

The iTrade Experience in Italy

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Italy, background

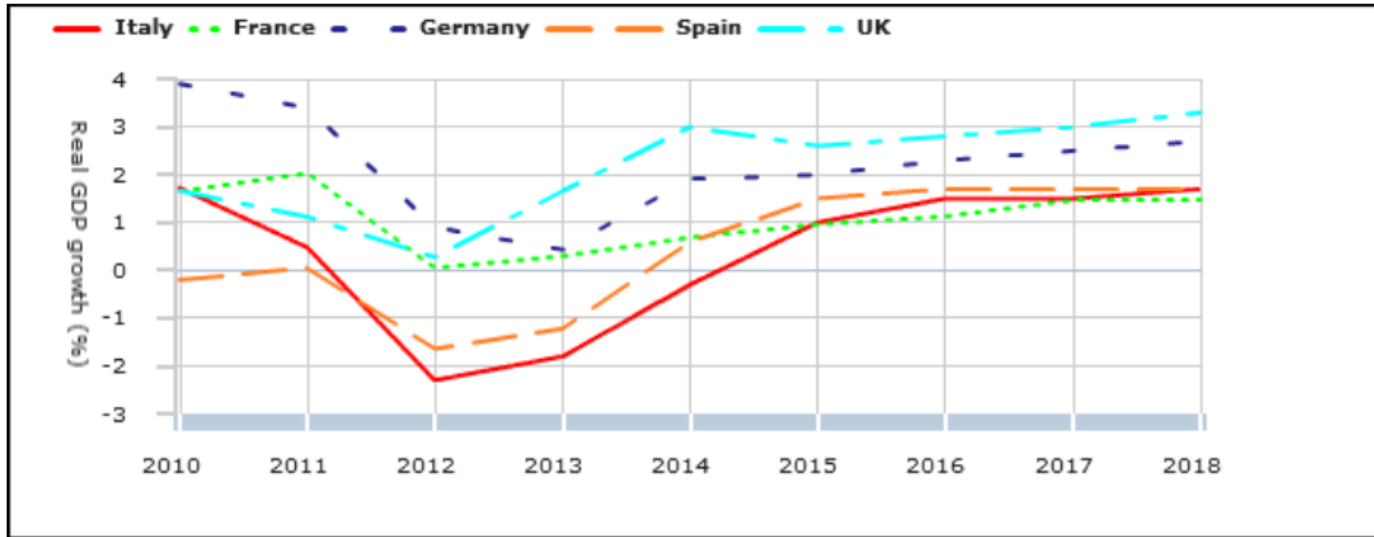
With a population of **60 Mln** people and a GDP of **2.1tln US\$** there are **5 mln** companies. Out of these, **2.5 mln** are “active” businesses.

The **35%** of these are **Corporate Companies**, the remaining are small ones and/or single proprietorship.

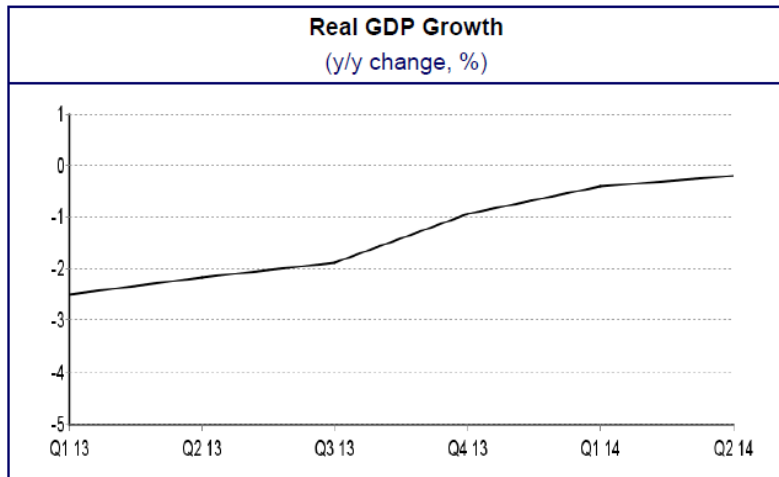
The “give credit”, in order to boost sales is, as every-where, a well known and popular practice.

What is happening

Outlook for Key Regional Countries



Source : Haver Analytics/D&R



T-ADDY
Nasıl Ödüyor?

