

**Another win for EPG supply chain software**

# **EPG's leading-edge WMS streamlines ops and workflows for UAE healthcare leader Arabian Ethicals**

**Ehrhardt Partner Group has confirmed that prime UAE-based healthcare distributor Arabian Ethicals has successfully deployed EPG's LFS Warehouse Management System (WMS) across its territories. The project further underlines the growing global success of the German-based company's modular supply chain software.**

With the implementation of LFS, Arabian Ethicals (AEC) has now streamlined and upgraded its operational processes across all divisions, spearheaded by its National Distribution Center at Dubai Silicon Oasis and including other satellite locations. The bold technological renewal now makes AEC one of only a handful of healthcare distributors in the UAE able to reap the benefits of a state-of-the-art WMS.

As the foremost UAE healthcare distribution specialist, AEC relies on state-of-the-art automation systems provided by trusted partners. Such systems allow AEC's expert staff to ensure its diverse portfolio, including pharmaceutical, consumer and veterinary health products, meets the demanding needs of its governmental and private customers. The provider serves hospitals, clinics, pharmacies, and supermarkets across the entire country, making speed, accuracy and efficiency vital pillars of its promise to customers.

## **EPG offers best and most cost-effective solution**

AEC managers tasked four vendors to submit proposals for a new WMS that would take the company to the next level, having identified that in a fast-moving and unpredictable commercial environment, their existing, locally-made system was no longer fit to meet the flexible requirements of its valued customers. EPG was included among these vendors following a recommendation from one of AEC's trusted 3PL partners.

EPG was awarded the contract based on multiple criteria. These included the quality and robustness of the proposed solution, ease of implementation, and the German specialist's global experience and reputation. Crucially, AEC concluded that LFS provided the best cost-effectiveness and ROI, despite not being the cheapest offering available.

LFS is winning friends and contracts across the globe because it speeds up, simplifies and optimizes warehouse workflow and operations via a modular suite that can be refined to suit each customer's specific sector needs. The automated system works hand-in-hand with manual resource to ensure all goods inventory is received, identified, stored, moved and dispatched in the most reliable, timely and appropriate manner to suit the customer's agreed priorities.

## **Modular capability suite ensures perfect fit**

Following initial sessions between key AEC stakeholders and EPG's international and local support teams, the project was successfully rolled out in three phases between Q3/2022 and Q2/2023.

"With the successful implementation of LFS across all our divisions, Arabian Ethicals once again ups the standards in the industry, becoming one of only a handful of local distributors deploying a state-of-the-art warehouse management system," enthused AEC General Manager Stephan Stauffer. "The EPG team worked hand in hand with our supply chain to assure the new platform seamlessly integrated with our existing systems and they continue to do so as we look forward to rolling out additional modules in the near future."

Ghouse Katiri, EPG Head of Customer Projects, echoed this sentiment: "The beauty of LFS is that it is modular, enabling us to fit the customer's wishes precisely by selecting from a matchless suite the capabilities which best suit their business needs. We are delighted that AEC has trusted us to deliver for their business and we look forward to working on future plans with them."

AEC and EPG continue to work on future enhancements and recently implemented Tatmeen – the UAE's official track and trace platform for pharmaceutical products – using LFS as the core platform. Over the coming year, AEC plans to implement additional modules such as the delivery app, as it continues on its exciting upward path.

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## **EPG – Smarter Connected Logistics**

EPG is a leading international provider for a comprehensive Supply Chain Execution Suite (EPG ONE™) and employs 1,000 people at 23 locations around the world. The company group provides its more than 1,600 customers with WMS, WCS, WFM, TMS and voice solutions to optimize logistics processes – from manual to fully automated logistics environments. EPG solutions cover the entire supply chain: From warehouse and road to ground and cargo handling solutions at airports. With the EPG AES™ Aviation Execution Suite, EPG offers an all-in-one solution for airport logistics and ground handling. Logistics consulting, cloud services, managed services and logistics training courses at the company's own academy round out the comprehensive list of solutions from EPG.

## **Company Contact**

EPG – Ehrhardt Partner Group

Dennis Kunz

Tel.: (+49) 67 42-87 27 0

E-Mail: [presse@epg.com](mailto:presse@epg.com) • Internet: [www.epg.com](http://www.epg.com)

## **Press Contact**

Rebecca Schlag • BFOUND GmbH

Alte Römerstraße 3 • D-56154 Boppard-Buchholz

Tel.: (+49) 67 42-87 27 50 00 • Fax: (+49) 67 42-87 27 50

E-Mail: [rebecca.schlag@bfound.com](mailto:rebecca.schlag@bfound.com) • [presse@epg.com](mailto:presse@epg.com) • Internet: [www.bfound.com](http://www.bfound.com)