olivine technology
Software Architects

Google Innovation Awards Overall Winner

CIO Top 100 Company
CIO100

PIVOT EAST
Pivot East Winner

Demo Africa Top 40
DEMO AFRICA
THE LAUNCHPAD FOR EMERGING TECHNOLOGY AND TRENDS

What

- Olivine Technology's award winning ASiM® is a supply-chain integration software platform specifically designed for FMCGs
- ASiM® integrates sales, payment, finished-goods inventory, and customer relationship management (CRM) activities that occur:
  - Throughout the FMCGs multiple sites, such as HQ, finished-goods warehouses, outlets and field salesforce
  - Between the FMCG and its value-chain partners, such as manufacturers, importers, distributors, wholesalers, and retailers

How

3. Analytics and CRM
- Monitoring, reconciliation, decision support systems
- Customer account, loyalty, promotions, advertising

⬆

2. Integration
- Mobile phone, tablet, pc, web
- Various back-office systems

⬆

1. Data capture
- Field salesforce automation
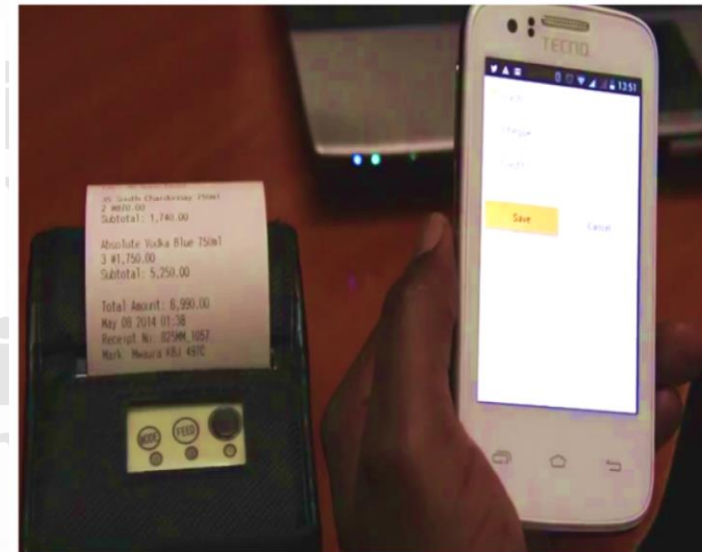- Data extraction from various Point of Sales and back-office systems (ERP and accounting apps)

Point of Sale, stock transfer requests , dashboard

New customer info

All-in-One mobile sales and inventory option for small businesses

Map location, time, sequence, and length of visits in real-time

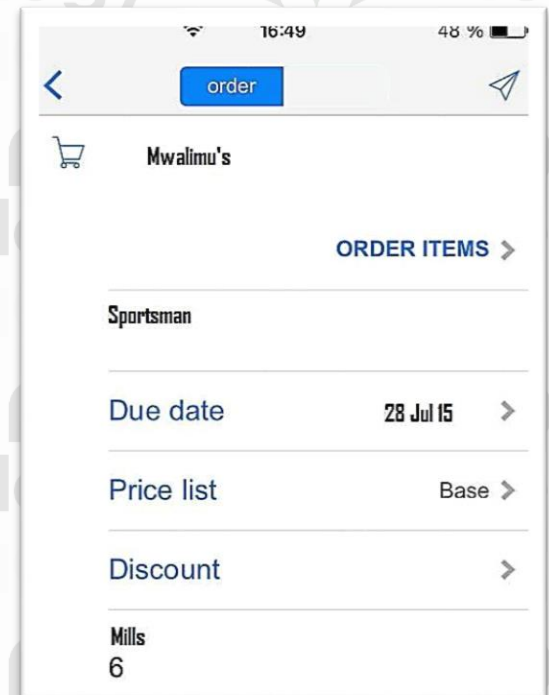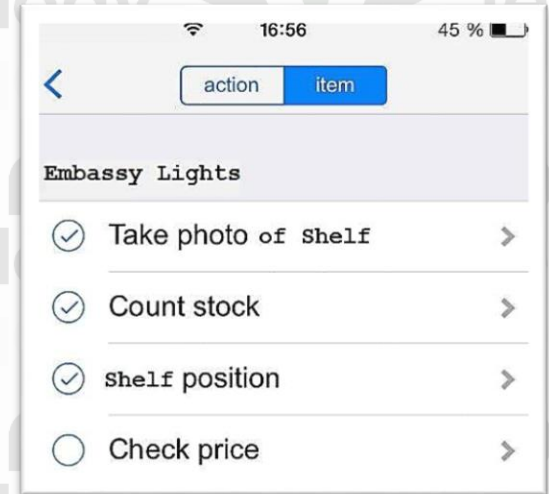# 1.2. Field Salesforce Automation: Account Management

- Branding and merchan-dizing inspection
- Audits, surveys, sales-orders, new customer info
- Asset manage-ment, anti-counterfeit inspection
- Compliance with pictures
- Map location, time, sequence, and length of visits in real-time

