



# 2X Revenue Growth: Pearl Dairy Achieved Market Leadership with FieldAssist SFA

Discover how Pearl Dairy harnessed cutting-edge technologies to revolutionize sales strategies, driving innovation and achieving a competitive edge.





# Overview & Challenges

## About Pearl Dairy

Founded in 2013, Pearl Dairy Farms Ltd. is a leading dairy manufacturing brand in East Africa, known for its flagship product, Lato Milk. With a mission to deliver nutritious and affordable dairy products, the company supports over 10,000 smallholder farmers while expanding its presence in over 10 countries.

## What the Client Wanted:

Pearl Dairy aimed to streamline operations, improve on-ground sales efficiency, and ensure compliance with Uganda's regulations while addressing critical operational challenges.

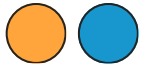
### Operational Bottlenecks

- **Lack of Visibility:** Pearl Dairy struggled to seamlessly integrate their ERP, EFRIS, and sales data. This lack of transparency hindered informed decision-making and created gaps in tracking product performance.
- **Pilferage Issues:** Manual processes led to pilferage within the sales network, affecting revenue and operational efficiency.

### Key Challenges

- Manual sales tracking slowed processes.
- Poor integration of ERP and EFRIS systems.
- Limited visibility into van sales data.
- Lack of administration in sales network.
- Inefficient sales planning and execution.
- Weak communication between teams.
- No performance analytics for insights.
- Lack of automation to scale operations.





# Solutions Implemented

By understanding Pearl Dairy's vision to maintain performance benchmarks within its growing sales team, and with a motive to help them overcome their biggest challenges, i.e., **visibility** and **pilferage** within their sales team, we proposed a **bespoke SFA solution** to achieve:



## End-to-End Integration for Enhanced Visibility

FieldAssist's SFA solution linked Pearl Dairy's user app to their ERP, providing end-to-end visibility across the sales lifecycle and van sales performance while ensuring compliance with Uganda's EFRIS regulations



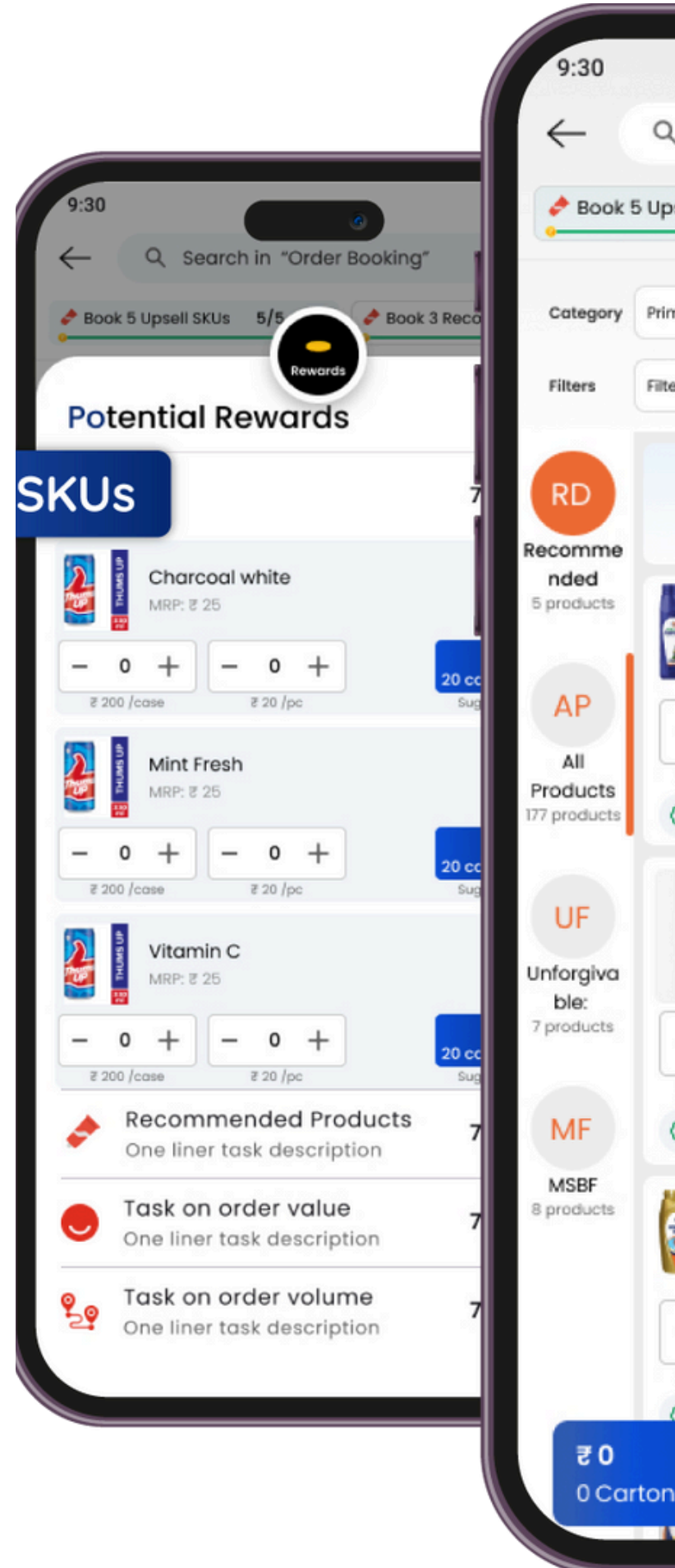
## Van Sales Scalability & Operational Insight

The implementation enabled Pearl Dairy to scale efficiently, leveraging SFA automation for deeper insights while minimizing disruptions. Van sales optimization streamlined real-time sales capture and ready stocks management, scaling operations from 25 to 108 users.



## Seamless Execution & Strategic Decisioning

SFA implementation allowed Pearl Dairy to automate operations across 16,000 outlets and process 1,200 invoices daily. The solution provided full data visibility, enabling executives to make informed, data-driven decisions.





# The Outcome...

With FA SFA, Pearl Dairy achieved:

**16000+**

Outlets Achieved

**44%**

Increase in Billing

**1200+**

Invoiced  
Clocked Daily

**2X ↑**

Boost in Revenue

**80%**

Increase in Avg.  
Call Numbers

**163+**

Users and Growing





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We are delighted with FieldAssist’s service, which played a crucial role in our project’s swift and successful launch in the shortest time possible. A huge shout out to the entire team of FieldAssists for their unwavering support and helping as mentors in various aspects. Their dedication and commitment have left us deeply impressed, leading us to consider doubling our investment to leverage FieldAssist’s advanced service offerings fully.

”

Rohit Rajasekharan,  
CTO and Executive Committee Member  
Pearl Dairy

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