

Largest distributor in Saudi Arabia optimizes logistics through HighJump Supply Chain Solutions



About the Client:

The client provides complete and comprehensive Distribution Solutions, supported by a solid infrastructure, within the market of Saudi Arabia. The company's consumer product portfolio includes the categories of Ambient Food & Drinks, Chilled & Frozen Food Products, Personal & Home Care, and Automotive Tires divided across five business units.

The client is amongst the largest and leading distributors in Saudi Arabia, with their head office in Jeddah, and a wide network of sales and branch offices across Saudi Arabia.

Cybage is one of HighJump's most valued partners in the supply chain domain for over five years. Cybage works on multiple implementations across the globe with enterprise customers from North America, Asia, Middle East, Europe, and Australia in the warehouse management space.

Awards/recognitions received:

Timeline	Accolades And Accreditations
April 2014	HighJump software—Premier Implementation Collaboration Partners in Innovation 2014

HighJump Software is a global provider of a full suite of supply chain management software that streamlines the flow of inventory and information from supplier to store shelf. HighJump supply chain management software manages the flow of inventory and information from supplier through manufacturing, distribution, and EDI solutions all the way to direct store delivery.

HighJump solutions are designed to meet market and customer requirements in industries such as 3PL/logistics services provider, aerospace and automotive, food and beverage, consumer packaged goods (CPG), healthcare, high-tech, manufacturing, and retail and wholesale/industrial distribution.

Business requirements:

The client developed a revamped facility design for branch warehouse operations, which focused on executing best practices and material handling techniques, and providing growth capability in throughput volume while lowering operating costs. The work processes recommended in the proposed design required a Best of breed WMS system to provide the overall control and direction for the movement of product, utilization of resources, and management of inventory within the branch warehouse operation.

The client began a search for a WMS that allowed them to implement work processes as per new design, innovate more rapidly, and seamlessly integrate with SAP.

Solution:

The client selected HighJump™ Warehouse Advantage for its warehousing, yard management, billing management, and labour management needs. Now client has a highly adaptable, industry-leading solution that provides directed, optimized workflows based on a foundation of best practices for receiving, put-away/flow-through, inventory management, replenishment, and more.

The client worked with Cybage & HighJump to build its own company-specific business processes into WMS. Because of its adaptable architecture, these unique configurations will automatically carry forward to any future HighJump WMS.

Benefits of using HighJump WMS:

HighJump WMS provides the functions of resource management, material movement, storage optimization, FEFO management, and RF enabled operation (Very Narrow Aisle (VNA) and Non-VNA) for Warehouses.

SAP and WMS integration is handled using the interface mechanism by HighJump —'AdvLink for SQL Host' and 'AdvLink for flatfile'. These establish the site code and warehouse relationship based on storage conditions. The global and satellite warehouses are identified and the WMS operations are performed at satellite level.

Pick/Put rules are configured for each SKU and respective zone/pick areas are established within warehouses, which allow faster put away or picking of SKUs. Similar Put Plan rules are set for items belonging to similar class reference even though spread across different locations. This allows user to navigate to the common location area and place inventory based on the rules.

Temperature values are captured and maintained in WMS system for Chilled/Frozen SKU's thereby controlling the inventory movement within the Warehouse.

HighJump allowed Inventory Consolidation allowing mixing of different SKU's present in single order associated to a customer, which increased picking efficiency multi-fold. Allocation logic has been defined in WMS which will pick the promotional/date constraint items from the nearest pick location fulfilling the order requirement.

HighJump enhanced the warehouse abilities in directing goods to the best fit stock locations, having exact picking sequence to complete the pick at the earliest, thereby minimizing the physical efforts during picks.

Tools and technologies:

- HighJump WMS System for automating operations flows
- HighJump Interfaces for integrating with the client integration layer
- Oracle Database, Business Objects—Crystal reports for reporting

Business impact:

- Client observed 230% growth throughput during peak season in Aug. 2015 immediately after implementing HighJump WMS
- Improved labour and yard efficiency by implementing HighJump Labour Advantage and HighJump Yard Advantage
- Accurate Billing through HighJump Billing Management Module