16:56   45%   action item
Embassy Lights
✓ Take photo of Shelf >
✓ Count stock >
✓ Shelf position >
◯ Check price >

16:49   48%   order
🛒 Mwalimu's
ORDER ITEMS >
Sportsman
Due date   28 Jul 15 >
Price list   Base >
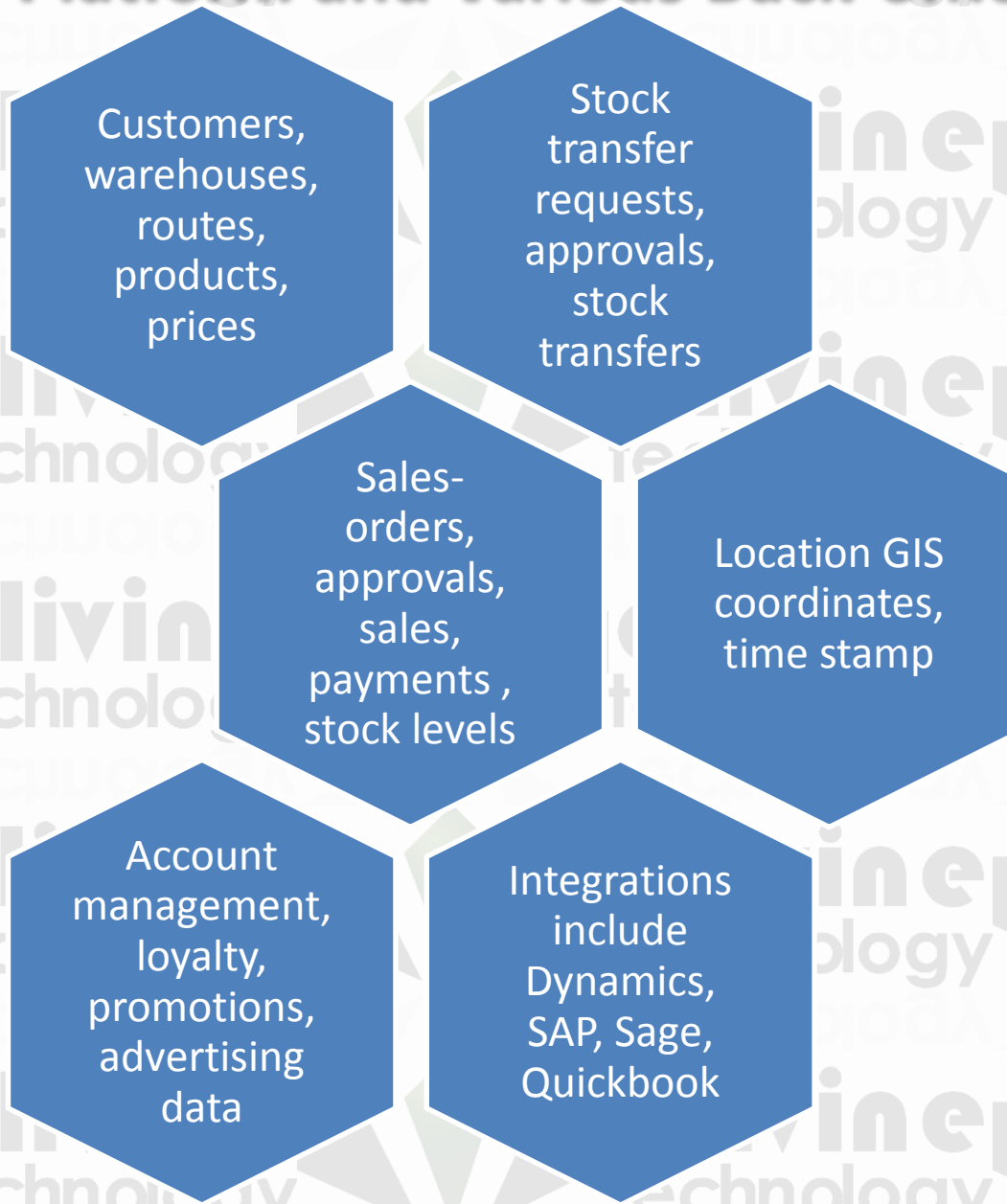Discount   >
Mills
6

1.3. Data Extraction: POS and Back-office Systems

Real-time, automatic data extraction from non-integrated POS and back-office systems within your organization and at your value-chain partners

Real-time integration with analytics platform

2. Real-time Integration: Mobile Phone, Tablet, PC, Web, Analytics Platform and Various Back-office Systems

Customers, warehouses, routes, products, prices

Stock transfer requests, approvals, stock transfers

Sales-orders, approvals, sales, payments , stock levels

Location GIS coordinates, time stamp

Account management, loyalty, promotions, advertising data

Integrations include Dynamics, SAP, Sage, Quickbook

Customer details, buying behaviour and preference, competition

Schemes and rules

Awarding and redeeming points

Shelf availability, sales lift or drop, inventory turnover, account volume

Total number of promotions by supermarket

Supermarket	Promotions
Naivas	29
Uchumi	31
Nakumatt	36

Dear Odhiambo,

Congratulations! You have achieved your weekly sales target and have been awarded 50 bonus points.

