SIDETRADE

ARTIFICIAL INTELLIGENCE: REDEFINING THE ROLE OF THE FINANCE DEPARTMENT

- How to improve Financial performance using artificial intelligence
- The Finance department: frontier setter of digital business transformation
- Who can benefit from artificial intelligence?
- 4 steps to Predictive Finance
- The value of the Data-Sphere
- Why is Predictive Finance now a must-have?
- Artificial intelligence: The next business frontier
- How does artificial intelligence work?
- What value is hidden in your customer data?
- Should we do this in-house?
- Common uses cases for artificial intelligence

HOW TO IMPROVE FINANCIAL PERFORMANCE USING ARTIFICIAL INTELLIGENCE

Companies are increasingly embracing artificial intelligence (AI). It may yet be in its infancy, but AI is set to be a game changer within the digital industry, in the wake of Cloud computing and operational task automation.

Leading tech consultancy Gartner says that **50% of analytical software** will be using artificial intelligence within the next three to five years.

Whatever their sector, today all companies face a more competitive landscape. The challenges are driven by the speed of technological growth and the need for a more sophisticated understanding of customer behavior.

New technology has handed decision-makers new levers that empower a more dynamic customer engagement process to expose genuine value. It is no longer company size today that determines success. It's the ability to adapt and innovate. Finance Departments have always been the pacesetters for value creation. Today their influence has become ever more strategic, especially within the arena of customer relations. They're now charged with facilitating the discovery of routes to growth, managing the complexities and overseeing costs. In the face of these new challenges, fast adaptation quickly to digital technology and new growth model is of the essence.

So how is artificial intelligence providing this support framework? It offers an immediate 360° customer view bringing with it crucial competitive and productive gains. There's now a whole gamut of new opportunities for the taking. Such as the ability to drive performance, compare your performance to that of your competition, reduce churn rates and increase sales ...

By pulling together all customer data from company-wide information systems, the Finance Department has become transformed into business facilitator. It is now the partner of choice for the Sales Department. Company siloes are being swept away as it begins to work in a genuinely coordinated way. Customer relations management becomes everyone's responsibility and customer engagement is placed at the heart of company strategy.

THE FINANCE DEPARTMENT: FRONTIER SETTER OF DIGITAL BUSINESS TRANSFORMATION

No Finance Director today can sit on his laurels and view himself as having a support role in terms of his firm's financial health. Now the onus is on him to take the initiative to be one step ahead of business opportunities. He now has to have real-time strategic vision while staying abreast of the pace of each new project. His is now an indispensable role in the overseeing of the tremendous changes his department is undergoing, all of them driven by one thing: data. And all of them dictated by one goal: value creation.

Finance departments are being automated with the aim of better data processing. Digital transformation is no longer just a question of digitization, Cloud solutions and accessibility. An entirely new level of intelligence is now on offer.

Artificial intelligence is allowing companies to move to a new level of performance management through its delivery of strategically vital information.

Internet giants like Google and Amazon have already proven the value of Predictive Analytics over the past 15+ years. Now this technology is available without the need for a team of Data Scientists - and with an immediate ROI.

FINANCIAL SOFTWARE

1990-2010
CRM Systems became mainstream

2005-2015
Digitization of documents, adoption of SaaS business applications and Business Intelligence tools

2015-2025
Predictive modeling of internal and external data to improve sales and boost cash

ARTIFICIAL INTELLIGENCE

2000-2015
1st Predictive Analytics Big Data solutions developed by most advanced organizations' Data Scientists teams

2015-2025
Artificial intelligence solutions structuring, universal and future-oriented technology available to every company

> Behavioral analysis through artificial intelligence is a huge asset in terms of our daily workload. Customer relations become more manageable and new cash opportunities are easily detectable.
>
> Thierry N, Director of Finance and Administration

Technology that is powerful		Technology that is powerful and intelligent		
REPORTING		**PREDICTIVE ANALYTICS**		**PRESCRIPTIVE ANALYTICS**
« X% of our customers had a 12-day payment delay last year. »	Prediction of customer sales opportunities	« Customer X will pay us 13 days later than he does his other suppliers. »	Prediction of payment behavior by customers and leads	« You should renegotiate terms and conditions with clients A and B in the light of those they have with their other suppliers, and begin dunning procedures with client C in two days. »

Artificial intelligence is a serious reality for businesses

- Customer data exploited by artificial intelligence makes behavioral correlation available through predictive models. Artificial intelligence becomes a real growth and efficiency lever!
- Advanced artificial intelligence platforms now provide this new turnkey solution for Finance Departments as a Cloud service; this is the obvious next step for those organizations looking to become more data-driven or to make further marketing and sales performance improvements
- Financial customer data is a key differentiator between predictive platforms

WHO CAN BENEFIT FROM ARTIFICIAL INTELLIGENCE?

1. Sufficient Data

You need enough data to be able to build robust predictive models.

This isn't always the case with generic industry models. Generally, you'll need more than 2,000 customers and three years' worth of history.

2. Finance Department Maturity

Finance Departments must be able to successfully act upon the predictive insights provided.

