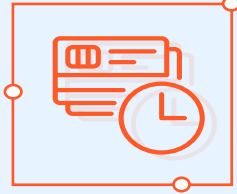


# CASH CULTURE PULSE #3 2022

## Four reasons to stop using EXCEL

### CASH CULTURE THROUGH TECHNOLOGY

87% of businesses still rely on EXCEL



#### CASH & CREDIT MANAGEMENT

63%

PARTIAL DEPENDENCE ON Excel

24%

TOTAL DEPENDENCE ON Excel

13%

DON'T USE Excel

Businesses tend to rely on EXCEL, whereas in fact, conventional spreadsheets are ill-suited for the new demands of digital transformation, remote work and cash culture.

### EXCEL: inadequate for the challenges of the 2022

28%

are satisfied

Among firms using only EXCEL to manage DSO

VS

80%

are satisfied

Among firms using a dedicated solution to manage DSO

### Order-to-Cash is critical. Can it be optimized with EXCEL alone?

#### Have you standardized YOUR ORDER-TO-CASH PROCESSES?

NO

48%

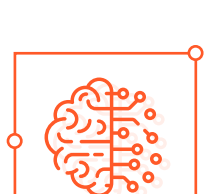
USE ONLY EXCEL

YES

17%

USE ONLY EXCEL

### AI and automation are seen as The future of Order-to-Cash



79%

of respondents say Artificial Intelligence and automation will be strategic in the future, and help them generate cash faster

Automation and AI are already enabling leading businesses to outperform in terms of cash generation. Companies using the latest technology have lower unpaid rates, shorter DSO, and significantly less accounts receivable risk, with equivalent resources.

AI is a productivity technology that analyzes and learns to predict customer payment behavior. Based on real, data-driven business experiences, it can generate custom recommendations to influence this behavior.

Read more:

→ [sidetrade.com/case-studies](https://sidetrade.com/case-studies)

### BREAKDOWN OF THE RESPONDENTS

#### Profile of the 149 businesses surveyed

##### DEPARTMENT

Finance	81%
IT	15%
Sales & Marketing	4%

##### TERRITORY

North America	10%
Europe	45%
UK & IE	40%
Middle East	2%
Asia	3%

##### INDUSTRY

Utilities & Environment	4%
Retail	8%
Financial Services	9%
Transport & Logistics	6%
Manufacturing	20%
ICT (Information, Communication & Technology)	14%
Life Sciences	2%
Services	24%
Construction & Mining	4%
CPG (Consumer Packaged Goods)	9%

##### ROLE

CxO	16%
Director	34%
Manager	50%

##### REVENUE - M€

< 100	36%
100 to 500	14%
500 to 1,000	10%
> 1,000	40%

Cash Culture Pulse 2022 is a three-part study (#1, #2, #3), conducted by Sidetrade in the last quarter of 2021. It gives a realistic and uncompromising view of the characteristics and trends of cash culture. The quantitative data provided, along with information from businesses, offer invaluable insights for finance departments seeking to secure and accelerate cash flow.