CUSTOMER CASE STUDY

"We have a great account manager who understands the operational challenges of an extensive food retailing business. He is constantly looking for ways of moving things forward for us."

Victor Kemeny, CIO, The Sultan Center

Distribution centres and locations:

4 – Suliabya (2), Ahamadi, Mina Abdulla, - Kuwait

Manhattan solutions:

Warehouse Management for Open Systems, Supply Chain Intelligence

Challenge:

Expansion of the business and the challenge of tracking health requirements for imported foods, together with the need for efficiency gains, exceeded the capabilities of the legacy system.

Solution:

Roll-out of Manhattan Associates' Warehouse Management and Supply Chain Intelligence solutions to give greater visibility and control over imported goods, track health ministry requirements on products, and improve efficiency.

Results:

A faster and more efficient process for moving imported goods through health ministry compliance to shelf; faster and more accurate picking; superior inventory control; and the capability to support business expansion.

The Sultan Center meets expansion and compliance objectives with Manhattan Associates' solutions

Manhattan Sultan Center is a Supply Chain Leader Associates

Warehouse Management solution provides visibility for expansion and tracking health requirements on imported foods

The Sultan Center (TSC) is Kuwait's largest independent retailer and is a leading supplier of supermarket items, perishables and general merchandise in the Middle East. As part of the highly diversified business, 'The Sultan Center Food Products Co. KSC,' the company's portfolio includes retail, restaurants, trading, fashion and telecoms. The Sultan Center operates 13 major retail outlets in Kuwait and holds a 15 percent share of the country's retail market. The company also has retail operations in Jordan, Oman, Bahrain and Lebanon.

The company's point of differentiation is its broad range of foreign branded food products, imported from all over the world. "People come to TSC because of our wide range of foreign branded goods, so we must maintain high on-shelf availability of all our stocked brands at all times," says Victor Kemeny, CIO, The Sultan Center. However, the retailer faces increasingly rigorous health ministry requirements regarding the import, storage and transportation of foreign food products, something that lead the company to look for a warehouse management solution that is capable of managing these complex requirements and conforming to the conditions of the operating licences pertaining to each facility.

In addition, the company has long-term expansion plans to take the business into Syria, Egypt and North Africa, a move that will require far greater control over its existing four warehouses in Kuwait and the network that will be required to support the new business territories.

The Sultan Center's legacy system, developed in-house as a bespoke application, was no longer suitable for the increasingly sophisticated and widely changing needs of the business and so, after careful review, the company decided to implement Manhattan Associates' Warehouse Management for Open Systems and its Supply Chain Intelligence solution at four of The Sultan Center's sites in

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Kuwait. The goals were to enhance visibility of stock, improve picking rates and accuracy, handle increasing product volumes, track goods against health ministry requirements, and manage inventory in a more efficient manner.

Plans are to roll the solution out to sites in Lebanon, Jordan and Oman over the next two years.

Up and running in just eight weeks

Manhattan Associates' on-site team was really put to the test earlier this year when a warehouse fire at a major distribution centre resulted in the loss of the building and all its stock. "Working with Manhattan we were able to reconfigure the Manhattan systems to get up and running within eight weeks—switching from depot delivery to direct delivery to maintain service," says Kemeny.

The new warehouse management solution came in on-time and on-budget, and is now delivering significant benefits to the The Sultan Center through increased efficiencies in warehouse operations such as put-away and picking and in particular, dramatically improving pick accuracy and pick rates. But the best is yet to come.

"The initial implementation was to replace our existing system and to support a similar type of operation. It's phase two of the project that will enable us to move on to really major efficiency improvements and significant cost reductions," he says. Phase two of the project is now underway which will enable the company to take advantage of many of the additional features afforded by the Manhattan Warehouse Management solution—such as 'put-to-store and 'multi-order picking'—functions way beyond the capabilities of the legacy system. In addition, "We will be using the KPI Dashboard of Manhattan's Supply Chain Intelligence solution to deliver true visibility of the full supply chain operation," says Kemeny.

Support has been a critical issue for The Sultan Center. "We have a great account manager who understands the operational challenges of an extensive food retailing business. He is constantly looking for ways of moving things forward for us," he says. "The support from Manhattan Associates has been highly responsive. When we were right up against it with the warehouse fire, the Manhattan team was on site instantaneously to help us work through the issues."

Using Manhattan Associates' Warehouse Management and Supply Chain Intelligence solutions, The Sultan Center has been able to gain greater visibility of products in its supply chain, giving it the ability to track goods through the various stages of important legislative requirements for the importation of food products, and thereby enabling the company to maintain a consistent flow of compliant products to retail outlets—keeping availability rates high and customers happy.