Ticari Alacak Performans
ve Portföy Yönetimi

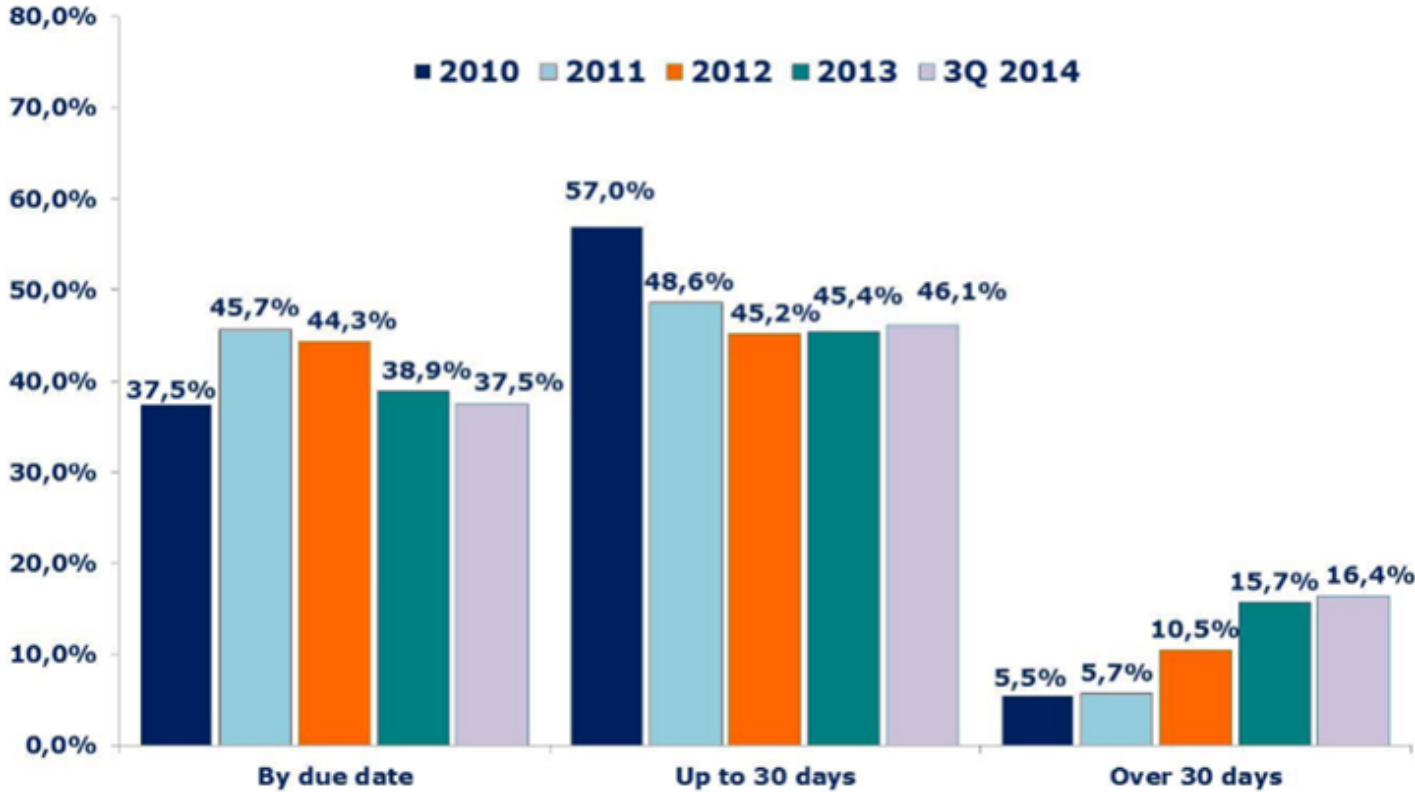
What is happening

The payment habits

- The payment behaviour changed dramatically in the last years.
- Looking at September 2014, only the **37.5%** of companies are **paying on time**.
- Companies are less prone to slightly slow payments, whereas the drift to an **“over 30 days”** increased by **260%** compared to the 2010.
- The “problems” come in the **36%** of times from “old” customers.