Finance teams therefore must have the capability to make decisions using intelligent insights from Big Data and that gleaned from their collaboration with the Sales teams.

Accounting systems and reporting processes and or/CRM must be in place.

3. New Corporate Culture

New insights produced across the customer lifecycle will require some of your processes to change if they're to incorporate new data and optimizations.

To achieve the most powerful results most companies will require a willingness to change, robust project and change management, and strategic leadership from the Executive team to transform and register the best business results possible.

4 STEPS TO PREDICTIVE FINANCE

Digital is considerably changing companies' knowledge of their customers and the associated value. To develop their revenue, companies put the customer at the heart of their strategy and use artificial intelligence on Big Data to understand and target customer portfolios better, find hidden information and predict tendencies. In today's era of 'smart data', intelligent information brings high added value.

Today, companies don't need to invest in specific IT systems or consultancy. Artificial intelligence platforms facilitate data segmentation and internal information share, opening a new gate into customer engagement.

Predictive analytics is an incredible bridge between Sales, Customer Service and Finance, favoring the ability to work together. The flattening of the hierarchical structure and the multiplication of decision-making procedures fundamentally modifies the management of the information.

PwC says that Artificial Intelligence will be the priority investment focus for over 30% of Finance Departments in the next 12 years. Is it for you?

1. Mass Data Collection

Predictive analysis requires all (or as much as possible) of the available data about businesses, at both account and contact level. This data needs collecting from hundreds of internal and external sources, indexed on an ongoing basis from each entity, before combining for modeling.

2. Predictive Models Construction

After data has been pre-processed, normalized and modeled using a variety of statistical techniques (filtering, rounding, factor analysis, parameters selection) depending on the outcome being modeled. These multiple models (Generalized linear model, neuronal networks, support vector machines...) then need to be evaluated and continuously modeled and tested to identify the process allowing developing the best predictive model.

3. Business Data Recurring Retrieval

Now thousands of scores and propensities need to be translated into insights that the business can take action upon. Finally, decision-makers can anticipate customer behavior and satisfy their needs. Information is widely delivered and shared as continuously updated streams.

4. Intelligent Conversion of Data into Actionable Insights

Once data is collected, aggregated and extracted, businesses can benefit from actionable insights to accelerate and support decision-making on the entire customer cycle. This information is available through a specific platform or via the CRM or Marketing Automation tool. The analysis of this field of data leads to a better follow-up and assessment of the decisions' impact, to adjust them if necessary.

THE VALUE OF THE DATA-SPHERE

Finance Departments, take control of your customers! Use artificial intelligence and predictive analytics to make the best of your customer data.

Machine Learning algorithms exploit internal and external data to identify new prospects, scored by similarity with the ideal customer profile and according to their purchase likelihood. By analyzing the constantly evolving scores of prospects and customers, companies can adapt their communication, following the interest level and the detected priority. Artificial intelligence provides new levers to decision-makers and empowers them to focus on operational tasks and grow business.

> Give me a place to stand,
> and a lever long enough,
> and I will move the world.
>
> Archimedes, 250 BC

Internal data is great...

SOURCE	EXAMPLE DATA SIGNALS
CRM, ERP	Data Customer & prospect data, sales cycle velocity, ROI, payment behaviors
Sales Data	Historic product, type of contract purchases, discounts and price
Marketing Automation	Demographic and firmographic prospect & customer data, content downloads marketing interactions
Support Logs	Historic support tickets and complaints
Product Usage	Logins, session, features used
Web Analytics	Sessions, time on page, visitor profiles, navigation historic

...But external data is king!

SOURCE	EXAMPLE DATA SIGNALS
Private Datasets	Companies House, SIC codes, credit scores
Company Websites	Classification, location, language, management team
Social	Profiles, likes, followers, friends, comments, updates, usage
Buyer intent Data	Indicators of surges of interest across thousands of different topics, from within an organization
Public Websites	Job postings, litigation, grants, growth
Media	News, launches, PR, announcements
Sector	Specific Data targeted at a particular sector or industry

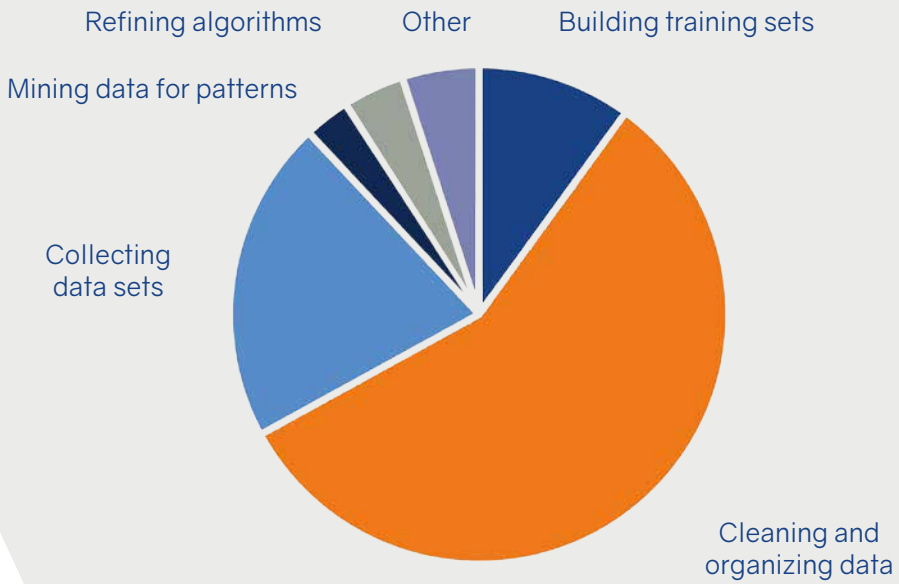
Once internal and external data is gathered, it is modeled by artificial intelligence algorithms to deliver improved insights to trigger immediate action.

