

Case Study of Central Circle Company (CCC)



Explore why CCC made the switch from a largescale ERP to FalconWMS to gain improved warehouse efficiency?

Customer:	Industry:	Business	Headquarters:
Central Circle Company (CCC)	Distribution	Medical Equipment	Kuwait
Products:			
FalconWMS Warehouse Management System			

About:

“Central Circle Co’ was first established in 1979 to provide medical equipment and turnkey solutions across UAE region by Mr. Hisham Al Issa and his partners. Operating with high Tech State-of-the-Art air-conditioned warehouses with complete international safety standards along with fleet of refrigerated vehicles, the Company has grown to become the second largest medical company in Kuwait in terms of revenue.

Business Situation:

Central Circle Company has 75,000 sq ft warehouse facilities in Kuwait which stocks around 30,000 SKUs and 100,000 items and typically handles in the region of 800 orders per day, a figure which can more than double in the run up peak season.

Having grown its business operations, CCC found that the Inventory management module of its ERP system lacked both the functionality and flexibility it needed to manage its perishable, and fast-moving fulfilment operation.

The business therefore set out to find a best of breed WMS to create a stable and scalable platform which could be interfaced with its SAP B1 ERP, implemented quickly for continued growth and to support its crucial business demands.

Key Challenges:

Prior to implementing FalconWMS, CCC has faced with key challenges including

- Supply chain visibility
- Product quality and traceability.
- Lack of inventory balance with shortages and overstocking.
- Bad packaging methodologies and practices.
- Ineffective decision making due to insufficient information on stock levels.
- Poor space management in stores due to lack of fluidity in inventory management

The Solution:

Having experienced the lack of functionality associated with its integrated ERP system and also witnessed the major difficulties and costs associated with the implementation of an on-premise WMS in previous situations, CCC team had a clear idea of what they didn't want.

Following a review of several WMS vendors, CCC selected the Inventrax's flagship WMS due to its feature rich solution, No Capex business model and the immediate productivity improvements made possible by the system's automated task management functionality.

Solution Provided:

CCC has implemented FalconWMS to gain better insight and control over its challenging business environment, which enabled them to gain real-time insight of its pharmacy inventory data which can then be synched seamlessly with its ERP system, allowing the company to create more accurate orders.

In addition to accurately recording and verifying inbound goods at both receiving and put-away, FalconWMS also drives a rolling inventory count, allowing any discrepancies to be identified in a timely manner and inventory records adjusted accordingly to maintain the highest levels of stock accuracy and integrity. This has removed the need for a manual stock take, saving five people two weeks of work.

Benefits Delivered:

As a result of implementing FalconWMS, CCC has realized wide-ranging improvements, including

- **Precise stock control with real-time status and location of the inventory, which prevents end-of-life (EOL) products from being stored and any potential errors from being made.**
- **Codification on all goods at the appropriate pallet/case level with unique identification codes.**
- **Quality Control with automated capture of data by via hand-held terminal devices, as part of the goods in process assuring full compliance.**
- **Structured Reporting facilities to showcase what stock is being holded overall and per site.**

Customer Testimonial:

Overall our experience with FalconWMS has been very positive - as a high-volume business with in excess of 10,000 individual stock locations/bins, and small, visually barely-distinguishable SKUs, the system does everything we need.

- Mohammad Hinnawi, Head – Quality Assurance, Central Circle Co.

The pace of the operation is now dictated by the system rather than the people and the knowledge that FalconWMS not only directs, but also records every movement also helps keep our operatives efficient.

- Jude dsilva, Warehouse Manager, Central Circle Co.