DataLog Finance, **AZUR Group and Videns Analytics** are proud to formalize their partnership in **Artificial Intelligence applied to corporate cash management.**

The management of a company's liquidity is based on many factors that can have a direct or indirect influence on the financing need of the activity. Due to a lack of time or resources to analyze the interactions between all the data present in their information system, dedicated teams often make partial forecasts of the evolution of financing needs or investment opportunities.

DataLog Finance, founded in Paris (France) in 1997 by Imad BEN MARIEM, specialized in technological solutions dedicated to the treasury of companies with an international presence, has set up in Montreal (Quebec, CANADA) to meet 2 flagships of the Quebec tech-industry:

- **Groupe AZUR**, the Cloud Solutions Specialist, founded and led by Jean-Louis LALONDE, Alexandre B. Ferland (minority partner) and supported by Desjardins Venture Capital (financial partner)
- **Videns ANALYTICS**, data valorization and artificial intelligence specialist, led by Sarah LEGENDRE BILODEAU, Laurent BARCELO and Virginie BOIVIN

Groupe AZUR and Videns ANALYTICS had already been working for 3 years on the use of AI in treasury.

Together, the 3 partners have decided to use their strengths and experiences in their respective fields to enable the corporate Treasurers, CFOs to be able to rely on new data processing technologies to be even more relevant and efficient in the years to come. The era of Treasurer 3.0 is underway.

Under the code name AVA (or Éva in French), teams in Montreal, Quebec City, Kuala Lumpur and Paris are working to build an AI so that it can:
- Automatically assign a budget category
- Realize a short-, medium- and longer-term cash flow forecast
- Reconcile transactions carried out with the forecast

At the end of which the corporate finance teams will be able to draw up provisional cash flow budgets.

Imad Ben Mariem on the work in progress: *"The main challenge of this type of project, major for DataLog Finance, is to support our clients in the valorization of their data present in their Information System to make them as relevant as possible to train AVA to be autonomous and thus propose forecast scenarios. We are happy to be able to count on the beautiful, experienced teams of Data Scientists, Videns and Groupe AZUR technology, to go forward!"*

Jean-Louis Lalonde on AI in treasury: *"For 20 years, I have been convinced that the acceleration of machine capacity, tomorrow quantum computing, will make it possible to find the correlations between sufficient data to help Finance Departments optimize their cash management and make*

substantial savings. Joined in the idea by the Videns teams, our vision is taking on a new step thanks to our partnership with DataLog Finance."

Sarah Legendre Bilodeau on the partnership: *"In Montreal, as in other places around the world, many of us are working on projects around Artificial Intelligence. It is even more pleasing to see our research finding applications to bring value to companies in their economic development. Our partnership with Groupe AZUR and DataLog Finance fits perfectly into this framework."*

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About DataLog Finance:
Created in 1997, DataLog Finance revolutionized the tools dedicated to Corporate Treasurers by offering in 1997 the first Payment Factory in Europe, CashPooler. In 2002, this tool became Treasury's first full web solution. Since then, the product range has been considerably expanded to cover the entire functional spectrum of the Treasury business, all in a single, fully integrated solution. For example, more than a third of all direct debits in France, i.e. more than one billion transactions per year, are carried out on DataLog Finance solutions. Technologically the state of the art in Treasury, DataLog Finance solutions are used daily by more than 60 Global Corporates across +100 countries representing more than +18,000 users.

About AZUR Group:
For 20 years, we have been helping our customers evolve and develop innovative software solutions to gain market share and growth. In addition, we configure and customize Microsoft and Salesforce Cloud software packages to increase the efficiency and security of operations. We leverage BI and AI to help our customers make better and more efficient business decisions. Our mission is to develop cloud applications using IT best practices that will help our customers and partners grow and thrive. With a team of passionate about innovative technologies, we support our customers with listening and collaboration approach. AZUR Group, a cloud-based partner, facilitates complex IT solutions to help organizations evolve.

About Videns Analytics:
For decades, the main economic model has been based on the ever-increasing production of goods and services. This model is dying. How can we thrive by using our resources more efficiently? How to produce while respecting the fundamental principles of sustainable development? We need to change the paradigm: Produce better rather than produce more! Videns Analytics, a company based in Quebec (Canada), equips its clients to become leaders in the exploitation of their data and thus design and implement sustainable growth strategies based on productivity and added value. Videns' vision is: unleash your productivity and take the path to sustainable growth.

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