

Sidetrade's CashTarget brings gamification to the dash for cash, post-lockdown

London, United Kingdom – 29 June 2020 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence platform dedicated to accelerating company revenue and cashflow, is thrilled to unveil CashTarget, a new feature using gamification for businesses who are reviewing and restarting their treasury performance. With CashTarget, collecting cash will never be boring!

Sidetrade has today launched a new feature called CashTarget, which uses gamification for businesses who are restarting treasury performance.

As businesses emerge from pandemic lockdown, the dash for cash will intensify. With revenue proving unpredictable and loans running out, the focus needs to turn to accounts receivable – invoices which remain unpaid. Rob Harvey, global director of solutions consulting at Sidetrade, said:

“‘Cash is king’ is truer than ever. For business leaders, it is crucial to create a much stronger cash culture, where every team is thinking about cash, whether that’s around sales, credit terms, receivables, or customer relations.”

CashTarget enables managers and cash collection teams to track, allocate and manage collection targets at both individual and team level. It creates a more comprehensive ‘cash culture’ throughout the business, right across the order-to-cash process, for all the staff involved.

Linking fun and gamification to serious KPIs

The Sidetrade R&D and product teams thought about how they could motivate users, to boost cash collection as businesses plan for recovery after the pandemic. They turned to game theory techniques, integrating game features into CashTarget. Dashboards are replete with graphs, charts, and goals, creating greater visibility among teams and a healthy competition feel. Rob Harvey, added:

“Everybody loves a competition, so injecting a little fun into a cash collection application has a big impact on performance and user experience. CashTarget adds value to individuals and teams, and gives employees greater visibility on their own actions. Who says cash collection can’t be fun?”

Sidetrade has redefined the accounts receivable automation market, with its powerful, yet easy-to-use, augmented cash solution. Since 2018, Aimie, Sidetrade’s AI assistant, has brought predictive payment behaviours, and the best dunning strategy recommendations, to the cash collection market. Aimie helps over 2,700 customers in every industry accelerate cashflow generation, on average by 50%.

Media relations

Daniel Blackman  +44 (0)7745 669 229  dblackman@sidetrade.com

About Sidetrade (www.ww.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) accelerates company revenue and cashflow. Sidetrade’s Artificial Intelligence, Aimie, is able to recognize and anticipate customer behaviour in order to recommend the best strategies for sales and finance teams, in real time. Aimie reinforces the three pillars of the customer journey: sales development, loyalty and collection speed. Sidetrade has a global reach, thanks to its 250 talented employees based in Paris, London, Birmingham, Dublin, and Amsterdam. Used in 80 countries, Sidetrade’s technology enables more than 2,700 businesses of all sizes, from all sectors, to be more competitive.

For further information, visit us at www.sidetrade.com and follow us on Twitter @Sidetrade.

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