



## CASE STUDY



« Previously, every action we did was manual and based on the knowledge of the credit controllers. With Sidetrade, we automated the daily tasks of the credit control team »

**Debbie Moore**

Sales Ledger Supervisor, Samworth Brothers

### ▶ CHALLENGES

- Gain speed and efficiency
- Improve reporting
- Increase visibility

### ▶ KEYS TO SUCCESS

Implemented in September 2016

- Digital Collection Module, application for interactive and collaborative customer reminders
- Digital Letter to automate emails sent before the payment due date

### ▶ RESULTS

- Automated reporting
- Improvement of the visibility over the team's tasks

## SAMWORTH BROTHERS INCREASES VISIBILITY ON CREDIT MANAGEMENT USING SIDETRADE NETWORK

Samworth Brothers is a British company producing premium quality chilled and ambient foods, both own label and brand. Since 1896, Samworth Brothers has been building a business whose values are deeply held - a commitment to people and communities, to quality and customer service, and to reinvestment in the business.

Today, the group has 8,500 employees and 19 businesses that individually produce an extensive range of premium quality chilled and ambient foods, from sandwiches, pies and pasties to ready meals, cooked meats and desserts that are widely stocked around the United Kingdom. Some of the iconic consumer brands include the No 1 Cornish pasty favourite, Ginsters, the iconic malt loaf brand, Soreen and leading sports nutrition brand, SCI-MX.

Samworth Brothers chose Sidetrade's solution to achieve their main goals: get daily visibility, improve reporting, gain speed and efficiency in the processes and lower the risk of exposure.

### FAST EFFICIENCY IMPROVEMENT

Debbie Moore, Sales Ledger Supervisor, leads the credit control team at Samworth Brothers Business Services Centre. Convinced by the innovative aspect of the Sidetrade solution, Debbie Moore implemented the platform in her team.

« I manage a team of eight people in credit control. We take care of seven companies of the group; we process 90,000 invoices per month for 4,000 customers » , explains Debbie Moore.

« Everything we did was manual and based on the knowledge of the credit controllers. We wanted to automate the processes. »

#### ABOUT SIDETRADE

Sidetrade (EURONEXT GROWTH: ALBFR.PA) is the most compelling A.I. Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash. Seamlessly integrated with existing CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidetrade solutions for sustainable growth.

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CASE STUDY



« Everything we can do in our ERP system, we can do in the Sidetrade platform but more efficiently »

**Debbie Moore**  
Sales Ledger Supervisor,  
Samworth Brothers

Before implementing Sidetrade's solution, Samworth Brothers was using a legacy ERP system.

The group chose Sidetrade over its competitors to benefit from its advanced technology and intelligent solution.

« The Digital Letter is automatically sent a couple of days before the payment is due, we use that a lot », testifies Debbie Moore. « The to-do lists are also very useful, the tasks of the credit controllers are immediately visible; I can see the history of every action for each customer and improve the performance management efficiency. »

## A TAILORED SOLUTION TO MEET THE EXPECTATIONS OF THE TEAMS

Sidetrade Network was rolled out in September 2016. It rapidly became part of the daily routine of the credit controllers.

« The Sidetrade team did a brilliant job during implementation, they understood exactly what we wanted », says the Sales Ledger Supervisor.

Samworth Brothers will benefit from the Sidetrade Payment Intelligence solution, allowing the Finance team to identify, maximize and enhance all of the new and existing cash opportunities in real-time by transforming the customer payment experiences into high-value information.

« We are looking forward to using the Sidetrade Payment intelligence solution », concludes Debbie Moore.

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