

Sidetrade is picked by Saint-Gobain Abrasives

Sidetrade has partnered with the world leader in the manufacturing of innovative abrasive solutions to support the digital transformation of their Finance Department.

PARIS, France – October 17, 2016 – Sidetrade (EURONEXT: ALBFR.PA), a software company specializing in the “Sales-to-Cash” cycle, has been selected by Saint-Gobain Abrasives to automate the financial management of its 8,000 customers. Sidetrade’s technology lets them analyze customers’ financial flows, through the use of predictive scores based on payment behaviors. A single data source, this solution is also an excellent daily support tool for the teams. The automation of processes and collaboration between their staff in over 20 countries and the Finance Department in Saint-Gobain Abrasives will bring significant gains in productivity.

With this framework, Sidetrade’s technology is in perfect harmony with the expectations of large organizations in terms of managing their performance, by improving predictive analysis of cash flows.

Thierry Artaud, Director of Finance and Administration of Saint-Gobain Abrasives EMEA, explains: *“With Sidetrade, we are going to be able to get a real time view of the customer’s WCR, both at a local and headquarter level. We are going to be able to offer our customers a better view of their accounts, by offering automation of the customer relationship. Continuous benchmarking of our customers will, in addition, give our associates an additional tool for the efficiency of their daily operations.”*

Sidetrade, have made predictive analysis a tool for strong growth. Bruno Gonzales, Sales Director at Sidetrade, tells us: *“This partnership complements our ability to respond to the requirements of a big company like the Saint-Gobain Group. The experience of Sidetrade, which they have shared with their customers for over 15 years, coupled with the mastery of data and algorithms, has brought about an operational solution that is unique on the market. With more than 2 years of involvement in Big Data, Sidetrade benefits from a real advance in predictive analysis, based on hundreds of millions of payment experiences, available to and usable by all of its customers, on a daily basis.”*

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ABOUT SIDETRADE (www.sidetrade.com)

A predictive software development company, Sidetrade (Euronext, FR0010202606, ALBFR.PA) offers a dashboard for value creation on the entire Sales-to-Cash cycle. Its innovations provide greater performance and new avenues of growth to more than 1,000 companies, in 65 countries, of every size, in every industry.

Sidetrade's Cloud technology offers a 360° view of customer relations, which gives companies control and predictive analysis of customers’ financial flows through the use of analysis and Smart Data. Financial and Sales Departments have more visibility for predicting activity and trends. Sidetrade covers all of the financial issues related to customer relations, for today as well as tomorrow, with a major impact on digital transformation and the generation of cash flow.