

Optimized Warehouse Logistics

EMKE Group goes live with award winning WMS LFS 400

The EMKE Group – retail giant in the Middle East and operator of the LuLu Hypermarkets – sets the pace for a revolutionary change in the logistics concepts of the Middle East by using the award winning Warehouse Management System LFS 400 of the internationally leading warehouse expert group Ehrhardt + Partner (E+P). The project was realised by a company which is part of the E+P group, the Ehrhardt + Partner Solutions in Dubai. Next to a permanent transparency over all warehouse sites, the EMKE Group guarantees the future compliance with international logistic standards and significantly optimizes the warehouse process through the application of LFS 400.

DUBAI. The EMKE Group had the pleasure to be the first company in the Middle East to experiment the award winning Warehouse Management System (WMS) LFS 400, which went live on the last 25th of April. 10 different warehouse locations in Abu Dhabi had started operation on the same day administered by LFS 400 from the warehouse expert group Ehrhardt + Partner. The introduction of LFS 400 in the Abu Dhabi warehouses was really challenging since a partial reorganization of existing warehouse operations was necessary, even though the acceptance of the WMS was very high. “We chose the LFS 400 as the preferable system due to its flexibility and easy to use customized solution which meets all the standards in our business. And with E + P’s global experience and German expertise we are confident of meeting and satisfying the requirements of our customers”, Mr. Ashraf, the Executive Director of EMKE commenting on their choice to use LFS 400.

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Through the implementation of the warehouse management system LFS 400, the EMKE Group guarantees a high accuracy of inventory and picking. “The system optimizes the utilization of all warehouse resources, like for instance employees, storage technology and materials handling”, Hermann Ehrhardt, Managing Director of Ehrhardt + Partner Solutions, explains the most important advantages of the solution.

The new upcoming warehouse in Dubai has a size of about 25,000 square meters. More than 50,000 items from the domains of food, non-food, electronics, garments and housekeeping are stored for the LuLu Hypermarket. Next to 16,250 pallet places, the warehouse also provides of 40,000 shelves for garments as well as 22,000 further bin locations on the shelf storage. The warehouse is connected to a central IBM computer i5, which is located in the data center in the headoffice of EMKE in Abu Dhabi. Ramon Thoms, Regional Manager of Ehrhardt + Partner Solutions and head of the project for EMKE, points out that after the second week after Going Live he could see a lot of benefits for EMKE, like smooth operational sequence, and a very easy communication with SAP system. “Our project analysis, preparation and training led us to the successful introduction for EMKE’s warehouses. Besides there were no interruption of the current storage operation, with the installation of LFS 400 at EMKE’s warehouse, they opened a new chapter of the Logistics Era in the Middle East”, adds Ramon Thoms.

Madhav Rao, Head of IT at EMKE, summaries the results of the software implementation as follows: “LFS 400 is the platform guaranteeing a perfect process in our warehouses. With this system, an expansive company development is possible.”

Further sites of the EMKE Group in Bahrain (22.000 sqm) for example, will be connected to this central machine at the beginning of 2010 giving EMKE a total of 200.000 sqm storage with only one WMS. LFS 400 is designed in a way that different warehouse sites in different countries can be connected

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with only one software installation. Transforming EMKE into a pioneering position in the supermarkets through innovation and transparency on the market, latest technologies including Pick-by-Voice is due to be installed in the second half of 2009.

Status: June 3rd 2009
Volume: 3.953 digits including spaces
File name: EMKE-Goes-Live_PR_ENU_UAE_V1-3

Ehrhardt + Partner Group

Ehrhardt + Partner is the leading expert for warehouse logistics at an international level. Founded by Hermann Ehrhardt in 1987, E+P has developed into an internationally active group of companies with more than 140 employees at four locations. Company solutions are currently being employed successfully on five different continents. Together with the group subsidiaries, Ehrhardt + Partner Group offers integrated total solutions for warehouse logistics from one source. Conceived for professional use in practice, all products are subject to ongoing development to keep them at the highest standard. This is why the products distinguish themselves with a very high level of quality offering the customer security for the future and their investments. The product range of the E+P Group incorporates the warehouse management system LFS 400, warehouse planning and consulting, pick-by-voice as well as wireless data and barcode solutions, RFID, material flow computers, individual customer specific solutions and warehouse seminars. Throughout the world, customers of E+P value the sound warehouse related advice, the extensive expert knowledge of warehouse logistics, professional project management, short project run-times, turnkey solution, on-time commissioning and reliable support. There are currently more than 300 customers from all industries on the list of references for the Group.

Ehrhardt + Partner Group in the Middle East

The Ehrhardt + Partner Expert Group is represented by the Ehrhardt + Partner Solutions (EPS) based in Dubai, as well as renowned sales, service, and support partners in Qatar, Bahrain, and Saudi Arabia, among others. It is the goal of the E+P Group to support and considerably advance the implementation of international quality and logistics standards on location in Dubai, in the United Arab Emirates, and in the Middle East. With their German experts, the corporate group ensures extensive warehousing support and service in this region, as well as proven, professional world-wide project implementation EPS will establish an innovative logistics training and warehouse technology centre at Dubai Logistics City, estimated to be ready by June 2009. There, interested companies can inform themselves

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comprehensively about the theme of warehouse logistics, and check out how modern warehouses function and how the processes of existing warehouses can be appreciably optimised with the help of innovative technologies like radio frequency, RFID, and Pick-by-Voice. In addition, all warehouse experts based in Germany are informed in detail in the new warehousing technology centre as to how modern, integrated total solutions for warehouses work and how the implementation of these intelligent systems ultimately raises the profits of the user.

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