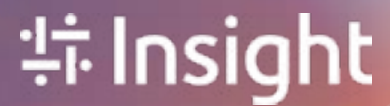


MODERNIZING ORDER-TO-CASH FOR HIGH-VOLUME GROWTH




AI-driven automation lifted monthly touch rates above 90% and cut past-due to record lows

Rapid growth and new monetization models increased the scale and complexity of Insight's Order-to-Cash operations, spanning ~35,000 active accounts and a team of 115 collectors. To meet these challenges, Insight needed to upgrade from the on-premise solution the team had outgrown.

ABOUT INSIGHT ENTERPRISES

Insight Enterprises (NASDAQ: NSIT) is a Fortune 500 solutions integrator headquartered in Chandler, Arizona. It helps organizations solve technology challenges by combining hardware, software, and services.



Revenue
\$8.2B



Employees
14,000



Active
Accounts
35,000



Countries
26



Collectors
115



Sidetrade
Go-Live
2022

◆ OBJECTIVES

- Install a scalable platform to replace an outgrown on-prem receivables system
- Use AI to increase the quantity and quality of customer touchpoints
- Automate routine collections so collectors focus on complex cases
- Improve key metrics such as Average Days to Pay and Past Due Percentage
- Offer self-service access to invoices and statements for faster resolution

◆ CHALLENGES

- Legacy on-prem system limited scalability and efficiency
- High-volume AR environment with 35,000 active accounts
- Manual touchpoints drove inconsistent, hard-to-scale engagement
- No customer self-service for invoices and statements
- Support rapid growth without adding proportional headcount

◆ IMPLEMENTED SOLUTIONS

- Implemented Sidetrade's O2C Intelligence Platform and Augmented Collection
- Deployed Aimie AI to learn buyer payment behavior
- Automated email reminders aligned to customers' pay cycles
- Installed intelligent workflows route exceptions to human collectors
- Scaled automation to 75% of collections actions across the team
- Rolled out a client self-service portal for invoices and account statements
- Benchmark and performance dashboards to drive continuous tuning

**Adam
Montero**
Director of
Finance



“Sidetrade and the technology it provides give us scale regardless of how fast we grow. We can see a significant transformation in our business. The AI has really given us a new light and a new way of doing things.”

Adam Montero, who leads Credit, Collections, and Accounts Receivable for Insight Enterprises in North America, recognized that Insight’s rapid growth was placing increasing strain on its Order-to-Cash operations. Determined to find a more scalable approach, Montero evaluated leading solutions and ultimately chose Sidetrade as a long-term partner that could help his team modernize and continue growing with the business.

1 MILESTONE 1 - 2022 EVALUATION AND VENDOR SELECTION

- Reviewed Gartner Magic Quadrant and short-listed leading solutions
- Chose Sidetrade as a long-term Order-to-Cash partner for growth

2 MILESTONE 2 - 2022 IMPLEMENTATION AND GO-LIVE

- Rolled out Sidetrade in June 2022 to **replace the on-prem** system
- Configured Aimie to match customer **payment habits** and credit terms

3 MILESTONE 3 - 2023 AUTOMATION AT SCALE AND SELF-SERVICE

- Automated **75% of collections actions**, leading IT Services benchmark
- Increased monthly customer touch rate from 75% to **over 90%**
- Enabled invoice and statement retrieval via the self-service portal

QUALITATIVE & QUANTITATIVE BENEFITS

Reduced past-due accounts to record-low levels

Improved Average Days to Pay performance across portfolios

Scaled O2C without proportional headcount growth

Freed collectors to focus on high-value, exception-based outreach

Improved visibility into priorities with AI-driven insights

Established a future-ready platform that learns buyer behavior

KEYS TO SUCCESS

- Strong partnership with Sidetrade implementation and CS teams
- Ambitious automation targets and disciplined process redesign
- Data-driven tuning using Sidetrade benchmarks and performance KPIs
- Focus on customer experience, combining AI outreach with human touch
- Change management across 115 collectors to adopt new workflows



About Sidetrade

Sidetrade (Euronext Growth: ALBFR.PA) is an AI company redefining how enterprises secure and accelerate cash flow. At the core of its applications is Aimie, Sidetrade’s agentic AI, trained on more than \$8+ trillion in B2B transactions. Powered by a proprietary Order-to-Cash Data Lake and domain expertise, Aimie operates autonomously across the Order-to-Cash cycle. This co-worker drives agility, informs decision-making, and ensures reliable execution at scale. Sidetrade enables finance, sales, and customer-facing teams to unlock working capital and strengthen resilience. Sidetrade serves businesses in 85 countries and employs 450 people across Europe, North America, and Asia-Pacific. For more information, visit us at www.sidetrade.com and follow @Sidetrade on LinkedIn.