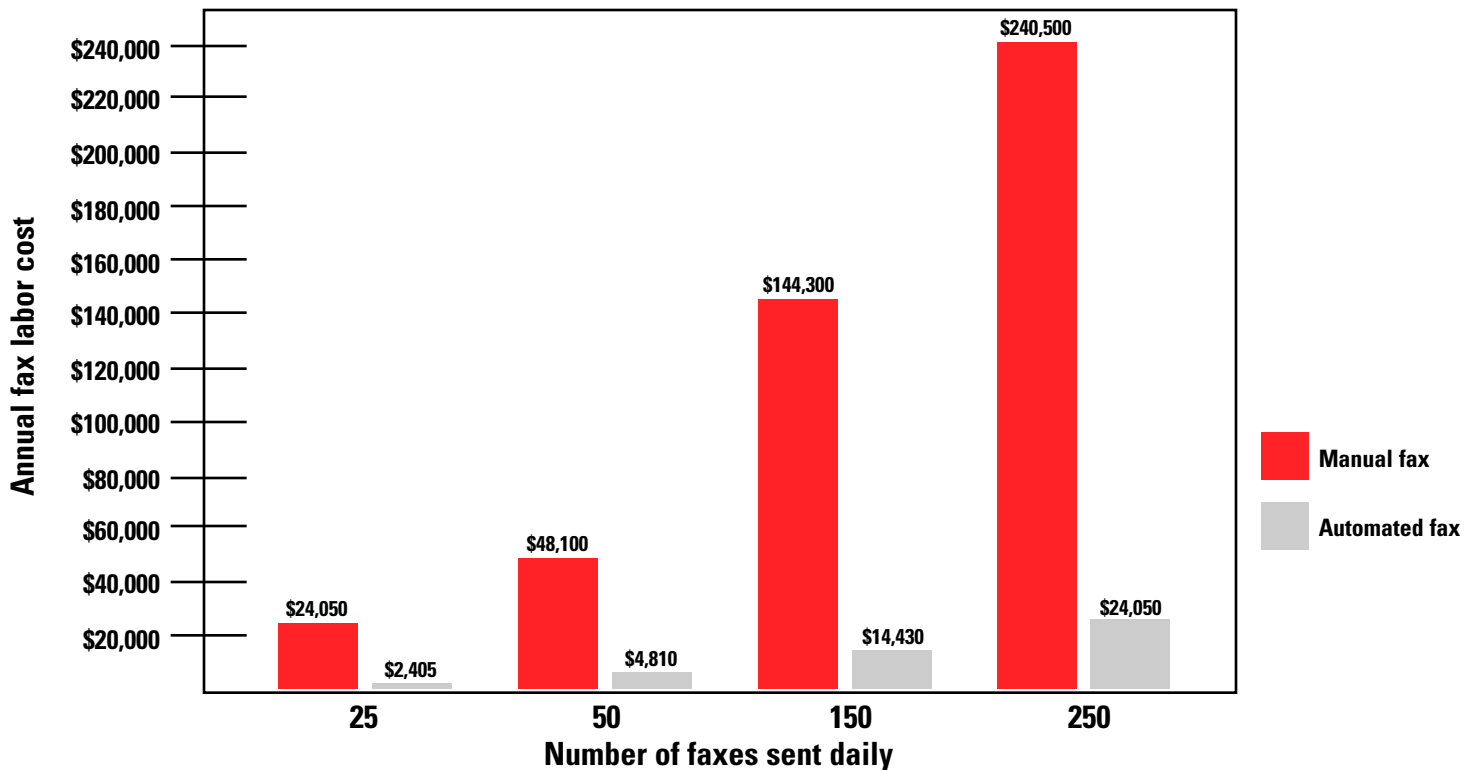


Cost/Benefit Analysis

Conventional manual faxing involves printing a document from your PC, walking to the fax machine, filling out a cover sheet, dialing, sending, and waiting to make sure your transmission was successful. And how many times have you been sidetracked by a co-worker on the way to or from the fax machine? Taking all of this into consideration, Esker's research shows that sending one fax manually takes an average of 10 minutes. With VSI-FAX, faxes are sent at Internet speed, from the convenience of your desk. This reduces the labor costs associated with faxing by 90%. This dramatic reduction in costs is why our customers say VSI-FAX pays for itself in as little as 3 months.

LABOR COST COMPARISON: MANUAL FAX VS. AUTOMATED FAX



CALCULATING FAX LABOR COSTS FOR YOUR ORGANIZATION

To see just how much manual faxing is costing your company annually, follow this simple formula:

$$\boxed{\text{Average wage per minute}} \times \boxed{10} \times \boxed{\text{Number of faxes sent per year}} = \boxed{\text{Total annual fax labor cost}}$$

CONTINUED

For more information, contact one of our U.S. locations:

Lake Forest, CA: 949.462.2200 ♦ 800.556.4874
 Madison, WI: 608.273.6000 ♦ 800.368.5283
 Stillwater, OK: 405.624.8000 ♦ 800.343.7070
 info@esker.com ♦ www.esker.com



A COSTLY USE OF VALUABLE LABOR RESOURCES

According to U.S. Census Bureau data*, the average white-collar wage for a male employee in the United States is \$22.20 per hour. At an average of 10 minutes each, that's \$3.70 per fax. Sending 25 faxes per day, a conservative number, costs \$24,050.00 a year in labor alone. If your company is like most, your entire organization probably sends hundreds or even thousands of faxes every day. It's easy to see that manual faxing is costing your company valuable dollars. Add to this the hard costs of paper, supplies, fax machines, and equipment maintenance, and the return on investment of automated fax increases.

MAKING FAX FASTER, CHEAPER, AND BETTER

Sending a fax automatically is easier, more efficient, and faster than manually faxing. With VSI-FAX, users create and send faxes from the convenience of their desks — it's as easy as sending email.

Not only is automated fax faster and more efficient, but the quality of fax received by your customers and business partners is greatly improved. Since automated faxes are electronically generated, they don't include the specks, blurring, and other blemishes sometimes caused by faxing manually. The end result looks better — looking more like a laser printer output than a fax — providing a better company image.

A SOUND BUSINESS DECISION

VSI-FAX provides automatic delivery of mission-critical documents such as reports, notifications, invoices, financial statements, purchase orders, and more. With VSI-FAX organizations can:

- ◆ Dramatically reduce document delivery costs (labor, paper and supplies, ongoing maintenance costs of fax equipment, etc.).
- ◆ Improve reliability by eliminating inefficient and manual processes.
- ◆ Achieve better response time to customers and suppliers.
- ◆ Reduce "Days Sales Outstanding" (DSO), by streamlining business-critical document processing.
- ◆ Reduce the need to purchase and maintain fax machines in the organization.

Corporations and institutions worldwide are seeing tremendous returns on their fax technology investments. VSI-FAX automates repetitive business communications, and enables organizations to automatically send, route, archive, and process paper-centric communications more efficiently.

* 1999 U.S. Census Bureau data