DSO REDUCTION AND VISIBILITY FOR O2C

PHAIDON INTERNATIONAL

Phaidon reaches record DSO and frees collector time

Before Sidetrade, Phaidon's credit team relied on dated systems, manual statement sending, and less consistent weekly follow-up across entities. Sidetrade brought tighter workflow control, clearer DSO visibility, and automation that helped the business finish FY2025 with a record 39-day group DSO.

ABOUT PHAIDON INTERNATIONAL

Phaidon International is a specialist talent partner with 14 offices and six brands, delivering recruitment solutions across financial services, supply chain, life sciences, technology, energy, and legal.

Founded **2004**

Offices **14**

Brands **6**

Employees **1,600+**

DSO
DSO **39 DAYS** down from 46

90+ debt cut **50%+**

OBJECTIVES

- **Improve workflow efficiency across collectors and entities**
- **Reduce group DSO by identifying entity-level bottlenecks**
- **Cut 90+ overdue debt and improve portfolio discipline**
- **Automate manual statement sending and repetitive tasks**
- **Strengthen analytics-driven visibility into entity-level collections performance**

CHALLENGES

- Manual statement sending consumed collector time
- Limited visibility into entity-level DSO pinch points
- Repetitive follow-up tasks reduced team efficiency
- Workflows needed to be tailored to different client portfolios
- 90+ overdue debt required tighter control
- High-value (>75K) US invoices required a tailored follow-up

IMPLEMENTED SOLUTIONS

- **Implemented Sidetrade's Augmented Collection and Analytics**
- **Used collector to-do lists and weekly reviews to track follow-up activity**
- **Used DSO dashboards to surface entity-level problem areas**
- **Deployed Aimie Collection Agent on the US contracts portfolio for automated email-based chasing**
- **Automated statement sending previously done in email programs**
- **Centralized invoice-level qualification and notes on the client account page**

PHAIDON INTERNATIONAL

Adnan Masood
Credit Director

"Sidetrade has been a game-changing collection tool to have. Our old systems were dated, and now we are definitely moving into the future of collections using the Aimie Cash Collection Agent."

Phaidon International used Sidetrade workflows, to-do lists, dashboards, and statement automation to bring more discipline to weekly collections. With each DSO day representing considerable amount in cash impact, the team finished the year after implementation with a record 39-day group DSO, cut 90+ debt by more than 50% at its lowest point, saved four working days per month, and focused 85%+ of phone value on invoices above 25K.

1 MILESTONE 1 - 2024
STANDARDIZE COLLECTIONS EXECUTION

- Set up workflows and to-do lists to guide daily collector activity
- Centralized client notes for weekly portfolio reviews
- Improved consistency of follow-up across the team
- Went live in December 2024 and scaled through 2025

2 MILESTONE 2 - 2025
INCREASE VISIBILITY AND AUTOMATE ROUTINE WORK

- Used DSO dashboards to identify the entities dragging group performance
- Automated statement sending previously handled manually in email programs
- Tailored workflows for high-value, extended-term account follow-up

3 MILESTONE 3 - 2026
EXPAND INSIGHT AND AI-LED COLLECTIONS

- Started Aimie Cash Collection Agent rollout
- Focused first on lower-volume, lower-risk accounts
- Freed up credit controller time to pursue larger, higher-risk balances
- Extended the automation roadmap beyond email

BENEFITS

- Record group DSO of 39 days at year-end
- 90+ debt cut by more than 50% at its lowest point
- Up to 4 working days saved monthly for credit team
- Payment delay improved from 12 days to 8 days
- Less manual statement work for collectors
- Clearer visibility into entity-level DSO drag

KEYS TO SUCCESS

- **Weekly review rhythm kept collections activity on track**
- **Workflows gave collectors clearer daily priorities**
- **Automation removed low-value manual statement work**
- **Responsive Sidetrade support accelerated adoption**
- **Aimie expansion created a path to deeper automation**

About Sidetrade

Sidetrade (Euronext Growth: ALBFR.PA) is an AI-native Order-to-Cash (O2C) company. Its platform combines O2C applications, autonomous AI agents, and Aimie IQ, a natural-language intelligence interface that helps global organizations accelerate cash generation. Sidetrade operates the world's largest proprietary O2C Data Lake, built on almost 10 trillion in B2B transactions and 45 million buyer entities. This data trains domain-expert AI models that continuously monitor, reason, decide, and act autonomously across the O2C cycle. Sidetrade serves businesses in 85 countries with 450 employees across Europe, North America, and Asia-Pacific. For more information, visit us at **www.sidetrade.com** and follow **@Sidetrade** on LinkedIn.

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