3.2. Real-time Analytics and CRM Platform: Sales Performance, Inventory Management and Market Coverage

Ordering trends, shelf availability, inventory turnover

Account volume, receivables

- Territory level
- Channel level
- Partner level
- SKU level

Outlet density, field salesforce coverage

Replenishment , route management and field salesforce deployment decision support
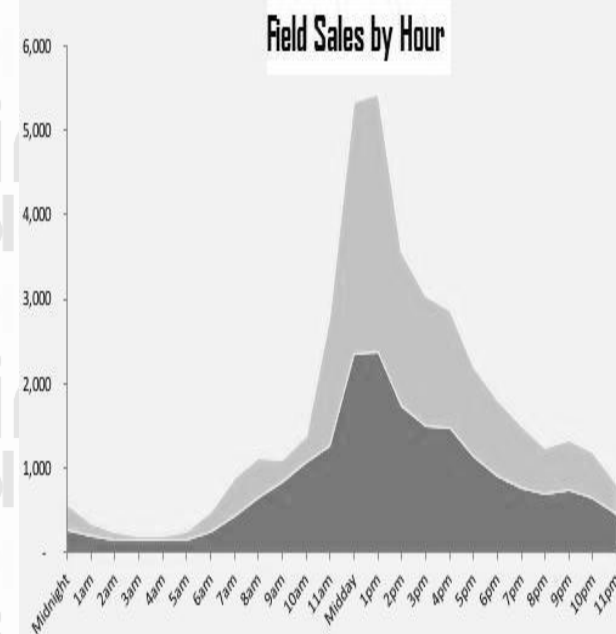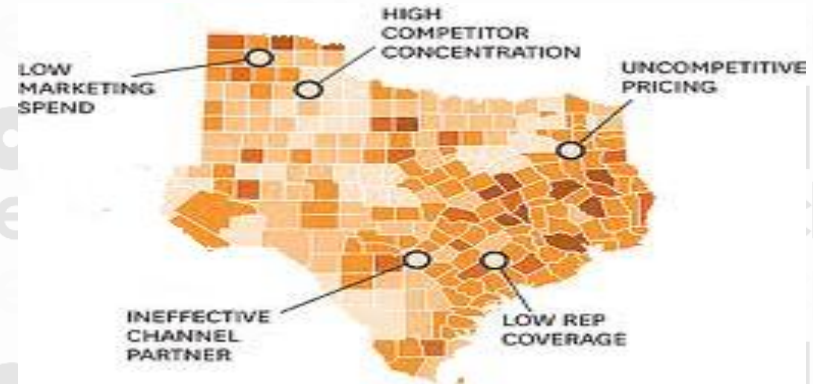
3.3. Real-time Analytics and CRM Platform: Mobile Marketing

Create direct and targeted messages, 2-way communication

Instant notification (e.g. triggered at Point of Sale), mobile or digital money payments

Dear Macharia, thank you for your purchase. Scan the QR code to confirm product genuiness.

Thank you.

4. Software as a Service (SaaS) Advantages

Low total cost of ownership, pay-as-you-go, no hardware or infrastructure costs

Integrated

Rapid deployment, Automatic updates

User friendly

Testimonials

Click on picture/icon/link or copy & paste web link into your web browser

Peter Manga, GM, Kapari Ltd

Elizabeth Njambi, Owner-manager, Shada CS Ltd

- https://www.youtube.com/watch?v=H9_uvs2IW00

Mudit Sharma, Strategy Consultant, Dalberg Global

- **https://www.youtube.com/watch?v=ir1-J7AzadA**

Robert Ochola, Ph.D., Head of Strategy, Safaricom

- **https://www.youtube.com/watch?v=y_21FYk_IEI**

Samuel M. Mwangi, Senior Solutions Architect, Safaricom

- **https://www.youtube.com/watch?v=IJn3hPnJYbs**

References

	Highlands Mineral Water	Kapari	Shada C.S.	Miami	Key Brands International
	Manufacturer	Importer	Wholesaler	Wholesaler	Distributor
Industry	Soft drinks	Wines and spirits	Wines and spirits	Wines and spirits	Wines and spirits
Rev pa KES MM	>1,000	>400	>30	>100	>200
Back-end	SAP	Quickbooks	Quickbooks	Sage	Sage
Field sales team	~75	~10	~3	~5	~12

References, Continued

	Shell Vivo
Industry	Lubricants
Distributors	7
Rev pa, KES MM	>1,000
Back-end	Quickbook; Sage; Other

Partnerships

Click on picture/icon

SAP

Application Development Partner

Cellulant
life is mobile

TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

Microsoft
BizSpark
Alumni
Microsoft

SAMSUNG

MOTOROLA

Strathmore
UNIVERSITY

rootcapital
PIONEERING FINANCE FOR RURAL COMMUNITIES

Safaricom

PINNACLE
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Thank You