Predictive analytics has gone from an elite and expensive option to a widespread competitive weapon.

Data Preparation

Although Data Scientists are happy to have the «Sexiest Job of the 21st Century» according to Forbes, they unfortunately spend far too much time preparing and pre-processing data and actually very little time working with algorithms.

Data scientists actually spend
80% of their time preparing data.



3 key preparation steps for Data Scientists

1. DATA CLEANING

Model input variables (or features) need to cleaned, have blanks filled, may need to have data smoothed (by regression, clustering or binning) to remove «outliers» and also have any inconsistencies corrected

2. DATA TRANSFORMATION

Numerical variables can then be scaled to a common range - normalized. Categorical variables can be grouped (generalized) and often new (more powerful) variables will be constructed - e.g. 'distance from store' from postcode

3. DATA REDUCTION

It is typical to have thousands of candidate variables ready to be passed into a model. These can then be analyzed to understand which should be excluded (e.g. irrelevant or low distribution). Variables themselves may be further reduced by binning and clustering

TOP TIP FOR VENDOR SELECTION

Artificial intelligence holds new opportunities for Finance Departments.

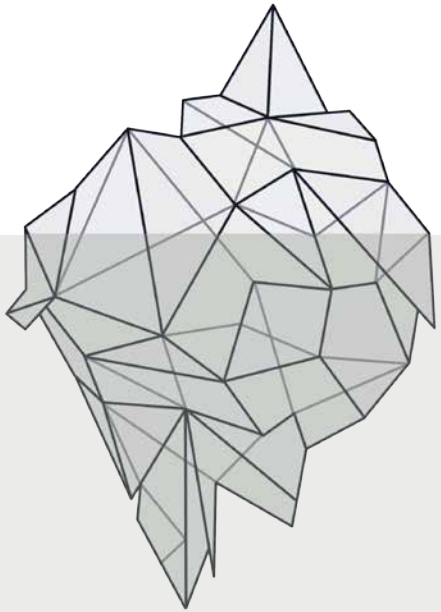
The artificial intelligence platform you choose will have to be able to combine the data supplied by your ERP and CRM, automate much of the data quality work (extracting, transformation, loading) using external data to enrich and standard business rules to cleanse data.

The relative importance of reliable analytic data

- Internal data (CRM, marketing automation, ERP, sales history, back-office...) quality is not a showstopper for artificial intelligence. The right predictive algorithms, model cleaning and pre-processing can deal with very sparse or poor quality data.
- Data can be analyzed and results of models evaluated in advance - if your data is too poor to be predictive it will be apparent early in the process. This is the ultimate data quality test for predictive.
- Your customer master data may be messy, but can easily be cleansed and enriched from an external data source and corrected before processing.
- As modeling is probabilistic the data does not need to be 100% accurate, unlike financial reporting. You don't need to wait for such accurate data to be able to add significant value back to the business.
- One of the main sources of learning is from your sales data, which is typically very accurate, as this drives your invoicing and how your customers pay you.

WHY IS PREDICTIVE FINANCE NOW A MUST-HAVE?

- There are probably millions of £s worth of value hidden in your data
- You can get started tomorrow, with only a small financial commitment
- Previously only the most sophisticated companies could make use of predictive analytics - now everyone can
- Artificial intelligence is an undeniable competitive advantage



KNOWN CUSTOMER VALUE

PREDICTIVE CUSTOMER VALUE

43% of Finance Departments have already begun their digital transformation and are seeking new performance optimization solutions.

ARTIFICIAL INTELLIGENCE: THE NEXT BUSINESS FRONTIER

Finance Departments can now shelve their Excel spreadsheets and rely instead on the power of predictive modeling and Machine Learning to meet their goals.

Although the use of AI is still in its infancy, every company in every activity sector will be affected by the coming technological tsunami. The latest report on the impact of artificial intelligence by the McKinsey Institute (June 2017) details its impact by sector:

- Distribution : 30% reduction in delivery times, 4–6% growth in sales
- Industry : 13% increase in EBIT linked to cost reductions (predictive maintenance and supply), 5–10% growth in sales (customer retention and cross-selling)
- Energy : 10–20% increase in EBIT due to greater efficiency in management of power demand and supply and closer targeting of relevant customer offerings
- Finance : customer services will become semi-automated with the introduction of chatbots, giving productivity gains of 25–40%

Put briefly, the use of artificial intelligence to improve customer relations and cash sources or reduce costs is no longer a question of choice. Any company that doesn't want to be left behind by progress must grasp the opportunity it represents and treat it as major strategic challenge.

