

Newsletter

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Operational Intelligence Brief From Stability to Strain: Why Execution Has Become the New Strategy

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The Illusion of Control Is Gone

Operational efficiency used to be a discipline. It is now a survival requirement. The first quarter settled the debate. Supply chains are structurally unpredictable.

Costs spike and they no longer drift. Markets reprice in real time. And most organizations are still running systems built for a world that no longer exists. The instinct is to blame the environment for geopolitical friction, trade re-routing, fuel volatility. These are real. But they are not the core problem. The exposure is internal. Slow planning cycles. Narrow visibility. Execution that depends on human bandwidth rather than system intelligence.

In stable conditions, these are inefficiencies. In this environment, they are liabilities. What is unfolding across the industry is not a disruption cycle. It is a permanent separation between organizations running on hindsight and those running on live intelligence.

The gap is not pausing for anyone to catch up.

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What Q1 Is Telling Us



Shipping volatility is now structural. Cape rerouting added 35 days to delivery windows and drove freight costs up 150–350%. The effect compounds: higher landed costs, broken replenishment cycles, extended cash conversion. Fuel is bleeding margins silently. East Africa saw 20%+ YoY fuel increases. Your cost of raw material and cost of goods went up by 40 - 100% Every inefficient route is no longer a scheduling problem; it is a direct margin hit.

58% of African distributors have no route optimization visibility. That is not a technology lag. That is a competitive disadvantage, compounding every quarter. AI-driven operators are running 30% leaner on logistics costs — with tighter field execution and faster response cycles. They are not waiting. They are widening the gap.

Solutech Innovates to reduce cost of Route to Market by about 30%

Innovation Highlights Built for Execution



This quarter, we strengthened the systems our clients rely on. We upgraded to Laravel 11 for faster, more secure, and stable performance, and launched a major advancement in [Eva Logistics](#): AI-powered route and load planning, enabling real-time routing, automated load balancing, and fuel-efficient operations.

User experience improved with a Flutter upgrade and new Smart Reports in SAT, giving teams clearer visibility and faster decision-making. SAT BETA migrations progressed smoothly alongside enhancements in promotions, analytics, workforce productivity, and the return of the iOS SAT app. Our website refresh delivered a cleaner, faster digital experience.

Every upgrade was designed to make operations faster, smarter, and more predictable.



Client Momentum: The Market Is Signalling a Shift

We continue to strengthen client partnerships, driving more precise, data-led operations. Across engagements, the focus remains on improving visibility, execution discipline, and reducing friction in daily workflows.

New collaborations include: Salvo Grima Malta, Nairobi Java House, African Originals, Afritea, Pembe Feeds, Biashara Merchants, Jubilee Feeds, and Yalelo each at different stages of operational transformation.

What stands out is the quality of collaboration. Teams are shifting toward better coordinated field operations, real time decision making, and more structured intelligence led models.

This phase is less about deployment and more about co evolving through strong partnerships.



What Q2 Demands From Every Business



Q2 Resilience will not allow slow, reactive operations to survive. Global volatility is reshaping supply chains faster than most organizations can respond to demand swings, cost pressure, and restricted visibility are exposing execution gaps across the board.

This is exactly why we continue to advance EVA Logistics: to give operators an intelligence layer that automates decisions, sharpens routing, and moves teams from managing chaos to controlling outcomes.

In the coming quarter, we will introduce new capabilities including Ask EVA an AI-driven operational guidance for faster, data-backed decisions and KaziTime, an HRMS built to ensure compliance, streamline HR processes, and deliver complete workforce visibility.

Our commitment is clear: build technology that accelerates execution, strengthens operational precision, and equips African businesses to compete in an increasingly volatile environment.

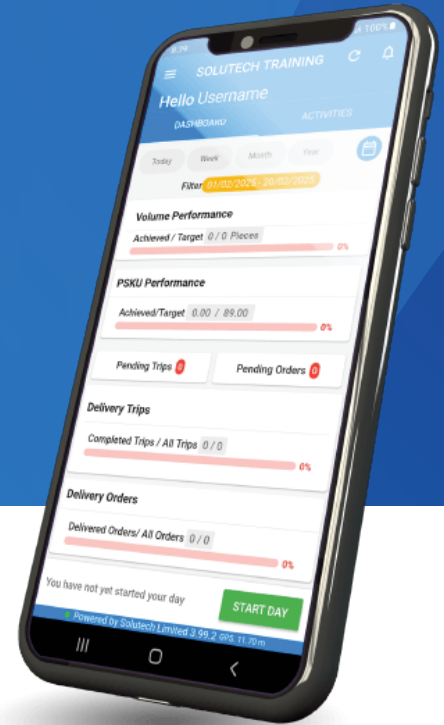
The Perspective

This quarter made one thing unmistakably clear, global volatility is no longer a background condition, it is actively reshaping local markets, margins, and operational models. The ripple effects of international disruptions are now landing directly on African operators, from cost instability to supply chain drag. Sustaining market position will depend not on defensive adjustments but on building systems that operate with greater precision, speed, and resilience.

This is why our focus remains on advancing the intelligence layer that drives efficiency: smarter tools, faster visibility, and continuous innovation designed for unpredictable conditions. As volatility accelerates, our responsibility is to deliver technology that protects margins, strengthens execution, and keeps our clients competitive in a market where stability is no longer guaranteed.



Helping you sell more and efficiently by leveraging powerful insights.



Contact Us Today

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