

# Yokogawa Selects Sidetrade for its Artificial Intelligence Customer Engagement Platform


**PARIS, France – 31<sup>st</sup> October 2017** | Sidetrade (Euronext Growth: ALBFR.PA), Artificial Intelligence customer engagement platform, is pleased to announce that Yokogawa United Kingdom Limited has chosen the Sidetrade network solution to strengthen its cash management and support sales growth.

## Effectiveness and visibility in financial customer relationship

Yokogawa United Kingdom Limited is a leading provider of industrial automation and control (AI), test and measurement and advanced solutions for operational optimisation. Combining innovative cutting-edge technology with project management, engineering and services; Yokogawa delivers field-proven operational excellence, safety and reliability throughout the delivery and post-implementation maintenance lifecycle.

In 2015, Yokogawa embarked upon a growth and profitability strategy entitled Transformation 2017. As part of global business growth plans, Yokogawa undertook a customer-centred business approach to improve profitability, maximise efficiency and enhance visibility. Collaboration with Sidetrade will help them to achieve these strategic goals by improving their ability to collect payments in a tougher economic climate.

Carl Ramsden, Finance Director for Yokogawa United Kingdom Limited said:


 *Our credit risk and cash collection is under ever increasing pressure as a result of the global economic climate and Brexit. With Sidetrade, we can improve our credit control decisions and make our cash collection processes more efficient. The solution provides us with additional insights, intelligence and real-time reporting, to enable us to be more responsive our clients, thereby enhancing our customer relationships.*

## AI, an essential asset to stay ahead of the game in a highly competitive environment

With a finance team comprising 5 people, plus 15 external sales staff planning to use the Sidetrade mobile app; agility and visibility were important criteria when choosing the solution. “We struggled in managing and reporting the necessary information, so our key objectives are to simplify the collection of data and make reporting easily accessible”, adds Mr Ramsden.

Yokogawa expects to benefit from Artificial Intelligence to stay one step ahead of its competitors over the coming years, as well as develop and expand new businesses via improved customer service. Using Sidetrade's Payment Intelligence solution (SPi), Yokogawa's finance department will be able to identify, maximise and enhance all of the new and existing cash opportunities in real-time.

Mr Ramsden concludes:



 *I am thrilled to be recognised as one of the revolutionary leaders in the burgeoning field of applied Artificial Intelligence. Moving the Finance function forward is important for continuous improvement and adopting innovative practices provides companies with large advantages; it's a huge opportunity to be early adopters.*

Olivier Novasque, CEO and Founder of Sidetrade, states:



*By leveraging Artificial Intelligence technologies, Sidetrade is supporting customers on their journey towards business transformation. We love working with leading companies to deliver the best ROI. Sidetrade is very excited to be part of Yokogawa's future success. On this journey, Sidetrade's AI capabilities put customer data at the center of their sales delivery strategies. Even if it might sound trite, data really is becoming the new currency and an indispensable asset to stay ahead of the game in a highly competitive environment!*

## Sidetrade Contact

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## About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) is the most compelling A.I. 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 use 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.

For more information, visit [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter @Sidetrade.

## About Yokogawa Electric Corporation

Yokogawa's global network of 113 companies spans 60 countries. Founded in 1915, the US\$3.5 billion company engages in cutting-edge research and innovation. Yokogawa is active in the industrial automation and control (IA), test and measurement, and aviation and other businesses segments. The IA segment plays a vital role in a wide range of industries including oil, chemicals, natural gas, power, iron and steel, pulp and paper, pharmaceuticals, and food. Targeting this segment, Yokogawa helps companies maximise their profits by offering a wide range of highly reliable products and working with the subsidiary KBC Advanced Technologies to provide premium solutions and services. For more information about Yokogawa, please visit [www.yokogawa.com](http://www.yokogawa.com)

## About Yokogawa United Kingdom Limited

Established in 1986 and headquartered in Runcorn, Cheshire, Yokogawa United Kingdom Limited is the UK subsidiary of Yokogawa Electric Corporation, Operating from offices in Runcorn, Aberdeen, Dublin and Isle of Wight. Yokogawa United Kingdom Limited employs approximately 100 staff who are dedicated to providing outstanding products, engineering and customer support.