

## Sidetrade ranked a “Major Player” in the order-to-cash market by IDC

**LONDON, United Kingdom – 6 January 2021 | Sidetrade (Euronext Growth: ALBFR.PA), the artificial intelligence platform dedicated to accelerating company revenue and cashflow, ranks for the first time in the “Major Players” category of IDC’s assessment of vendors on the Order-to-Cash market.**

In the recent release of their *MarketScape* dedicated to Order-to-Cash, research group IDC positioned Sidetrade as a “major player” among vendors of “Worldwide SaaS and Cloud-Enabled Accounts Receivable Automation Applications”. Two assets in particular enabled Sidetrade to earn this distinction:

- **Sidetrade’s international footprint**  
Sidetrade solutions are already used in eighty countries. Unlike most of their competitors, who concentrate essentially on North America, Sidetrade has shown their capacity to effectively roll out their AI technology in different countries at the same time for complex multinational organizations.
- **Sidetrade’s exclusive, highly advanced AI technology**  
Using **self-learning** and a **database representing €124bn in B2B transactions**, Sidetrade’s AI system called **Aimie** can–
  - o automate the Order-to-Cash-process
  - o speed up resolution of customer disputes
  - o recommend custom actions to follow up on late payment

According to IDC, Sidetrade’s main challenge remains educating the market on their advanced technologies, while many finance directors are still working with old-fashioned spreadsheets. IDC concludes by saying: *“Consider Sidetrade when you are looking for a software provider that specializes in AI technology and has a global footprint, or when cash collection, dispute resolution and bad debt improvements are primary business focuses.”*



In a press release referring to the IDC study, brokerage firm Midcap Partners welcomed the fact that IDC’s analysis concurs with their assessment of Sidetrade’s potential, their BUY rating and TP of €151.

*“Sidetrade appears as a first-rate international and innovative player with a strong positioning in what constitutes the heart of the Order-to-Cash market (cash collection, dispute management, etc.). This reinforces our vision of a group that is extremely well positioned to take advantage of a rapidly developing market. The current crisis has served as a reminder of how essential cash management is. The professionalisation of the financial management of Accounts Receivable is under way and promises many years of growth for the market’s players.” - Midcap Partners*

### Next communications

2020 Annual Revenue: 26 January 2021 (after stock market closes)

### Investor & Media relations

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### About Sidetrade ([www.ww.sidetrade.com](http://www.ww.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) accelerates company revenue and cashflow. Its Artificial Intelligence, Aimie, is able to recognize and anticipate customer behavior in order to recommend, in real time, the best strategies for sales and finance teams. Aimie reinforces three pillars of the customer journey: sales development, loyalty and collection speed. Sidetrade has a global reach, thanks to its 250 talented employees based in Paris, London, Birmingham, Dublin, and Amsterdam. Used in 80 countries, Sidetrade’s technology enables more than 2,700 businesses of all sizes and from all sectors to be more competitive.

For further information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter [@Sidetrade](https://twitter.com/Sidetrade).

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