

# Unlocking customer value with industry-leading AI

*Sidetrade uses Artificial Intelligence (AI) to empower marketing, sales and finance teams to grow sales and accelerate cash. With its Headquarters in Boulogne-Billancourt, Île-de-France, the company identifies untapped business opportunities on the customer journey with Aimie, its Artificial Intelligence platform. In its drive to provide businesses with digital technology to revolutionise their order-to-cash processes, it has appointed Rob Harvey as its new chief product officer and a member of the firm's executive committee (ExCom). "I am thrilled to join such a talented product team dedicated to staying ahead of the curve," Mr. Harvey said.*

Founded in 2000 in France, Sidetrade is a provider of software solutions with a target to help organizations unlock value from their customers by securing the cash flow using intelligent automation. Sidetrade provides an AI platform giving companies the tools and the processes that allow them to unlock that value, improving areas across the order to cash process, but also within revenue management, improving retention and improving up sell cross-sell and automating the order to cash process.

Innovation has been in Sidetrade's DNA from the start and the company stands for many 'firsts' in the industry. Rob says: "Sidetrade was in the cloud even before it was even called a cloud. We're very proud of the fact that we're often five to ten years ahead of the curve."

Aimie is Sidetrade's unique Artificial Intelligence platform dedicated to the B2B market. The power of Aimie comes from the rich and plentiful business data which Sidetrade collects, with highly advanced algorithms and machine learning focused on unlocking value from customers.

Using neural networks and natural language processing algorithms, Aimie continuously learns from proprietary data (e.g. marketing automation, CRM and ERP) and from outside sources (e.g. Sidetrade Augmented Cash platform, corporate websites, open datasets) to discover trends and predict customer behaviour throughout the sales cycle. "Aimie looks at the past; it screens habits of customers when it comes to payment and identifies the patterns that will lead to improving the payment



Rob Harvey, Chief Product Officer at Sidetrade

experience in the future," Rob explains. "Next to being a very clever algorithm, she's really a digital assistant for the users of the platform. She helps organize their day, helps organize their mailbox, and helps organize the workflow. Users can work with Aimie directly in the platform itself, whatever they feel comfortable with. If they feel more comfortable to give more tasks to Aimie, they can give more tasks. If they want to be more on their own, they can manage their work their own way." Going forward, Sidetrade's mission is to become even more relevant to its market; the company has so far focused mostly on Europe and the B2B enterprise space but is now also looking to extend its footprint and open up different verticals while also strengthening its presence in North America.



Aimie-laptop



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