



Sidetrade earns Microsoft Gold Partner certification

PARIS, France - 30 January 2019 | Sidetrade (Euronext Growth: ALBFR.PA), Artificial Intelligence BtoB customer journey platform, is proud to announce that they have attained the highest certification level in the Microsoft Partner Network and have been admitted to the elite circle of [Microsoft Gold Partner membership](#).

Sidetrade has just been officially recognized by Microsoft for the **quality of the design and user friendliness of their applications**.

The **Microsoft Gold Partner** label is the highest level of certification awarded by Microsoft to their professional partners. By earning this coveted distinction for **Application development**, Sidetrade joins the elite circle of the most advanced firms developing integrated SaaS applications, using Microsoft's Azure platform and Visual Studio environment.

“Behind the success of our artificial intelligence platform stands our development team. Having their excellence recognized by Microsoft is very gratifying indeed. It is further proof of Sidetrade's expertise. With this certification, our technical teams consolidate their relationship with the community of Microsoft developers, which contributes so much to our know-how and capacity to innovate”, said Laurent Pontier, CTO Sidetrade Financials Solution.

This certification is the crowning achievement of several years' co-development with Microsoft teams through major training programs, certification, and innovative products for the benefit of Sidetrade clients.

Next publication

2018 Annual results: 9 April 2019 (after stock market close)

Contact Sidetrade

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, sales, loyalty and performance. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie, reveals unseen factors that can generate leads, drive sales, improve cashflow 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.

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

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