

# LFS – Reliable for Hellmann Worldwide Logistics in the Middle East



Hellmann Worldwide Logistics is a family-owned company, established in 1871 at Osnabrueck, Germany. Today, this global logistics network operates facilities in 443 offices in 157 countries, employing in excess of 16,500 dedicated people. Hellmann established its presence in the Middle East in 2002 with its headquarters in Jebel Ali free Zone, Dubai and also with a branch in Abu Dhabi. Since then, their presence in the UAE has grown to 7 offices. Hellmann's service offerings include Road freight, Air freight, Sea freight, Sea, Air, Contract logistics, Customs brokerage and E-commerce. Hellmann has got a good presence in the UAE with its 60,000 sqm warehouse (with more than 9,000 sqm dedicated for pharmaceutical products). They celebrated 8 years in the market by getting six customers from six different industries.



Outside view on the warehouse

In order to control and manage their warehouse operations in the Middle East more efficiently, Hellmann UAE implemented the LFS Warehouse Management System from the Ehrhardt + Partner Group in 2008. The selection of LFS was prompted among other factors, by the capability to handle multiple customers, multiple locations and mul-



iple sets of business rules; the ease of integration with multiple customer systems; the multilingual features; and the central administration of the modular system. Based on the successful implementations in Europe and North America, Hellmann upgraded their LFS license to enable them to install LFS throughout their UAE operations.

The immediate results proved that Hellmann has really grown in the last two years, working with six different customers across completely diverse sectors of industry but having one thing in common: they are all working partially or fully with LFS. Hellmann's customers include industries like Automotive, Perishable logistics, Healthcare logistics and Chemical logistics. One Hellmann's customer is planning to open more warehouses in Bahrain, Saudi Arabia and Turkey. Mr. Madhav Kurup, CEO of Hellmann Worldwide Logistics in the Middle East, will bet on LFS to run in their warehouses because of the transparent functionality offered by the system. "We choose LFS mainly because of the capability of having everything running under one system. We need a software that could offer our customers the chance to work in different sites having everything controlled under one central system and that's what we are offering our customers, and its made easy with LFS, thanks to the transparency" declares Mr. Kurup.



## Hellmann's customer results after LFS implementation

Customer Sector	LFS's role	Benefits
<p data-bbox="97 383 400 412"><b>Military support logistics</b></p> 	<p data-bbox="571 383 1018 958">Hellmann receives containers from all over the world with different kind of items, sent all together. With the help of LFS, Hellmann can check each piece of an item, label them, separate them properly and put them away in the warehouse. Parallel to this, Hellmann receives an order and LFS tells the picker exactly where the items are stored, the items are then picked, packed and shipped away. All this is happening at the same time on a daily basis, assisting the military industry work together with Hellmann's support. Thanks to LFS, every morning as a new shipment arrives, items are labeled and picked to be ready for a delivery at night with the shipment of items carefully separated.</p>	<ul data-bbox="1050 383 1501 501" style="list-style-type: none"><li>- Support of Armed forces on a daily basis</li><li>- Fulfill the supply chain</li><li>- Fast flow of items</li></ul>
<p data-bbox="97 994 209 1023"><b>Chemical</b></p> 	<p data-bbox="571 994 1018 1234">Hellmann stores raw materials and chemical mixtures for their customer. With the warehouse management system from EPS and its special module for dangerous goods, LFS sorts out items for security aspects by pre-defining rules, making the warehouse a safer place for dangerous goods.</p>	<ul data-bbox="1050 994 1501 1144" style="list-style-type: none"><li>- Safety in the warehouse</li><li>- All products safely sorted out at the stores</li><li>- Follow government rules about dangerous goods</li></ul>
<p data-bbox="97 1263 225 1292"><b>Healthcare</b></p> 	<p data-bbox="571 1263 1018 1973">For the healthcare industry, Hellmann wanted to ensure they had a WMS that could take care of important aspects in this industry like FEFO (First expired, first out), BBD, LOT, Batch, Temperature, Tracking and tracing, all at the same time. This ensures that the goods are stored at the right place and later ensuring which item must leave earlier or not. The solution once again for Hellmann was to implement a warehouse management system that can control all aspects mentioned above. This must manage perfect picking, which especially can help the growth of the pharmacy industry in the market, since picking can be done in pieces. The warehouse will receive items in bulk and they can now ship them in pieces. Besides that, LFS ensures that a portion of item goes to the right bin ensuring faster picking, improving this process particularly in small part picking.</p>	<ul data-bbox="1050 1263 1501 1541" style="list-style-type: none"><li>- A good distribution of items throughout the warehouse within temperature controlled and also FEFO. Important aspects for this industry</li><li>- Zonal distribution helps in faster processing of products from the loading bay to respective shelves as the system is tuned to perform these functions</li></ul>

Customer Sector	LFS's role	Benefits
<p><b>Electronics</b></p> 	<p>This customer from Hellmann in particular has called for attention because they are growing faster after LFS started running their warehouse. It was only a domestic customer and now they are heading towards Saudi Arabia, Bahrain and Turkey. Based on this, they needed a system that supports multiple locations at the same time. They can run 3 different warehouses by having all the information on the same internal resource. LFS provides total transparency between them by precisely completing the needs of one another.</p>	<ul style="list-style-type: none"> <li>- Transparent system spread over multiple locations</li> <li>- One time cost per server with unlimited user licenses</li> <li>- The option of expanding into other warehouses with same unlimited user license and handling different process at different location</li> <li>- Ability to manage multiple warehouses, each with their own process requirements</li> </ul>
<p><b>Oil and Gas</b></p> 	<p>LFS ensures guidelines for this customer by checking items periodically, in case of any problem, it guarantees that the item is blocked and it receives a quality code. The system will block these items and they will be unblocked after checks by an authorized person. Ensuring security, LFS makes the items' history 100% traceable. Hellmann not only stores the heavy items in their warehouse for their customers but also store them in a yard, counting once again with LFS to manage with their yard management module.</p>	<ul style="list-style-type: none"> <li>- Security guidelines</li> <li>- In case damaged items are found, then it can be guaranteed using quality codes. The system blocks these items from picking until the codes are released.</li> </ul>

At the time of this report Hellmann was planning to roll out LFS to additional locations to provide better warehouse management and offer additional services to its customers. Due to its modular structure, LFS can grow to meet the future requirements of Hellmann, without having to alter current process or data bases. The most flexible part in LFS is that you can use it in each and every system, this advantage enables Hellmann to spread across customers with the LFS certified interface with SAP (largest customer base in the UAE). Hellmann is able to fulfill successfully to any industry in the market.

#### Figures, Data, Facts

„Hellmann – Wherever you find Hellmann, you find the commitment to innovation, excellence and unrivalled quality of service that has fuelled them to 139 years of success.“

**Headquarters:** Osnabrueck, Germany

**Global:** 400 offices in 150 countries, 16,500 staff

#### Middle East head quarters – Dubai

Number of employees: Over 450 staff

Number of employees in the UAE: approx. 200 staff

Locations: Dubai Cargo Village, Dubai Airport Free Zone, Dubai Logistics City, and Abu Dhabi, Dubai Industrial City, Al Quoz and Jebel ali Free zone

#### Modules from LFS employed at Hellmann:

Quality Control

Label Printing

Purchase Order administrator/GR

Work packages

Forwarding

Packing

Inventory transfer

Connectivity Interface (to order management systems of multiple customers)

Lot, serial and BBD Inventory

For more informations, please contact to:



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