

From Route to Market Blind Spots to Real Time Distribution Visibility

How Centegy helped **ABF Sugar** strengthen sales, distribution, and market execution across Africa



A digital **Route to Market** transformation across
Zambia, South Africa, Malawi, Rwanda & Tanzania



5 Markets



DMS + SFA



Real Time Visibility

BACKGROUND



ABF Sugar, one of the world's leading sugar businesses, partnered with **Centegy Technologies** to digitally transform its sales and distribution operations at Centegy's advanced DMS & SFA platform.



The initiative is designed to support ABF Sugar's Route-to-Market transformation across 5 African markets: Zambia, South Africa, Malawi, Rwanda & Tanzania, bringing greater structure, visibility, and control to distributor-led operations.



For a business operating across multiple countries, distributor networks, retail channels, and field teams, the need was clear: move from fragmented field visibility to a unified, data-driven execution model.



The Challenge

What happens when market growth moves faster than visibility?



Where is stock available?



How productive is the sales force?



Which routes are being served?



Which distributors need stronger execution control?



Are merchandising activities being executed and captured accurately through SFA?



Where are new outlets being created and activated?



Can teams see stock availability in real time?



Without a unified DMS and SFA layer, these answers often depend on manual updates, delayed reporting, fragmented spreadsheets, and market-level follow-ups.



Business Impact Areas



Stronger Sales Force Productivity

Field teams are equipped with mobile SFA tools to capture visitors, orders, outlet activity, and route execution digitally.



Better Distributor Control

Distributor operations become more structured, traceable, and easier to monitor through the DMS platform.



Improved Route-to-Market Visibility

ABF Sugar gains clearer visibility into how products move from distributor networks to market outlets.



Faster Decision-Making

Leadership teams can move from delayed reporting to timely performance reviews supported by data.



Scalable Market Expansion

The platform supports multi-country operations, helping ABF Sugar scale its digital RTM model across Africa.



Operational Progress



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Distributors Digitized

Distributor operations across Zambia, South Africa, and Malawi have been brought onto Cengtegy's DMS platform.



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SFA Users Enabled

Sales and field teams are now using SFA mobility, enabling digital execution and better in-market activity tracking.



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Retail Outlets Covered

Outlet-level servicing visibility has been established across markets, helping teams monitor execution and coverage on the ground.



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Total Orders Captured

Sales activity is now being recorded digitally, improving visibility into order capture and distributor-level business performance.



The Outcome

"Through this partnership, ABF Sugar is building a stronger digital foundation for sales and distribution execution across Africa. The transformation is helping the business move toward greater visibility, stronger distributor governance, improved field productivity, better route execution, faster reporting, and more data-driven decision-making. For ABF Sugar, this is not just a technology implementation. It is a Route-to-Market transformation designed to support growth, efficiency, and operational excellence across multiple African markets."