



CASE STUDY

La Sica Chooses myDiapason to Transform Treasury Management

« We wanted to have the best TMS on the market, with specific features for cash management, which are not offered by general tools such as ERP or accounting software. »

Sébastien GEULIN -
Administrative and Financial
Director, La Sica

La Sica Treasury

800

producers of fresh vegetables
and ornamental plants

20

subsidiaries

€650 million

in consolidated group revenue

A Breton Agricultural Giant Driving Innovation

Founded in 1961 and headquartered in Saint-Pol-de-Léon, Brittany, **La Sica (Société d'Initiatives et de Coopération Agricoles)** is a leader in modern, sustainable agriculture. Representing over **800 local producers**, the cooperative drives well-known brands such as Prince de Bretagne for fresh vegetables and Kerisnel for ornamental plants.

Committed to responsible agriculture, La Sica actively supports organic farming, reducing food waste, and environmental preservation. The group generates €220-240 million in revenue annually, employs **250 staff across 20 subsidiaries**, and achieves a consolidated turnover of **€650 million**, bolstered by its majority stake in Brittany Ferries.

Modernizing Treasury Management Across the Group

In 2015, La Sica initiated an ambitious project to modernize its financial operations with the goal of creating a unified platform to centralize treasury management across its 20 subsidiaries.

However, after implementing an initial TMS, several challenges emerged:

- Limited functionality, particularly for cash flow forecasting,
- Lack of flexibility,
- Unresponsive customer service,
- Absence of personalized support.

Seeking a more suitable solution, La Sica also adopted a complementary cash flow forecasting tool to overcome the limitations of its existing TMS.

Diapason: A Tailored Partnership

Under the guidance of **Majordom Connect**, La Sica chose **myDiapason**. Jean-François Lespagnol, Founder of Majordom Connect, explained: « *What ultimately convinced us to recommend myDiapason to La Sica was not only the human connection with highly skilled teams but also the promise of a solution tailored to the client's needs.* »

The challenge was significant: deploying the new TMS in just a few months, as the previous system was scheduled to be decommissioned by April 2024.

A Rapid and Successful Transformation

The implementation of myDiapason resulted in a seamless transition to an integrated solution:

- **Centralized treasury management** is now effectively supervised,
- **Liquidity management and bank flow automation** are fully operational,
- **Payment automation, control, and validation** are conducted with precision.

By 2025, La Sica plans to enhance its financial platform with cutting-edge tools for cash flow forecasting, fraud detection, and automated reconciliation.

« By 2025, Diapason will cover all our treasury management needs while offering a much more personalized approach than the previous provider. This project has revitalized the modernization of our treasury information system by partnering with a trusted, long-term collaborator.»

Sébastien GEULIN,
Administrative and Financial
Director, La Sica

Key Success Factors

Rapid deployment without disruptions: myDiapason was implemented in under four months, ensuring a smooth transition and no operational interruptions.

An adaptive, secure tool: myDiapason offers high levels of control, security, and compliance, while remaining flexible to support La Sica's growth.

A visionary partnership: Diapason's proximity to its clients allows La Sica to adopt the latest technological innovations, perfectly aligned with its financial goals and overall strategy.

myDiapason solutions



Control & Manage
financial flows on a daily basis



Securing payments & fighting fraud
at every stage of P2P



Think Treasury, Add Value.

About Diapason

A pioneer in Treasury Value Management, Diapason transforms treasury into a value creation center. **Designed by former corporate treasurers and trusted by 20,000+ professionals**, our myDiapason platform combines standardization and flexibility to optimize the entire range of financial resources and support business growth.

More information: mydiapason.com - Follow us on [LinkedIn](#)

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