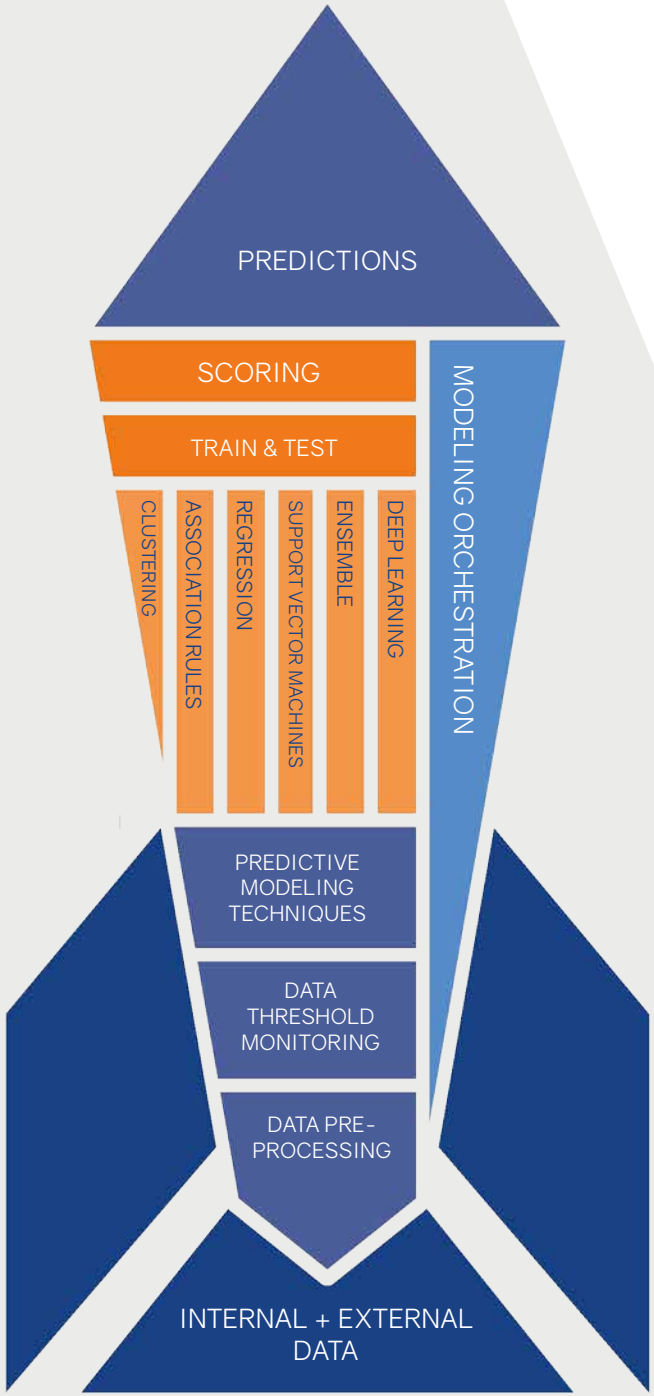
Companies today now have the ability to confirm the relevance of predictive algorithms in any given context in a matter of weeks and to begin to use them for concrete benefits. How far has your company advanced in this respect?

Anticipation

Performance boosters, new cash sources, customer retention ... The combined data from your ERP, CRM and the market itself can now be interpreted for use by Finance Departments. Analyses can be confirmed by artificial intelligence and then exploited to predict payment delays, make customer behavior comparisons and prevent risk.

Decision

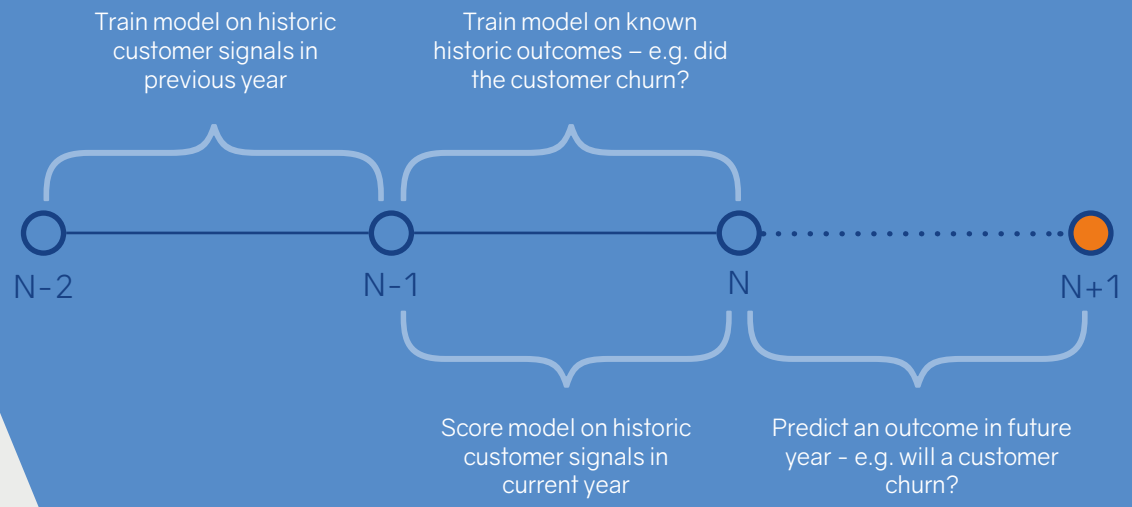
In today's hyper-connected times, every Finance Director requires reliable systems that yield measurable results on which he can act instantly. Artificial intelligence now means that growth potential can be immediately identified, alongside unsuspected opportunities, to give the all-important competitive edge.



