



## **The problem statement**

Bylac has long been at the forefront of agricultural innovation, providing high-quality seeds and farming solutions to empower farmers, cooperatives, and agricultural stakeholders across Africa. However, as demand grew, so did the challenges. Fragmented distribution processes, outdated systems, and inefficient communication were creating roadblocks, making it difficult for Bylac to scale its operations and meet the needs of farmers in a timely manner.

## **Solutions offered**

Recognizing the urgent need for transformation, Bylac partnered with BBR to develop a game-changing solution. Enter the Centralized Seeding Cooperation Platform, a digital ecosystem designed to streamline operations, enhance communication, and enable real-time decision-making.

Built with a mobile-first design and multi-language support, the platform ensured accessibility for all stakeholders, from large cooperatives to smallholder farmers. By integrating real-time inventory management and automating order processing, Bylac could now track demand, reduce delays, and deliver farming inputs exactly when they were needed most during critical planting periods. The result? A significant reduction in order fulfillment time and fewer errors due to automated data management.

Beyond logistics, the platform fostered stronger relationships between Bylac, cooperatives, and farmers. Seamless communication channels allowed cooperatives to manage orders more efficiently, while farmers could access seeds and farming resources with ease. Satisfaction rates among cooperatives using the new platform saw a marked improvement, and more farmers benefited from timely, reliable access to agricultural inputs.

## **The impact**

With streamlined processes in place, Bylac was now positioned for rapid growth. The platform's scalability enabled the company to expand its distribution network into new regions within just a few months, tapping into emerging market opportunities with the help of real-time data insights.

Perhaps the most transformative impact was on Bylac's brand image. What was once an agriculture company facing operational bottlenecks was now seen as an industry leader at the intersection of technology and farming. The intuitive, modern platform reinforced Bylac's commitment to innovation, sustainability, and farmer empowerment, cementing its role as a driving force in Africa's agricultural revolution.