

# Sidetrade earns coveted 2018 Innovation award

**PARIS, France – 12 December 2018** | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence customer journey platform, has won an Innovation 2018 trophy for their EuroFirmo project. Sidetrade EuroFirmo will deliver the power of AI analysis to European businesses.

Last night, Sidetrade reaffirmed their leadership role in the FrenchTech ecosystem, by earning a coveted trophy at the *Concours d'innovation*, a business innovation competition sponsored by BPI France, the French public investment bank.

This recognition is a ticket to success for Sidetrade, as it means the *Investissements d'Avenir* ("Investing in the Future") program will be contributing €2.8m to the development of EuroFirmo over a period of two years.

Sidetrade is an expert in the Artificial Intelligence technology to customer relations. The EuroFirmo project fast-tracks this crucial expertise at European scale to bolster the competitiveness of EU businesses.

François Bancilhon, VP Innovative Projects at the Sidetrade group, had this to say:



 *This prestigious award recognizes the excellence and innovative acumen of our R&D and Data Science teams. Sidetrade's EuroFirmo project will provide 26 million EU companies with a single, authoritative dataset, fueled by our Artificial Intelligence technology."*

As Europe moves to take business AI to the next level, Sidetrade has been leading the way. AI is becoming key in every sector of the economy. In an [interview](#) on 9 December 2018, Mariya Gabriel, European Commissioner for Digital Economy and Society, argued that every type of business should have access to this developing technology; that everyone should be involved. This reasoning reflects the commitment made by 24 European countries on 10 April 2018 to work together on a European approach to financing AI research.

Today's businesses must get a handle on fast-developing AI technology to become more competitive and stand out from competitors. In September, the [McKinsey Global Institute](#) estimated that steady yearly adaptation of business AI could lead to 1.2% points of growth by 2030.

Companies using the Sidetrade AI platform, which covers the entire customer journey, are already seeing a 40% improvement in productivity. Sidetrade gives companies unique market insights enabling them to engage with customers and enhance every step of the cycle, from prospection to cash generation. The Sidetrade EuroFirmo project is an excellent opportunity to extend this know-how across Europe. Sidetrade offers exceptional analysis and interpretation of business data.

## Sidetrade Contact

Christelle Dhrif -  +33 1 46 84 14 13  [finance@sidetrade.com](mailto:finance@sidetrade.com)

*In case of a discrepancy between the French and English versions of this press release, only the French version should be deemed valid.*

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

Sidetrade (Euronext Growth: ALBFR.PA) provides Artificial Intelligence technology to empower Marketing, Sales and Finance teams to grow sales and accelerate cash on the customer journey.

Seamlessly integrated with CRM and ERP, Sidetrade leverages Artificial Intelligence to reveal untapped new business opportunities, increase upsell/cross-sell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies of all sizes and sectors in 80 countries use Sidetrade AI solutions to gain a competitive advantage.

For more information, visit [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter @Sidetrade.