

## PRESS RELEASE

### Logistics Link South: AEB (International) Ltd to showcase software suite ASSIST4

- Logistics Link South, 21<sup>st</sup> & 22<sup>nd</sup> February 2012, Sandown Park Racecourse, Esher, Surrey
- AEB will exhibit at stand no. 118

*Leamington Spa, 10<sup>th</sup> January 2012* - At this year's Logistics Link South, AEB (International) Ltd will showcase its comprehensive logistics and global trade software solutions suite ASSIST4, which helps companies to optimise their logistics processes. The event takes place on 21<sup>st</sup> and 22<sup>nd</sup>



February 2012 at Sandown Park Racecourse in Esher, Surrey. AEB will be exhibiting at stand 118.

Gursh Atwal, Sales Manager at AEB (International) Ltd, said: "One of the challenges in supply chain management and execution is striking the right balance between optimised costs and perfect service. The time window between order placement and order shipping is constantly shrinking. Orders can now be placed in the afternoon, and goods are received on the second day, if not the very next day. Customer expectations are continuously rising, and businesses are setting ever higher standards for themselves. We're looking forward to showcasing how AEB's software solutions can help achieve these standards."

Atwal says process automation can help companies to gain an impressive competitive edge while maintaining the quality of service. Integrated and modular solutions for logistics and global trade can streamline processes while increasing efficiency and delivering cost-savings in key areas of the supply chain - from procurement to production and distribution to fulfilment.

Amongst the companies that use AEB's ASSIST4 logistics suite is Zimmer International Logistics, the global market leader for orthopaedic products. Zimmer uses ASSIST4 primarily to control the operational shipping and export processes and make them more efficient and reliable. The company also uses AEB's online platform ASSIST4 Monitoring & Alerting, which enables it to track consignments through the distribution centre until they are sent out. The system maps certain stations as events, e.g. when the package is at the packing station, on the cart, at goods issue, etc. Delivery notes are transmitted from the order entry system simultaneously to both the Warehouse Management System and the ASSIST4 logistics suite. The transport team then receives the shipping notification much earlier and can make any necessary changes.



This enables Zimmer to offer customers in Germany and Switzerland – hospitals, to which Zimmer delivers directly – a special service: submit orders by 5 pm, and they will be processed by 6 pm – picked, packed and ready to go. That’s a narrow time window, given the volume of some 1,000 shipments daily. The hospitals now typically receive the shipments between 2 am and 8 am.

Logistics Link South 2012 brings together over 100 of the UK's best providers of products and services for logistics and material handling. The free seminar programme provides delegates with excellent opportunities to gain new insights into the most cost-effective methodologies and techniques to run a fully optimised and effective logistics network. The conference - hosted by Logistics Manager Magazine - will feature sponsored seminars, end-user case-studies from top companies and several keynote addresses, which will tackle the latest hot topics for debate in the industry.

- Ends -

### **Contacts**

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To find out more about AEB’s supply chain management software solutions please contact AEB (International) Ltd., tel. ++44 (0)1926 801 250, email: [info@aeb-international.co.uk](mailto:info@aeb-international.co.uk), or visit AEB’s website at [www.aeb-international.co.uk](http://www.aeb-international.co.uk).

### **Notes to Editors**

#### **About AEB (International) Ltd**

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 6,000 customers worldwide, supported by offices in the UK, Germany, Singapore, Switzerland and the US. AEB’s core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Visibility & Collaboration and Compliance & Risk Management.