



« *In less than 3 months, late payments have been lowered by 1 day for the Delivery Division, representing a cash gain of millions of Euros.* »

Alain Guyard
 Director of Finance and Administration
 Geodis Wilson

► CHALLENGES

- Reorganise the Credit management of the GEODIS WILSON network
- Optimise client outstanding by using a common solution and shared procedures over 12 countries
- Professionalize cash collection teams
- Reduce late payment
- Share information at all levels in its network
- Get a real-time visibility

► KEYS TO SUCCESS Implemented in 2008

Sidetrade Network to provide key technical and economical benefits compared to traditional licensed solutions

► RESULTS

- A new work organisation
- Collection professionalized and automated
- Performance improvement and productivity gains
- Improvement of customer relationships

SHARING THE CUSTOMER FINANCIAL RELATIONSHIP TO PROFESSIONALISE CUSTOMER

Present in fifty countries, GEODIS WILSON enjoys a £2.2 billion turnover in the air and sea transport of goods. Operating in a network structure, the enterprise offers integrated transport services as well as traceability allowing contractors to track the conveyance of their stock.

Having experienced both internal and external growth, GEODIS WILSON was consequently faced with the heterogeneity of its information systems. It therefore decided to undertake a profound overhaul with the goal of streamlining its IT tools and processes. The objectives aimed at achieving both consistency and quality in its services at all levels in its network, harmonising the offer with client needs, standardising its operations and increasing productivity.

This change management relied upon three main tools.

A common system for business operations which drives operations from beginning to end by eliminating transshipment between exportation and importation. A common accounting system deployed by the Geodis Group, which is then shared with other divisions. The Sidetrade Network solution deployed to optimise client outstanding and also shared with other divisions within the other divisions within the group.

A MORE PROFESSIONAL CUSTOMER SERVICE

Alain Guyard, Director of Finance and Administration of Geodis Wilson, explains: « To be able to tailor the solution to our internal issues, the teams from Sidetrade assumed a very pragmatic advisor role. We are unanimous in our opinion of the efficiency and speed with which Sidetrade deployed the solution, in successive waves. It is very comforting and reassuring to be able to rely on professionals during a project of this scale. Without this precise and customized approach to our situation, we run the risk of our divisions not being able to adjust to decentralized management, or not being able to align all of our procedures. »

ABOUT SIDETRADE

Sidetrade, a public company, provides business solutions dedicated to Financial Customer Relationship Management. Sidetrade's market-leading solutions are complementary to ERPs, accelerate cash-flow generation and enhance profitability by reducing overdue payments and securing customer risk management. With sales in 65 countries, the group brings value to over 81,000 users in companies of all sizes and industries to collaborate effectively through the Sidetrade Cloud.



« When we began the bid process, we were looking for a network software solution that made it easy to share data, with "industry" functionalities that could be easily adapted to our customer base and our various segments. Sidetrade Network seemed to be the most advanced solution on the market, as well as the most reliable and sustainable. »

Alain Guyard
Director of Finance and Administration
Geodis Wilson

The approach used is founded on common business practices, maximum authorised monthly outstanding tracked on a monthly basis, and a solution that steers and executes the collection process. As such, Credit Management surpasses the simple notion of collection. It is based on the precise definition of the roles and responsibilities of each function (sales, operations, accounting and collection). This makes it possible to focus on improving customer relations at a deeper level, productivity and professionalization. **« In our 16 divisions, we share good practices to the maximum. A "committee of experts" has been created to plan for the changes brought about by the Sidetrade solution. This way, we can be sure that we take advantage of best practices, shared by everyone. »** states Alain Guyard, Director of Finance and Administration of Geodis Wilson.

GAINS IN CASH AND IN PRODUCTIVITY

All too often, companies are happy to concentrate their efforts on sales and customer service. Accounting is thus managed from an empirical standpoint.

« Sidetrade Network saw a strong commitment on the part of users, from more than 800 of the relevant employees, from the Sales Department to the Finance Department. In the Freight Forwarding field, Geodis Wilson has sped up reminders for its 10,000 customer accounts. It is also very encouraging to note a reduction in DSO Delivery in less than 3 months, especially since we believed that it was already under control » Alain Guyard concluded.

This approach, which initially concerned Southern Europe, has proven successful; GEODIS WILSON is now rolling out Sidetrade all over the world, well beyond the initial perimeter.

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