

Double win for Sidetrade at 4th Global Annual Achievement Awards for Artificial Intelligence


London, UK – 8 November 2019 | Sidetrade (Euronext Growth: ALBFR.PA), the AI-powered B2B customer platform, announces today that it has won two awards at the 4th Global Annual Achievement Awards for Artificial Intelligence.

Sidetrade is pleased to announce it has won two awards at the 4th Global Annual Achievement Awards for Artificial Intelligence ([Awards.AI](#)).

Sidetrade won 'Best use of AI in the Enterprise' for its Aimie AI software for the entire customer lifecycle: from acquisition, to customer growth and retention, and payment.

Sidetrade also won 'Best use of AI in a Financial Application, specifically for its Aimie AI software for finance, which helps businesses improve their working capital by augmenting cash collection and reducing days sales outstanding, thanks to AI predictions and recommendations.

Commenting on the news, Mark Sheldon, CTO at Sidetrade, said:


 *Thank you to the judges for recognizing the quality of Sidetrade's AI -Aimie- and the transformative impact it has on our clients; when it comes to enhancing B2B sales, marketing and cash collection.*
I also extend my congratulations to all those who had their achievements recognized at this year's awards, it is great honor to be acknowledged alongside these other leaders in the field of AI."

The news was announced on Sunday 6th November 2019, along with 51 winners across seven categories.



The judging panel included Dr Andy Pardoe, founder of Informed.AI; Aaron K. Baughman, distinguished engineer and master inventor within IBM GBS Interactive Experience; and Dr Janet Bastiman, Chief science officer and AI venture partner at MMC Ventures.

Founded in 2015, Awards.AI is part of the Informed.AI Media Group, which runs a number of community websites supporting the field of Artificial Intelligence. Previous award winners include Cisco, Microsoft, and BT.

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) accelerates growth by laying the cornerstones of the customer journey: acquisition, upsell/cross-sell, churn reduction, and payment acceleration. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that can generate leads, drive new sales opportunities, improve retention and shorten payment delay. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge on their markets.

For further information, visit us at www.sidetrade.com and follow us on Twitter [@Sidetrade](#).

In case of a discrepancy between the French and English versions of this press release, only the English version should be deemed valid.