HOW DOES ARTIFICIAL INTELLIGENCE WORK?

Today everything is in place for artificial intelligence to see exponential growth across the next five years. It is set to be part of our daily lives, and those of every company.

Artificial intelligence combines a collection of statistical techniques to analyze the past, to predict what is going to happen in the future.



WHAT VALUE IS HIDDEN IN YOUR CUSTOMER DATA?

There's now a wealth of data available to companies, be the source the company ERP, CRM, websites or back office. All of the information thrown out is a gold mine for the purpose of analyzing sales trends, better understanding customer payment behavior, and for cost adjustment in relation to loyalty and retention schemes, and for reducing risk. This is in contrast to the limited analytical capacity of a human being – it being often influenced by intuition...

- Increased visibility and collaboration on financial stats, with constantly updated real-time and reliable indicators
- Ability to make competitor performance comparisons
- Business growth spurred by accurate prediction of new opportunities
- Predictive identification of new up-sell and cross-sell potential
- Reduced customer churn and costs via better targeting of at-risk accounts
- Faster cash flow generation
- Improved customer satisfaction

> We already do some predictive modeling in-house, why can't we do Predictive Finance?

You can, but there's a cost implication. There are turnkey solutions that now offer a complete and configurable solution, as a service, for a much lower total cost of ownership. Today's higher performing companies now have access to artificial intelligence solutions without having to turn to a team of data scientists. Doesn't that sound an easier option?

Key points to consider for choosing the right solution

1. Predictive model accuracy is generally only as good as the data made available to a model. External data (including signals from hundreds of different external & public sources) make predictions far superior.

2. Artificial intelligence platforms offer a full suite of predictive capability that is configurable to your business.

3. Speed of deployment is often weeks vs. months (or years), offering immediate ROI.

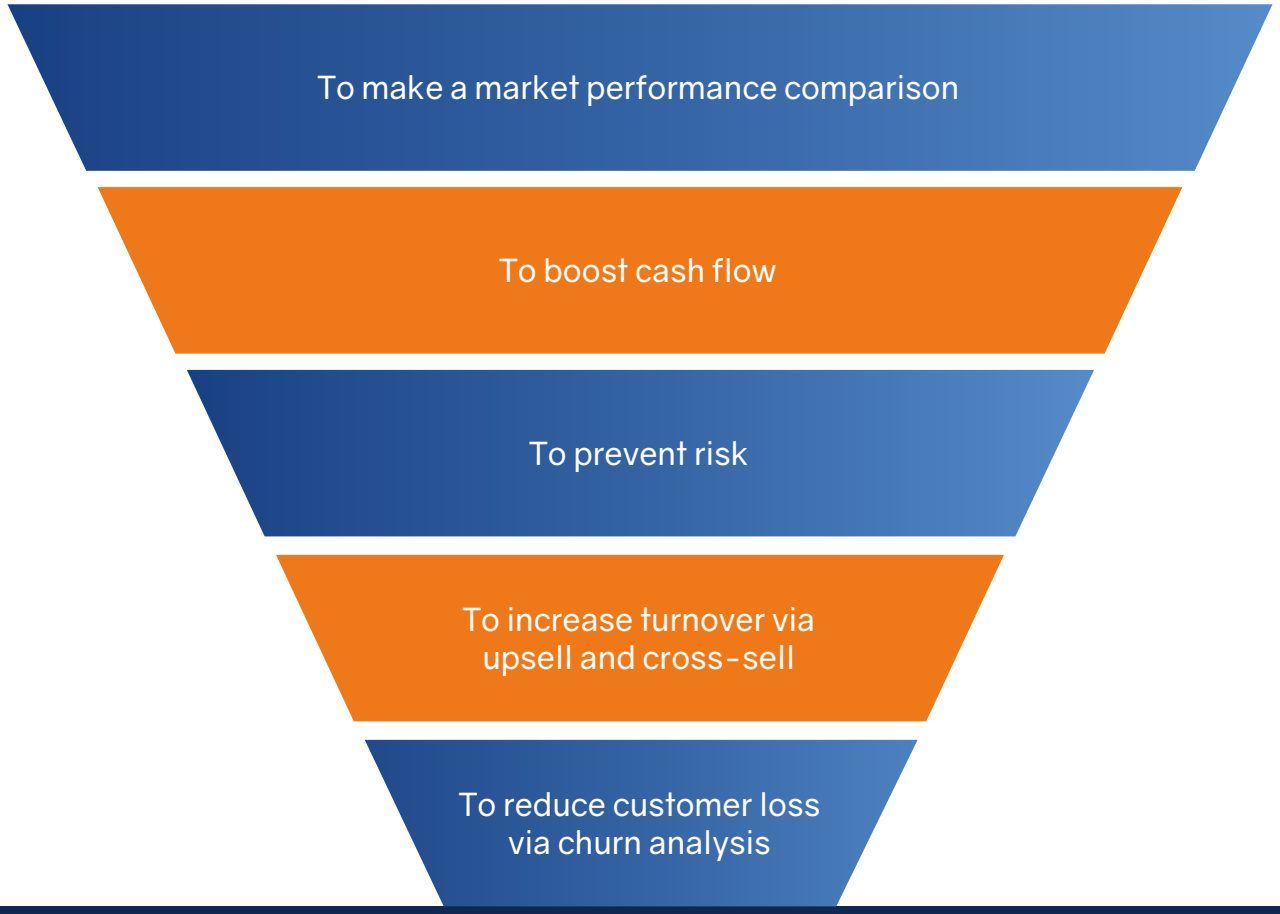
4. Significantly lower Total Cost of Ownership (TCO). Cloud vendors include data crunching, hosting, hardware, software, support and ongoing predictive model performance monitoring all as part of the monthly fee.

