

## Accor Welcomes Aimie, a New Team Member and Performance Engine for Finance

**April 2, 2026** | In a move that underscores the accelerating evolution of enterprise finance, Accor, a global leader in hospitality, has introduced a modern addition to its finance teams across the Middle East, Africa and Asia Pacific: Aimie, the world's first autonomous AI Cash Collection Agent. Developed by Sidetrade, a global leader in Order-to-Cash Intelligence applications, Aimie engages customers directly, qualifies invoices, and optimizes Order-to-cash strategies autonomously.

The decision reflects a growing trend among forward-looking finance organizations. In an environment marked by global volatility and operational complexity, legacy systems - dominated by rigid ERP structures and static workflows - have become increasingly inadequate. Rules-based automation and digital assistants, while useful, have reached their ceiling. Agentic AI is the new operating standard for competitive finance.

To stay ahead, CFOs are turning to Aimie to operationalize a new system of work: intelligent, autonomous, always on. This shift positions Accor's Middle East, Africa and Asia Pacific teams among the first to integrate agentic AI as an operational coworker. Aimie redefines what AI can do by transforming Order-to-Cash from a scripted back-office function into a self-optimizing system of intelligence. She is a teammate who accelerates cash collection.

Purpose-built for corporate finance and backed by Sidetrade's **\$8+ trillion transaction Data Lake**, Aimie brings contextual intelligence to every interaction. Her capabilities include:

- **Autonomous, context-driven** calls intelligently orchestrated across thousands of customer accounts;
- **Continuous learning** from customer payment behaviours and live interactions to deliver tailored dialogue, in real-time;
- **Integrating natively with the Sidetrade platform** to drive dynamic Order-to-Cash adjustments and real-time case management, without human intervention.

Aimie delivers consistent, policy-aligned execution at scale, driving measurable gains in cash flow, reducing manual workload, and enabling finance teams to refocus on higher-value priorities.

By embracing agentic AI, Accor's teams across the Middle East, Africa and Asia Pacific join a growing group of organizations that gain a structural advantage in financial execution. Those who hesitate risk being overtaken by faster, leaner, more adaptive competitors.

### Investor relations @Sidetrade

Christelle Dhrif 00 33 6 10 46 72 00 [cdhrif@sidetrade.com](mailto:cdhrif@sidetrade.com)

### Media relations @Sidetrade

Oli Thornton 00 44 7933 108 107 [oli.thornton@sidetrade.com](mailto:oli.thornton@sidetrade.com)

### About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) is an AI company redefining how enterprises secure and accelerate cash flow. At the core of its applications is Aimie, Sidetrade's agentic AI, trained on more than \$8 trillion in B2B transactions. Powered by a [proprietary Order-to-Cash Data Lake](#) and domain expertise, Aimie continuously learns and operates autonomously across the Order-to-Cash. This coworker drives agility, informs decision-making, and ensures reliable execution. Aimie enables finance, sales, and customer-facing teams to unlock working capital and strengthen resilience. Sidetrade supports businesses in 85 countries and employs 450 people across North America, Europe and Asia-Pacific.

For more information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on LinkedIn at [@Sidetrade](https://www.linkedin.com/company/sidetrade).

*In the event of any discrepancy between the French and English versions of this press release, only the English version is to be taken into account.*