



FIREPROOF SUCCESS STORY

PROVIDING ADDED VALUE TO CLIENTS THANKS TO ESKER CHANNEL PARTNERSHIP

BACKGROUND

As an Ohio-based document management company, Fireproof Records Center provides a variety of services to its clients — one of which includes offering solutions related to workflow functionality. About five years ago, when one of its larger customers expressed a desire for a more robust accounts payable (AP) solution, Fireproof set out to find a trusted partner that could meet its customers' needs.

“At the time, we had a couple of solutions with some workflow capabilities but they weren't scalable and specific to AP,” said Matt Postlethwait, Director of Sales. “There was a definite need to offer something that could go beyond post-process invoice scanning.”

ESKER PARTNERSHIP

Fireproof's initial relationship with Esker had been as a customer using one of Esker's document delivery services. However, once Fireproof saw what Esker's Accounts Payable automation solution could offer in terms of AP functionality (e.g., utilizing AI-driven machine learning to go beyond capture and workflow) it quickly saw the potential in Esker as a partner.

“We were impressed by the solution's ability to cover A to Z,” said Ben Katz, Professional Services Manager. “From electronic workflow to ERP integration, Esker does everything — it's a complete solution.”

AT THE TIME, WE HAD A COUPLE OF SOLUTIONS WITH SOME WORKFLOW CAPABILITIES BUT THEY WEREN'T REALLY SCALABLE AND SPECIFIC TO AP. THERE WAS A DEFINITE NEED TO OFFER SOMETHING THAT COULD GO BEYOND POST-PROCESS INVOICE SCANNING.

MATT POSTLETHWAIT | DIRECTOR OF SALES

ABOUT FIREPROOF

Industry: Business Services

Fireproof Records Center helps companies reduce the costs and risks associated with information protection and storage. With five central Ohio operating locations and over 100 years of experience serving its local community, Fireproof has the industry expertise and leading edge technology to manage your company's most valuable assets.

BENEFITS AT A GLANCE



Increased opportunities for adding new revenue



Expanded solution offerings to its wide customer base



Helped customers achieve faster go-live & greater ROI



Improved its own internal business processes by taking advantage of Esker's automation solutions



Expansion into AR

In addition to document delivery services, Fireproof is also a user of Esker's Collections Management solution — an experience that has helped facilitate selling potential customers on solutions beyond AP.

"Our firsthand experience with Esker's AR collections tool adds instant credibility to what we're advocating," said Postlethwait. "Letting our clients know what we've done in terms of streamlining collections and reducing our DSO by 10 days goes a long way in strengthening our sales strategies."

PARTNERSHIP ADVANTAGES

Fireproof recommends Esker's solutions to its customers due to a number of key advantages they offer over other automation solutions, including:

-  **ROBUST SOLUTION FEATURES** including AI and Robotic Process Automation (RPA), electronic workflow, multi-ERP integration, real-time tracking, dashboard KPIs, performance monitoring, and mobile capabilities
-  **COMPREHENSIVE SUPPORT** by Esker's Solutions Support and Professional Services teams to ensure successful initial setup and post-go-live support
-  **PROACTIVE ENGAGEMENT** by Esker's sales staff to evaluate potential customer opportunities, including hosting joint prospecting events (e.g., Fireproof/Esker Technology Summit)
-  **IMPROVED CUSTOMER EXPERIENCE** thanks to Fireproof's unique ability to allow its customers to go 100% paperless on day one
-  **SECURITY & SCALABILITY** thanks to Esker's worldwide network of data centres that keeps Fireproof ahead of the technological curve
-  **EDUCATIONAL OPPORTUNITIES** including attending Esker's user conference to talk to Esker users and explore best practices

FUTURE PLANS

In addition to AP and AR, Fireproof has started exploring the idea of selling Esker's Order Management solution within its customer base across the central Ohio region. "One of the most interesting things about our partnership is how Esker allows us to do so many different things for people," added Katz. "The end-to-end functionality Esker offers makes us a company that's uniquely positioned. I think we're just scratching the surface on what we're capable of with this partnership."



BEING AN ESKER PARTNER HAS ALLOWED US TO HAVE CONVERSATIONS FROM AN AP AND AR STANDPOINT THAT WE WEREN'T PREVIOUSLY HAVING. IT'S DEFINITELY INCREASED OUR OPPORTUNITIES TO ADD VALUE FOR OUR CLIENTS.

MATT POSTLETHWAIT | DIRECTOR OF SALES