5. Often in-house Data Science teams can be repurposed onto new value generating tasks, rather than customer-focused predictive (which can now be achieved out-of-the-box).

6. Choose a vendor with pre-built connectors to your existing cloud tools - this will make integration and deployment a breeze.

COMMON USES CASES FOR ARTIFICIAL INTELLIGENCE

Artificial intelligence today can be employed to add value to the work of Finance Departments in many ways.



Artificial intelligence opens new unexpected perspectives to competitive businesses. Following on from the automation and development of internal collaboration via Cloud platforms, artificial intelligence algorithms have advanced to be now far more capable of dealing with the requirements of Big Data. AI technologies such as Machine Learning or Deep Learning offer autonomous learning based on analysis and data mining. They can now be harnessed to permit companies to better identify undiscovered sources of revenue, to personalize customer relations and to anticipate customer behavior. AI now means that companies can be proactive and to base their decisions on fact rather than intuition. But for this new intelligence to take its place at the heart of a business, the technology must be adapted to existing systems and managed properly.

Want some advice?

Get in touch with one of our experts

Thinking of building in-house?

Make sure you read page 16 of the guide

Key buying decisions with artificial intelligence vendors:

1. Choose a software vendor who can offer a full suite of predictive services

Most customers start with a single use-case such as to boost cash generation. But, to benefit from all the predictive analytics opportunities available, a full suite customer engagement solution is essential so that its application can be rolled out across all company departments.

2. Build a business case to demonstrate the opportunities to gain

Run a feasibility analysis; carry out project planning and preparation; establish your KPIs and goals definition Many AI software publishers will assist you with the implementation of your new solution and advise you on routes to best possible ROI.

3. Choose a vendor on flexibility, trust and partnership for success

Initial project goals can be redefined to better meet the current structure's needs. This means it is critical that the AI solution you opt for is a flexible and configurable solution (e.g. you may need to add in new data sources). Most importantly, look for a vendor whom you can trust and who has a track record of success. Don't hesitate to take a look at use-cases and ask for other customer testimonials!

Your market performance comparison

For the first time, those Finance Departments employing artificial intelligence are now able to make an objective evaluation of their performance, in terms of their payment delays and in how they are collaborating with the sales team by providing them with a sales negotiation framework. Finance Directors no longer need to base their decisions on past performance. They are now empowered to influence what happens ahead.

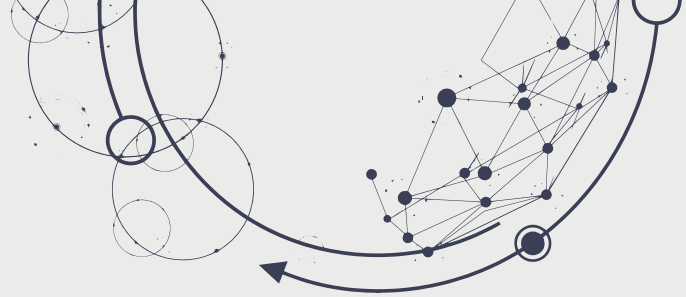
By means of predictive behavior scores, companies can now compare their customer relations with those of other suppliers. By integrating statistical analysis and predictive algorithms with past and current sales and financial customer data, they now have access to instant visibility over likely payment delays, with the refinement of likely negotiated predictive delay and anticipated payment delay. Predictive analysis now makes prospective analysis possible, right from the moment of sales to receipt of funds.

From here on, the Finance Director, provider of negotiation power, is positioned as the de facto business partner of the Sales Director. The Finance Department is now a significant chain link and value creator for the sales teams.

