

Sidetrade announces sponsorship of Shared Services Leaders' Summit

PARIS, France – 14 March 2019 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence customer journey platform, will be a key sponsor of the Shared Services Leaders' Summit on 21st and 22nd March 2019, at the Millennium Gloucester Hotel in Kensington, London. Sidetrade will host a dedicated interactive learning Lab' seminar at 13:45 on day 2, focused on how AI can transform Shared Services Operations (SSOs).

Led by Naomi Smith, Solutions Consultant, and Rob Harvey, Head of Solutions Consulting, Sidetrade's interactive learning lab seminar 'Demystifying Artificial Intelligence' will focus on how AI is changing the way in which shared services bring value. Discussing strategies to increase collaboration across departments and improve both customer satisfaction and cash flow, specific topics will include how to boost collection efficiency, and top tips to get started. As well as demonstrating AI in action, speakers will share customer experiences and examples of best practices.

"There is no doubt that those SSOs which embrace AI as part of their drive for innovation today, will be the leaders of tomorrow, transforming traditional business models and expanding customer value," comments Rob Harvey, Head of Solutions Consulting. *"AI-enabled Shared Service Centers are providing the intelligent insight, and guidance, to underpin responsive, proactive and efficient financial processes for continued and sustainable business growth. We are looking forward to expanding this discussion with industry peers at the forthcoming Leaders' Summit."*

The Shared Services Leaders' Summit is an event dedicated to sharing best practice on how SSOs can become more agile, more customer-centric, more innovative, and more disruptive. Attended by delegates ranging from CFOs to heads of shared services operations, it aims to inspire new ways of thinking when it comes to best practice.

To register your interest for Sidetrade's dedicated learning Lab Seminar "**Demystifying Artificial Intelligence**" please [click here](#) or visit [Sidetrade's events section](#) on www.sidetrade.com. Naomi Smith and Rob Harvey will be pleased to answer any questions you might have.

Media relations

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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 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 or follow us on Twitter [@Sidetrade](#).

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