

Bata's Journey of Retail Digital Transformation

Bata is a world-leading shoemaker by volume with over 5,550 stores in 70 countries. By leveraging Oracle Retail technology, Bata delivers a consistent and satisfying CX with essential insight into **consumer preferences and demand** at the store, region, and country level.

Improved lost sales by

15%



Reduced time in-store by

60%

The Challenges

- Keeping pace with growth
- Maintaining brand presence
- Driving loyalty
- Regularly deliver inventory strategies

The Objectives

- Standardize solutions globally
- Modernize the supply chain
- Reduce markdowns
- Improve margin/inventory investment
- Improve lost sales
- Reduce shopping time

“To be successful, we needed to leverage our data and automate processes. Only Oracle has the solutions that met our needs for integrated retail planning, control, and execution.”

– Massimiliano Gerli, former global IT director, Bata



10 Gained Benefits

1. Accurate inventory assortment plan
2. Streamline inventory investments
3. Anticipate global and local demand
4. Respect market and business requirements
5. Deliver a better in-store experience
6. Increase in-store traffic and sales conversion
7. A consistent global experience
8. Decrease associate training complexity
9. Improve real-time inventory visibility
10. Maximize product availability in-store and online

Retail Solutions

- Assortment Planning
- Customer Engagement
- Merchandise Financial Planning
- Order Broker
- Xstore Point-of-Service