This new access to reliable and easy-to-use predictive models that can be instantly shared on the ground to make real-time decisions on customer data is the base of the new digital governance. The use of artificial intelligence to improve customer knowledge, revenue sources or cost reduction measures is no longer a question of choice. It is now a formidable strategic challenge for any company that does not want to fall by the wayside.

2,500,000

PREDICTIVE PAYMENT SCORES OF EUROPEAN COMPANIES ARE NOW AVAILABLE



A Forrester survey shows that **78% of senior managers** view the alignment of Sales and Finance as crucial, but **only 15% of them** believe that these two departments are currently working collaboratively towards a single goal.

IMMEDIATE BENEFITS

- Comparison of customer payment habits
- Prediction of customer behavior and the resulting impact on cash
- Strengthening of sales teams' negotiation power
- Anticipation of new revenue sources
- Cementing of priorities based on fact as opposed to opinion

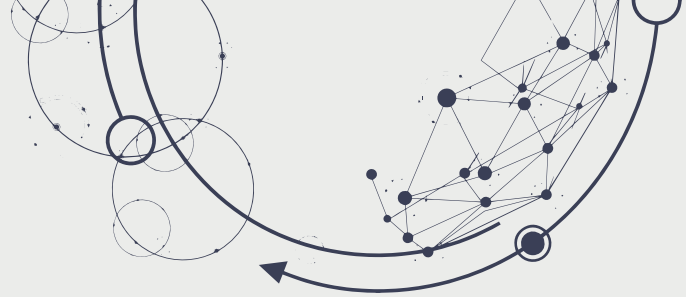
Cash flow Acceleration

Accenture states that the role of the Finance Director has now expanded to one that brings strategic value to a company. The logical consequence is that he should now take control of customer relations as opposed to only that of cash collection. Digital now means he is able to put forward the macro vision by providing the Sales Department with key information on customer behavior or by offering customers and instant communication channel.

Those Finance Departments who have undergone a successful digital transformation are already sharing real-time account information with the Sales Department and their customers. By means of an artificial platform, responsibilities are now clearly delineated and collaboration between Finance and Sales is automated. This creates an internal synergy that encourages interaction. Cash culture becomes real.

CRM data, ERP data, finance and credit insurance information are all integrated into a dedicated database, which is then analyzed and streamlined for each individual portfolio. Artificial intelligence pulls these different data sources together and automatically adapts the collection scenario to the company goals and payment behaviors. It makes for a trusted and full-scale support for the recovery process. Artificial intelligence takes care of all the interlinked digital activities, internal and external. It delivers an instant picture of the meaningful indicators such as the ageing balance, DSO, outstanding claims and overdue rates via clear dynamic dashboards.

Every user can now be one step ahead of an eventual or developing dispute case and react correctly to a critical situation. Everyone responsible for a customer portfolio gets improved visibility and is able to improve performance while reining in costs. Customers also appreciate a team-coordinated approach and recognize the professionalism shown by the intelligent company. Company digital transformation is both a performance lever and means of providing instant customer satisfaction.



Today only **2% of Finance Departments** are in a position to harness robotization to accelerate cash generation and improve performance. By 2020, however, **48% of Finance Directors** will have reached this point, according to PwC. How far have you got?

IMMEDIATE BENEFITS

- Digitalization of accounts receivables
- Instant prioritization of dunning actions
- Automation of on-the-ground collaboration
- Simplification of access to activity reports
- Increased productivity
- Acceleration of additional cash flow generation

Risk Prevention

Managing risks is the number one priority for Finance Directors, according to PwC.

Artificial intelligence is a fundamental asset when it comes to integrating analysis of payment behavior and financial engagement for each account for improved anticipation of customer risk. With a single click, the Finance Director can go beyond a synthetic vision of customer risk to one that encompasses the risk spread across every company division, tailored to his own firm. He now has access to detailed, reliable and real-time data. His own resources are now less focused on reporting, collection and data analysis, and more on his clear overview of risk and the immediate use of these meaningful customer data recommendations.

For 41% of Finance and Administration Directors, this is key to a much-improved performance.

Machine Learning algorithms are now actually able to learn from customer past behavior to anticipate any upcoming dispute or late payment. Artificial intelligence will fine-tune dunning strategy and dispute management to the characteristics of the customer, his outstanding amount, risk level and payment behavior. This means Credit Manager and Credit Analyst roles have also altered. Now in a position to accurately judge risk associated with each new sale, they are able to maintain a sharp focus on the more at-risk clients, while managing the dunning process. Finance and Sales teams are also able to work in synergy, sharing credit information instantly for the end goal of improved reactivity and sales security.

Now the Finance Department can work with more confidence and speed. Safeguarding customer assets while also making available maximum cash has never been easier.

Where are you in terms of predictive analysis of the risks your activity covers?

Why not test out the power of artificial intelligence for yourself.

According to CFO.com, for **more than 70% of them** contributing to the company's decision-making process is a top priority in 2018. However, **90%** believe they need more financial and operational data to achieve that goal.

