

Sidetrade named Fortune Europe's Most Innovative Companies 2025

June 12, 2025 | [Sidetrade](#), the global leader in AI-powered Order-to-Cash applications, has been ranked 141st in Europe's Most Innovative Companies 2025, a list published by Fortune and Statista. Among 300 top innovation leaders, Sidetrade is highlighted for the strength of its innovation culture, recognized as its key differentiator.

The Europe's Most Innovative Companies 2025 list, compiled by Fortune in partnership with Statista, is based on more than 108,000 evaluations by experts and employees, enriched by the LexisNexis® patent portfolio index. Each company is assessed across three dimensions: product innovation, process innovation, and innovation culture. Sidetrade stood out for the strength of its innovative mindset, a key driver in its ability to reshape financial practices across the Order-to-Cash field.

This recognition crowns a continuous innovation trajectory that began with the company's founding in 2000. This momentum originated in Paris, France, where the company built its technological foundation within an ecosystem that has since achieved global recognition. As of 2025, the French capital's technology ecosystem ranks fourth globally, according to [Dealroom](#), surpassing London, Munich, and Stockholm.

"Since its inception 25 years ago, Sidetrade has been at the forefront of technological disruption," said Olivier Novasque, Founder and CEO of Sidetrade. "This recognition by Fortune comes at a pivotal moment, as we enter the era of agentic AI. For our clients, this marks the era of augmented finance, with virtually unlimited capabilities that can absorb business complexity. For us, it reflects a technological lead we estimate to be over three years ahead of our market."

By equipping finance departments with autonomous agents capable of acting, communicating, and adapting in real time, Sidetrade is redefining the foundations of the Order-to-Cash process. This shift from assistive AI to executional AI represents a strategic inflection point, described by several analysts as a business model transformation.

"The emergence of agentic AI marks a turning point in the operating model of corporate finance," noted Jean-Pierre Tabart, Analyst at TP ICAP. "With its technological lead, mastery of real-time behavioral data, and ability to industrialize autonomous intelligence at scale for large enterprises, Sidetrade stands out as a strategically undervalued asset, poised to capture increasing value in an under-equipped market."

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) provides a SaaS platform designed to revolutionize how cash flow is secured and accelerated. Leveraging its next-generation AI, nicknamed Aimie, Sidetrade analyzes [\\$7.2 trillion worth of B2B payment transactions daily in its Cloud](#), thereby anticipating customer payment behavior and the attrition risk of more than 40 million buyers worldwide. Aimie recommends the best operational strategies, dematerializes and intelligently automates Order-to-Cash processes to enhance productivity, results and working capital across organizations.

Sidetrade has a global reach, with 400+ talented employees based in Europe, the United States and Canada, serving global businesses in more than 85 countries. Amongst them: AGFA, Bidcorp, BMW Financial Services, Bunzl, DXC, Engie, Inmarsat, KPMG, Lafarge, Manpower, Morningstar, Page, Randstad, Safran, Saint-Gobain, Securitas, Siemens, UGI, Veolia.

Sidetrade is a participant of the United Nations Global Compact, adhering to its principles-based approach to responsible business.

For more information, visit us at www.sidetrade.com and follow us on LinkedIn at [@Sidetrade](#).

In the event of any discrepancy between the French and English versions of this press release, the French version shall prevail.