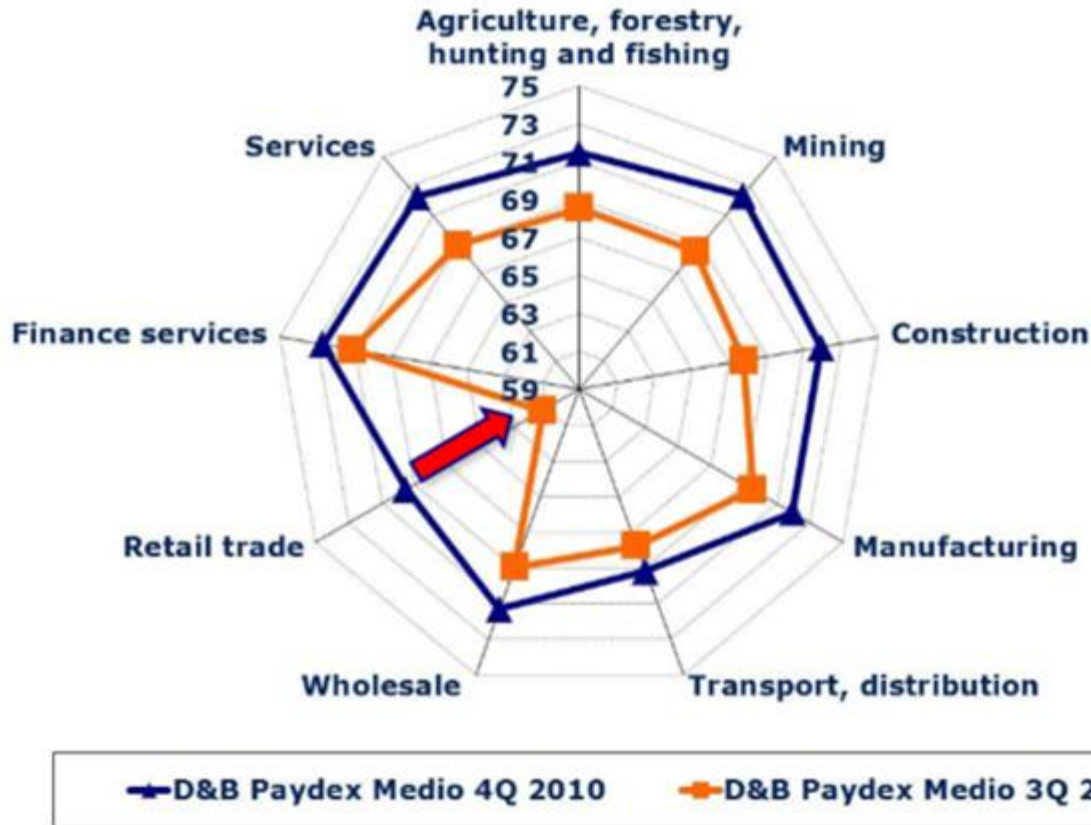
What is happening

The payment habits over years

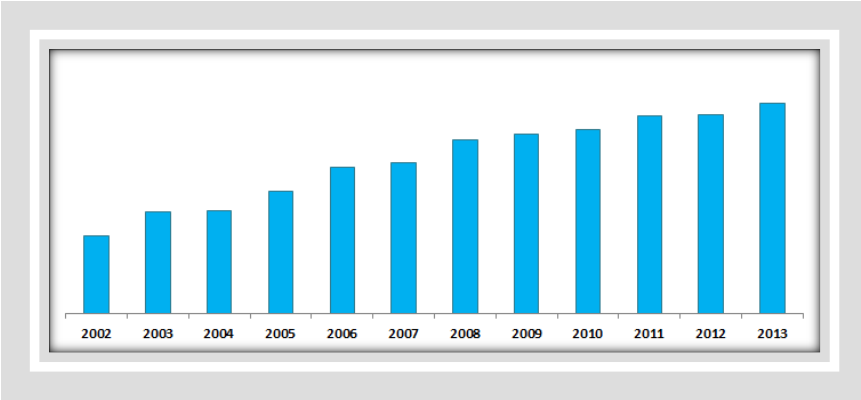


What is happening

The payment habits by industry



45 years of experience



5 bln transactions collected
all over the world

1/4 bln transactions collected
in Italy

81% hit-rate

4 mln US\$ invested into the program
over the last 3 years

The value behind...

