

Loxam reaffirms its confidence in Sidetrade, its technology partner in its financial relationships with customers

SUPPORTING GROWTH AND CUSTOMER SATISFACTION

Leading rental equipment provider Loxam has trusted Sidetrade technology to help it manage its financial relationships with its customers since 2007. This has been a key factor in improving customer satisfaction. Every year, Sidetrade's Cloud covers the management of 2.8 million invoices issued to more than 200,000 customers in 65 countries.

"Sidetrade is helping us to achieve international growth. Sidetrade is rolled out as a matter of course in every new subsidiary, along with our ERP software", explains Patrick Bourmaud, Loxam's CFO. Streamlining their financial relationship with customers addressed a two-fold need for Loxam: to improve cash-flow management and ensure customer satisfaction. "While cash is a key concern in management, service quality is also a major focus at management level", continues Patirck Bourmaud.

Now on the verge of celebrating a decade of collaboration, Loxam is reaffirming its confidence in Sidetrade. *"Sidetrade is universally acknowledged within the company to be the best solution",* explains Amandine Evin, Loxam's Credit Manager.

"We are delighted that Loxam continues to place its trust in us. This demonstrates the company's commitment to improving performance year on year," confirms Bruno Gonzales, Sales Director at Sidetrade.

SHARED COLLABORATION, INSTANT RESULTS

Agencies, regional management, administrators, debt collectors, and more. Some 1,500 Loxam employees have now increased their efficiency. *"Sidetrade's technology connects a third of our teams with our customers. We have a unique level of visibility, enabling us to share information in real time. Our collaboration is now standardised and more streamlined,"* explains Amandine Evin.

"We have increased productivity in customer follow-up, with a significant drop in late payments," she continues. Risks and litigations are detected upstream and management is tailored to the business sector of each rental customer. Patrick Bourmaud is delighted: *"Our teams have become more professional. We have clear indicators and we have seen improvement in customer satisfaction."* While customer feedback is positive, improvements in cash flow also conclusively confirm the benefits of this approach: almost 20 million euros in additional cash has been recorded, and the DSO has been shortened to 15 days.

** Days Sales Outstanding*

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ABOUT SIDETRADE (www.sidetrade.com)

Sidetrade is a listed software publisher (Euronext, FR0010202606, ALBFR.PA) that provides companies with solutions for managing their financial relationships with their customers. Sidetrade's market-leading Cloud technology, which complements ERP software, is a management console for financial managers that gives them a clear view of the customer relationship, and enables them to control and anticipate financial flows. With clients of all sizes and from all industries in 65 countries, the Group enables 100,000 clients operating in the Business-to-Cash cycle to collaborate using its Cloud, thus accelerating cash-flow generation.

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ABOUT LOXAM (www.loxam.fr)

Founded in 1967, LOXAM Group is the market leader in equipment and tool rental to the building trade, civil engineering and industry. With turnover of 838 million euros in 2015, 628 branches, and more than 5,000 employees in 13 countries, LOXAM Group is Number 1 in the European equipment rental market. With the largest stock in Europe, standing at 200,000 items of equipment, LOXAM has constantly demonstrated its capacity to anticipate, support and meet companies' needs to outsource the purchase, management and maintenance of their equipment.