

Pharma logistics to the fore



Saba Khan, Head of QHSE, Tranzone UAE

Tranzone is hot on the heels of the cold pharma supply chain following partnerships with leading global and pharmaceutical companies and a unique one-stop approach



A subsidiary of Banaja Holdings, the Saudi Arabian market leader in the healthcare sector in the Kingdom, industry certified and fully regulatory compliant Tranzone operates a modern, advanced 3PL warehouse in the Jebel Ali Free Zone.

To ensure efficiency and monitor performance, Tranzone centralises logistics, provides storage, inventory management, as well as purchasing and re-invoicing to the distributors, all at one convenient location.

Tranzone's capabilities and knowledge are based on over six decades of experience in healthcare logistics and distribution in Saudi Arabia, the largest pharma market in the GCC.

"Tranzone FZCO, located in the Jebel Ali Free Zone has been operational in the UAE since 2006 and collectively we have a current employee force of 350. Our functions are primarily centred on the pharmaceutical warehousing and distribution business as well as in manufacturing and joint investment

models," explains Saba Islam Khan, Head of Quality, Health, Safety and Environment (QHSE), Tranzone UAE, who joined the company in June 2014.

Service par excellent

"We offer our customers logistics services, sea and airfreight services, contract logistics, overland transport as well as supply chain management solutions focused on the healthcare and life science sectors. We have the experience, expertise and capabilities to deliver. Our expansive 9200 sqm warehouse offers a range of value-added services that are customised to individual client needs," continues Saba.

"From the first step of manufacturing of pharmaceuticals to the distribution of products, excellence is at the root and core of every stage of our operations," asserts Saba.

"The progress of Tranzone is best assessed by our customers' satisfaction with the services we offer, it is our core belief that the delivery of best quality of services is of utmost importance in the pharmaceutical business," she remarks.

As a case in point, she points out Tranzone's recent leap to streamline its



business processes with the help of well-known, reliable QMS (quality management system) software, a major step forward in the field of pharma logistics.

Seal of approval

Along with ISO certifications of 9001: Quality Management, 27001: Information Security & ISO 13485, medical devices are also now certified for Transported

Asset Protection Association and Facility Security Requirements, TAPA-FSR. "These certifications and compliances make Tranzone a secure and advanced storage and logistics service provider of the pharma sector," assures Saba.

"Just as every industry has specific ethos around which their business are built, we too have precise principles and mission while operating efficiently and profitably

within this industry," says Saba in response to a question on how the healthcare-life sciences logistics sector differs from other industrial sectors?

She believes timelines is one of the greatest challenges she faces every day in this industry as the business deals very closely with human health, wellbeing and lifestyle challenges. Other challenges include the influx of counterfeit drugs



flooding the market, governmental regulatory and policy changes and the volatility of geo-politics.

"Our products are essentially served to patients and we employ state of art resources to provide maximum attention to the quality of products, storage facility and delivery timelines as it may be a matter of saving someone's life. In short I can say we are a community-centric organisation," she concludes.



Tranzone harnesses advanced Infor WMS for operational efficiency

The upgrade to a more sophisticated and advanced system powered by Infor, a US-headquartered global enterprise software company, was necessary to maintain high quality 3PL services for healthcare in the region

Tranzone FZCO recently announced that SNS, an Infor global enterprise collaborator and partner and a provider of consultancies and solutions for supply chain management, has successfully managed a deployment and upgrade of the trademark Infor Supply Chain Execution-SCE (Warehouse Management System) at its advanced 3PL pharmaceutical warehouse in Jebel Ali, Dubai.

Tranzone, a subsidiary of Banaja Holdings, has partnerships with leading pharmaceutical companies around the world. Offering a unique one-stop approach to its customers, Tranzone services include warehousing storage, inventory management, as well as purchasing and re-invoicing to distributors, all at one centralised location.

Tranzone represents a wide range of multinational, pharmaceutical and healthcare companies. A recent accomplishment was the attainment of the class 'A' Certification for its Distribution Resource Planning (DRP) system, making it the only company in the Middle East to achieve such a notable distinction.

Considering the requirements to handle and monitor more than 10,000 pallets within three different storage areas depending on item categories, as well as the ability to manage the complexity of pharmaceutical fulfilment, the need for a best-of-breed WMS solution became a must.

In addition to implementing the Infor SCE solution, SNS consultants worked on reengineering the warehouse operational

flows with the objective of streamlining the inbound and outbound activities.

Ensuring streamlined operations
The Infor Warehouse Management System allows Tranzone to track its stocks at various levels including production dates, expiry dates, countries of origin, and batch numbers, from receiving to shipping. All transactions and data are captured in the warehouse using wireless handheld devices enabling fast processing and minimum data entry errors.

The 3PL billing module was implemented and configured with complex billing contracts to calculate storage rates based on pallet count, location utilization, as well as various handling charges.

With the new upgraded solution Tranzone can run advanced put-away processes, mixing Euro and Standard pallets in fixed width locations across the entire facility.

"Infor SCE has many new features that will help us increase our operations' efficiency, increase our teams' productivity and provide more visibility to our management on the operations," said Mr. Mohammed Malek, Head of IT at Tranzone.

"Implementing the Infor SCE solution for pharmaceutical products knowing the direct impact on people's well-being is a challenge by itself," observed Simon Kosseifi, Senior Manager at SNS. ■