

# GLOBAL SHIPPING & LOGISTICS ACCELERATES MIDDLE EAST EXPANSION

with Manhattan's Supply  
Chain Platform

## OPERATIONS

Headquarters: Dubai

Distribution centers: 2 current, 5 more  
planned at the Dubai Investment Park

## MANHATTAN SOLUTION

Manhattan SCALE™



**GLOBAL SHIPPING  
& LOGISTICS (L.L.C.)**



## CHALLENGE

GSL wanted to deploy the most advanced supply chain solutions available on the market. GSL desired to become the number one warehousing service in the Middle East in size and inventory-handling services.

## SOLUTION

Manhattan Associates solution provides flexibility, full visibility and integrated billing management.

## PROGRESS & RESULT

Products for 40+ blue-chip clients filled two new warehouses within seven months of going live; clients place and track orders online; inventory accuracy averages 99.8%.

"Manhattan Associates' experience of serving leading logistics services providers in other regions of the world made them an obvious choice to run our facility at the Dubai Investment Park."

ARUN KUMAR, IT MANAGER, GLOBAL SHIPPING AND LOGISTICS

# FLEXIBILITY, VISIBILITY AND INTEGRATED BILLING

for Global Shipping & Logistics

## GSL'S NEW WAREHOUSING COMPLEX NEEDS ADVANCED SOLUTION TO ACHIEVE VISION

Global Shipping & Logistics (GSL), a subsidiary of the UAE-based, diversified industrial conglomerate, Al Shirawi Group - Oasis Investment Company (OIC) LLC, is already one of the Middle East's leading logistics services providers. It aims to become the number one warehousing operation in the United Arab Emirates (UAE), in terms of physical size and inventory handling services. With this goal in mind, GSL invested in a warehousing complex of one million square feet at the Dubai Investment Park. At the same time, the company wanted to arm itself with the most advanced supply chain solutions available on the market to help it attract blue-chip clients from sectors as diverse as frozen food and furniture.

GSL strongly believed that the partner companies that form a supply chain should be able to exchange critical supply chain data at any time. It therefore sought a series of integrated browser-based solutions that would capably and reliably facilitate the order fulfilment process through effective inter-enterprise communication across suppliers, manufacturers, distributors and end users. Equally important was identifying a supply chain platform that was functionally rich and highly configurable as well as easy to use and implement.

GSL also saw differentiation as a competitive advantage. Arun Kumar, IT manager at GSL explained, "For historical reasons, the number of supply chain solution vendors operating in the region has been very limited and so we saw an opportunity here to really differentiate ourselves."

"In addition to the core Warehousing functionality, the dynamic market trend of the Middle East requires service providers to be flexible and provide complete visibility on not just warehousing but billing as well, which GSL has achieved. Furthermore, the billing management module is integrated to GSL's Oracle eBusiness Suite for accurate and timely billing information for its customers, completing the full integration from service to cash," added M N Chaturvedi, IT Director, Oasis Investment Company.

## GSL CHOOSES MANHATTAN ASSOCIATES FOR ITS TRACK RECORD

After evaluating several solutions, GSL selected Manhattan SCALE: Supply Chain Architected for Logistics Execution for the new site's warehouses. "We were impressed with Manhattan Associates' track record in the region with a number of marketleaders in their respective sectors already using their solutions," commented Arun Kumar, IT Manager at GSL. "This aspect combined with Manhattan Associates' experience of serving leading logistics services providers in other regions of the world made them an obvious choice to run our facility at the Dubai Investment Park."

**"One of the great benefits of the Manhattan Associates solution is its configurability which really comes into its own when you've just signed a new client. For a typical install, it can take us a week to set up process flows and item masters, but we have done it in a day."**

After a month of training carried out at GSL's Headquarters at the Dubai Investment Park, which was supported by a Manhattan Associates solution consultant who had also helped during the project design phase, GSL went live with its own staff.

"One of the great benefits of Manhattan SCALE is its configurability, which really comes into its own when you've just signed a new client," explained Arun Kumar. Comparing the company's experience elsewhere with their capability at the new facilities, he said, "For a typical install, it can take us a week to set up process flows and item masters, but we have done it in a day."

Because the new warehouses had no existing systems or data, there is no 'before and now' comparison to be made. The success of the new warehouses and the systems that support them is borne out, however, by the fact that both warehouses were full within seven months of going live. GSL now boasts 40+ active clients in the two facilities including local distributors/ producers of Baskin Robbins, Kraft, Nivea, Linde Chocolates, Ovaltine and Nestle Tola Bars.

## TRADING PARTNER MANAGEMENT HELPS CUSTOMERS WITH ORDER TRACKING

With the Trading Partner Management module, clients can access detailed reports on stock levels, transaction status and item master information, amongst other things, via the web, which minimises the number of enquiries GSL receives from clients. Clients can additionally place and then track orders through real-time system updates.

The results have exceeded expectations: IT manpower requirements are minimal, people can be trained on the system very easily, inventory accuracy is already at 99.8%. Business has been so successful that GSL commissioned phases two and three of the project, building out five more warehouses within 18 months.

## GSL PLANS TO ADD VOICE AND OPEN NEW SITE

GSL will migrate to a new solution release next year and is seriously considering introducing voice technology to direct some of its warehouse operations, including picking. In addition, the company plans to open new warehouses at a second one million square foot site in Dubai Logistics City in three years. It is likely that this will also be supported by Manhattan Associates' supply chain solutions.