

SIDETRADE ACQUIRES THE SAGE FRP COLLECT BUSINESS



(Paris-FR0010202606-ALBFR) The European leader in financial CRM in SaaS¹ mode announces that it concluded an agreement today with Sage to take over its customer credit and collection management software businesses.

➤ A MARKET-LEADING SOLUTION FOR CUSTOMERS OF SAGE FRP COLLECT

Today Sidertrade completed the takeover of the Sage FRP Collect business from Sage in France, one of the leading global suppliers of Business Management Software.

As part of the refocusing of its core business strategy Sage has chosen to rely on a recognised specialist for its customer credit and collection management activities, offering an innovative solution able to meet the needs of its Sage FRP Collect customers.

Christian Robert, Head of Business Tracker at Sage Mid-Market Europe, explains Sage's decision:

"Our priority was to offer our customers the most credible alternative solution available on the market. After several months' study, we selected Sidertrade, a European software vendor offering a cloud computing solution. This will guarantee our Sage FRP Collect customers access to an extensive functional solution, collaborative and mobile applications and tried and tested technology."

The deal concerns over a hundred French key accounts and SMEs, mainly using Sage FRP Collect under a traditional licence. The challenge for Sidertrade now is to convince these customers to adopt its Sidertrade Network platform in SaaS mode.

"Cooperation between our teams has already made it possible to develop methodologies that favour migration. As a result, the first customer to migrate to Sidertrade's solution is Sage, for its own internal requirements" states Christian Robert.

Backdated to 1st January 2013, the agreement will have a positive impact of about €500,000 on Sidertrade's 2013 turnover and will be accretive to earnings. With this acquisition, Sidertrade is strengthening its position as market leader for solutions for managing financial relationships with customers, and estimates the value of its market share of French companies equipped with specialised software at over 60%.

Bruno GONZALES, VP Sales of SIDETRADE Group, concludes:

"For over thirteen years our sole mission has been to help companies optimise their long term working capital by securing their main asset: their accounts receivable. By reducing late payments, our customers accelerate the generation of cash flows from operating activities. In addition, Sidertrade works with our clients to calculate and realise an excellent return on investment through ensuring improved performance and efficiency."

➤ ENQUIRIES

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➤ ABOUT SIDETRADE (www.sidetrade.co.uk)

Sidertrade, a public company, provides business solutions dedicated to Financial Customer Relationship Management.

Sidertrade's market-leading solutions are complimentary to ERPs, accelerate cash-flow generation and enhance profitability by reducing overdue payments and securing customer risk management. With sales in 65 countries, the group brings value to over 50,500 users in companies of all sizes and industries to collaborate effectively through the Sidertrade Cloud.

¹ SaaS (Software as a Service): a model that consists in providing a software service via the Internet based on a subscription.