



Maximizing cash flow & ensuring compliance through AI and expert guidance

+\$7.7M in cash unlocked in 12 months: FranceTV Publicité accelerates collections, reduces DSO, and boosts efficiency with Sidertrade

FranceTV Publicité oversees the monetization of advertising space across a highly regulated media landscape. Governed by the Sapin Law and strict advertising legislation, FTP faces limited financial flexibility and constraints on pre-financing. Amid mounting financial pressure and an ongoing digital transformation, FTP needed to modernize its cash management strategy to reduce DSO and streamline receivables management across mainland France and overseas territories.



Industry: Advertising, Broadcasting, Media



Location: France



Revenue: \$480M



DSO increase: Over 20 days



Key challenges

- **Regulatory environment:** The Sapin Law and advertising regulations impose strict compliance requirements, limiting payment flexibility between advertisers and agencies.
- **Cash flow optimization:** Rising DSO was directly impacting FTP's ability to manage its cash effectively. A solution was required to accelerate collections.
- **Lack of process automation:** Collections were not streamlined, requiring modernization to reduce manual workloads and financial risk.
- **Visibility and control:** Without advanced reporting tools, tracking key KPIs and improving collections performance was a challenge.



Solutions

FTP partnered with Sidertrade to implement an AI-powered receivables management platform designed to drive collections efficiency and ensure compliance.

- **Sidertrade modules used, Collections:** For end-to-end automation of receivables processes, **Credit Risk:** In partnership with Creditsafe, for dynamic risk scoring, **Aimie:** Sidertrade's AI to optimize dunning strategies.
- **Integrated with ERP qualiac,** the platform automated workflows, reduced manual tasks, and ensured payments were managed more efficiently.
- **Compliance built-in:** Tailored processes aligned with regulatory obligations, adjusting collection efforts in accordance with legal constraints.
- **Agency & advertiser management:** Improved segmentation of collection actions—prioritizing agency payments before dunning advertisers.

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“With Sidertrade, we've transformed how we manage our receivables. Aimie helps us optimize our collections process and gives us real-time visibility on our cash flow—all while staying compliant with the Sapin Law and advertising regulations.”

Jean-Marc Martin,
Chief Financial Officer
France TV Publicité



Objectives

- Enhance O2C Efficiency
- Embed a Cash Culture Drive
- Financial Performance



Expert-led implementation & ongoing support

- **Performance management & visibility:** Advanced dashboards and regular monitoring helped embed a cash-focused mindset and improve collections performance.
- **Productivity & operational excellence:** Industrialized collections processes led to a 30% productivity gain and a significant reduction in aged debt.
- **Training & change management:** Deployment included dedicated training to ensure tool adoption and impact across teams.
- **Ongoing collaboration:** Sidetrade experts provided continuous support to fine-tune workflows, improve communication, and deliver on performance targets.



DSO reduced by 9 days in 12 months, unlocking \$7.7M in working capital

71% of dunning automated, freeing teams from repetitive tasks

Increased productivity: +30% team performance through optimized collection

64% reduction in 90+ day overdue receivables, strengthening financial



Key success factors

- **Top management engagement:** The involvement of senior leadership was crucial to ensure the adoption and long-term sustainability of the project.
- **Process industrialization:** The implementation of a structured process enabled rigorous monitoring and continuous performance improvement.
- **Cash culture development:** Raising team awareness about the importance of cash management fostered greater buy-in and commitment to the project.
- **Monitoring and steering:** Setting clear objectives and using reporting tools helped track performance and adjust actions in real time.



Tangible outcomes

With Sidetrade, FranceTV Publicité not only enhanced its financial performance and cash flow management, but also reinforced regulatory compliance and fully industrialized its collections processes—laying the groundwork for long-term efficiency and growth.

- **DSO reduced by 9 days in 12 months, unlocking \$7.7M in working capital.**
- **71% of dunning automated, freeing teams from repetitive tasks.**
- **Increased productivity: +30% team performance through optimized collection processes.**
- **64% reduction in 90+ day overdue receivables, strengthening financial resilience.**
- **Full compliance** with the Sapin Law and advertising-specific regulation.

About Sidetrade

Sidetrade combines its cutting-edge AI/GenAI technologies with B2B customer data from its unique business Data Lake to accelerate and secure cash flow. To learn more, email: aimie@sidetrade.com or visit: www.sidetrade.com