IMMEDIATE BENEFITS

- Complete overview of customer risk
- Detailed anticipation of critical risk evolution
- The ability to make decisions based on reliable and expansive customer data
- Instant sharing of your feedback on a customer with sales team member
- More durable customer relations via synergy of management of risk, disputes and recovery

Increasing turnover through upsell and cross-sell

Boosting turnover by improving customer engagement is a priority for today's highest performing companies. By capitalizing on the actual customer value, artificial intelligence is helping them to anticipate buyer intent and to open up cross-selling and other opportunities such as upsell.

Finance Directors are now in a position to be actively involved in business development through the use of customer data indicators that reveal unsuspected sales opportunities. Artificial intelligence is a real asset for value creation.

Factors to take into consideration for improved customer engagement:

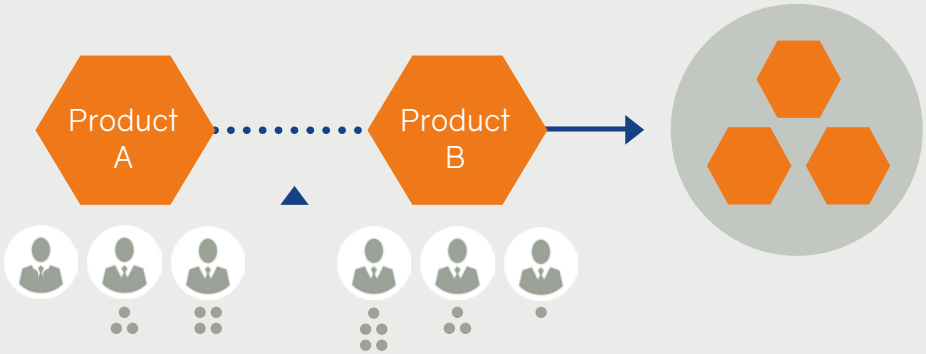
- What product or solution has the customer already bought?
- Should you prioritize further sales according to stock availability, profit margin or likelihood of purchase?
- Should you be applying other commercial criteria? Should you be excluding criteria?
- How do you convince the customer to buy more?

Once completed, predictive analysis delivered by artificial intelligence platforms can be synced with the Marketing Automation tool, CRM and ERP. Data and its analysis become crucial for the company, not only to explore new markets but also to develop sales, understand customer behavior and improve costs.

And you, do you know precisely and accurately the value of your customers?

Numerous algorithms can calculate product recommendations for you based on various models. The two main approaches are based on the product or the user.

THE PRODUCT-BASED APPROACH



Product purchased by two similar customers

Products segmented by similar customers

THE USER-BASED APPROACH

Customer has purchased two similar products

Customers who have bought similar products segmented

Reduce Customer Attrition through Churn Rate Analysis

Whether your focus is sale of complex services or products, sales will be what drive your company. So knowing how to predict the moment your customer is not satisfied so that you can take remedial measures is the challenge. Your company needs to know its buyers, the value that they mean for you and their likelihood to want to continue their relationship with you.

Machine Learning algorithms, powered by artificial intelligence, are the route to identifying and making best use of valuable customer data to develop an attrition-busting strategy whose results can be gleaned before it is even put in place. It's a reliable and timely support mechanism for which your knowledge of customer experience is fundamental and within which your better understanding of each account can yield strategic results.

Finance Directors have now become the true drivers of company value by enabling growth through artificial intelligence and their now more strategic role. Does that sound like you?

IMMEDIATE BENEFITS

Optimize retention costs

Once those at-risk customers are identified, indicators such as Customer Lifetime Value enable you to determine which accounts you should target in line with the customer's future value.

Exploit internal and external data

Internal data from your ERP, CRM or Customer Service department can be integrated to create loyalty models. When they are combined with external data points such as financial or social media information, they enable you to refine the relevance of your predicted outcomes.

Benefit from foresight over your customer relations

Results analysis via modeling helps your company to understand cancellation motives and shows the actions you can instantly take to reduce cancellation rates.

> A **2%** increase in customer retention has the same effect as decreasing costs by **10%**.
>
> Leading on the edge of Chaos, Emmet Murphy & Mark Murphy

ABOUT SIDETRADE

The highest performing companies have already opted to go the artificial intelligence route and observed a **43% increase of their performance** according to Forrester.

We are seeing first-hand why Predictive is such a hot topic, with the financial gains being made by those who are leading the pack. Exciting times lie ahead!

Sidetrade (EURONEXT GROWTH: ALBFR.PA) is the most compelling AI Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash.

Seamlessly integrated with existing CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidetrade solutions for sustainable growth.

Sidetrade enables a new level of collaboration between Marketing, Sales, Finance, and Customer Service teams to accurately evaluate, predict and increase customer performance and secure competitive advantage.

With its Artificial Intelligence platform, Sidetrade uses predictive data science to take the guesswork out of the customer relationship.

The advanced use of machine learning and human collaboration empowers businesses to proactively improve operational effectiveness of the end-to-end customer cycle via smart sales prospecting, streamlined cash collection and case management processes.