



## ISIS smelling all Roses at Sterling Perfume Industries in Dubai

**Melbourne, January 2011** – Microlistics has installed the ISIS Enterprise Warehouse Management system at the recently constructed “state of the art” Sterling Perfume Industries Manufacturing and Distribution facilities in the Dubai Investment Park. Sterling Perfume Industries is the largest manufacturer of Perfumes, Deodorants, Aerosols and Beauty Products in the Middle East. Employing over 700 people at the DIP site the ISIS WMS has been fully integrated with the Orion ERP business system.

ISIS is managing both raw materials, components and finished goods on the site and typically a BOM (Bill of Materials) is created in ISIS and the warehouse operators are directed by RF controlled directions where to pick the Individual batches of raw materials and components (bottles, caps, cans etc) and deliver these products to the various production lines. Once the required products have been produced a new barcode is then produced and once again the Operator is directed to take the WIP products back to specific ISIS directed locations in the WIP Warehouse or in the case of finished goods to the FG Warehouse storage locations awaiting further instructions for loadout to local or International Clients. When further orders are released into the ISIS System for WIP products the Operators are directed to the specific WIP batch and the directed to the Production lines for further manufacturing, labelling or packaging.

Mr Ali Fakhruddin Chairman and Managing Director of Sterling Perfume Industries said:

It is a great pleasure to see the transformation from the old process to the new process that is in handling of our operations of material movement with the implementation of ISIS-warehouse management system. It is evident that the Microlistics team has got a strong commitment and resilience to stay focused to achieve the task. The willingness to make the implementation a success, from the initial stage of CRP discussion to the Go-Live was truly an enjoyable experience for the Sterling team. There were customized changes requested during the period and they were ably executed to our satisfaction. As we are now partners in business, supporting each other is a legacy which we will love to continue. We would also like to mention here that we will be offering you an opportunity to provide management solutions to our Trading business as well, in the near future.

We would consider it a pleasure to refer your company to other prospective clients as we are impressed with your professionalism and your efforts to stick to the timelines.

We wish the Microlistics team ‘Great success’.

Warm Regards,

Ali Fakhruddin Managing Director

Sterling Perfumes Industries. LLC.

Web: [www.sterlingparfums.com](http://www.sterlingparfums.com)

### **About Microlistics**

Microlistics has been an Australian based supplier of WMS products and professional services to a broad range of industries for a period of 14 years. Our ISIS WMS is now successfully installed in multiple warehouses in Australia, the Middle East and South East Asia.

Microlistics' mission is to be continually recognised by existing and potential clients as the leading supplier of IT solutions for the supply chain Industry. We achieve this by ensuring our products are in line with current trends in the logistics industry and our service delivery exceeds our Clients' expectations.

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