- Neutral



- No conflicts

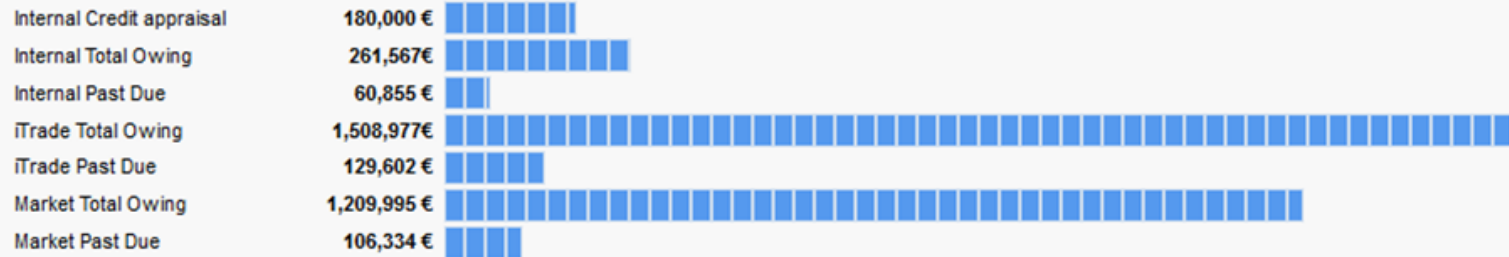
- Objective

Being part of the iTrade sharing information system means being able to get access to an **OBJECTIVE ASSET**, managed by a **TRUSTABLE** and **NEUTRAL Partner**. The value is not simply in understanding what your customer is doing, it's also a matter of being a responsible actor in educating the businesses to prompt payments.

Cribis iTradeLab

It's the WEB-platform that allows participants to get into the **real world**, as never seen before.

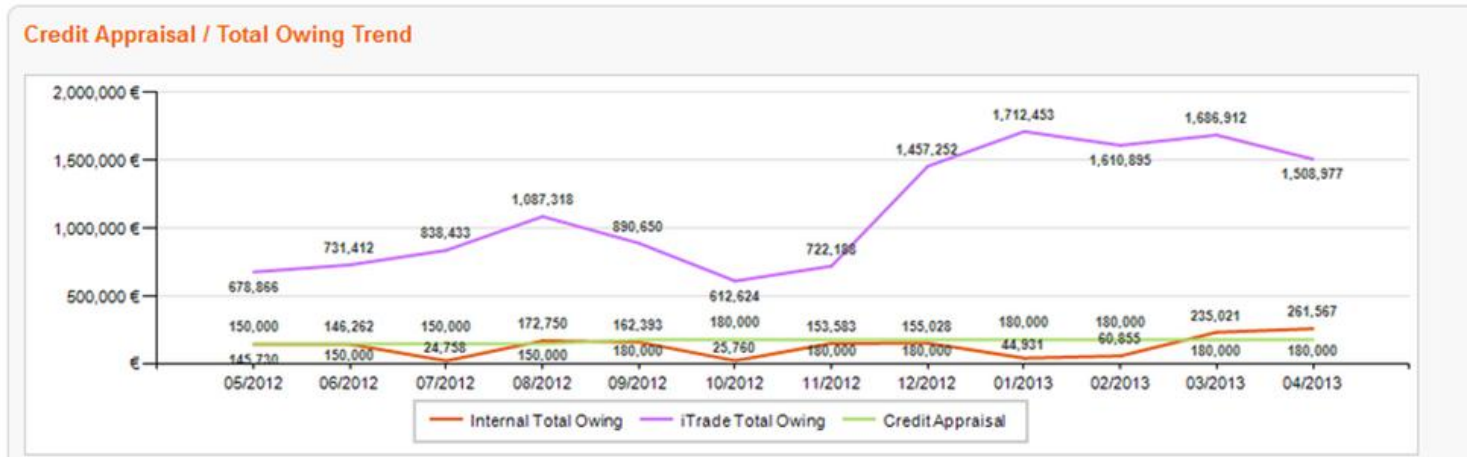
Credit Appraisal / Total Owing Relationship



Why being limited to your point of view?

Cribis iTradeLab

It allows participants to understand what their customers are doing



Things change! Remember that 36% of problems comes from known and “friendly” customers.

So, why Cribis iTradeLab?

It's helping the participants in addressing these challenges:

- Reduce the cost associated to credit
- Improve the cash flow
- Have a better forecast when planning
- Improve the customer base, hence improve the ability to get access to the credit
- Find the best DSO and stick to it
- Improve the Order to Cash cycle
- C-level reporting

Cribis iTradeLab

It's a so well appreciated asset and it's bringing to the market such important value that we are proud to introduce the platform also in Turkey!