

Bata

A Journey of **Retail Digital Transformation** to unlock the potential of **Omnichannel**

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About me



Surprisingly Bata

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Bata, a global company with more than 125 years of history, is the world's leading shoemaker by volume, designing stylish and comfortable footwear at surprisingly affordable prices.



70+ Countries



23 Factories



40.000+ Employees



5.500+ Stores



1M Customers/Day



6 Brands



... Plenty of legacy systems...

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The company is focusing on omnichannel to seize the opportunities and the big value at stake

Strong focus is the way to achieve the transformation and priority is on customer facing tools to maximize return on investments

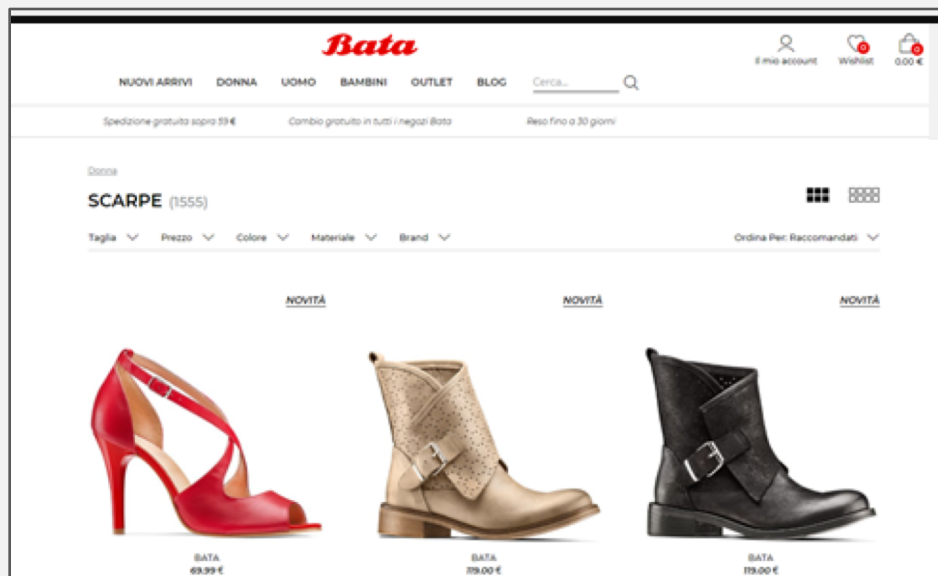
The strategy is supported by organizational changes and the new capabilities



Unlock the potential of omnichannel

New E-commerce Platform

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Capabilities



Wider product catalogue



Click & Collect



Free in-store changes



Fast delivery

Unlock the potential of omnichannel

Digital Store Solution

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The tablet screen shows a mobile app interface with a top navigation bar containing a search icon, 'Ricerca prodotti', the Bata logo, 'Ricerca clienti', and a shopping cart icon with '0,00€'. Below the navigation bar, there are several product categories: 'Nuovi arrivi', 'Donna', 'Uomo', 'Bambini', and 'Outlet'. A large red banner with the text 'ULTIMI RIBASSI' and an eye icon is prominently displayed in the center.

Key Features

-  Unlimited Stock availability
-  Wider Product catalogue
-  Fast product research by camera
-  Customer relationship management
-  Focus on store inventory
-  Customer's wish list
-  In-app check out

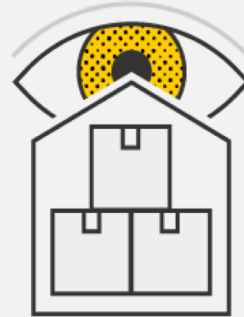
Unlock the potential of omnichannel

Endless Aisle

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Distributed Order Management



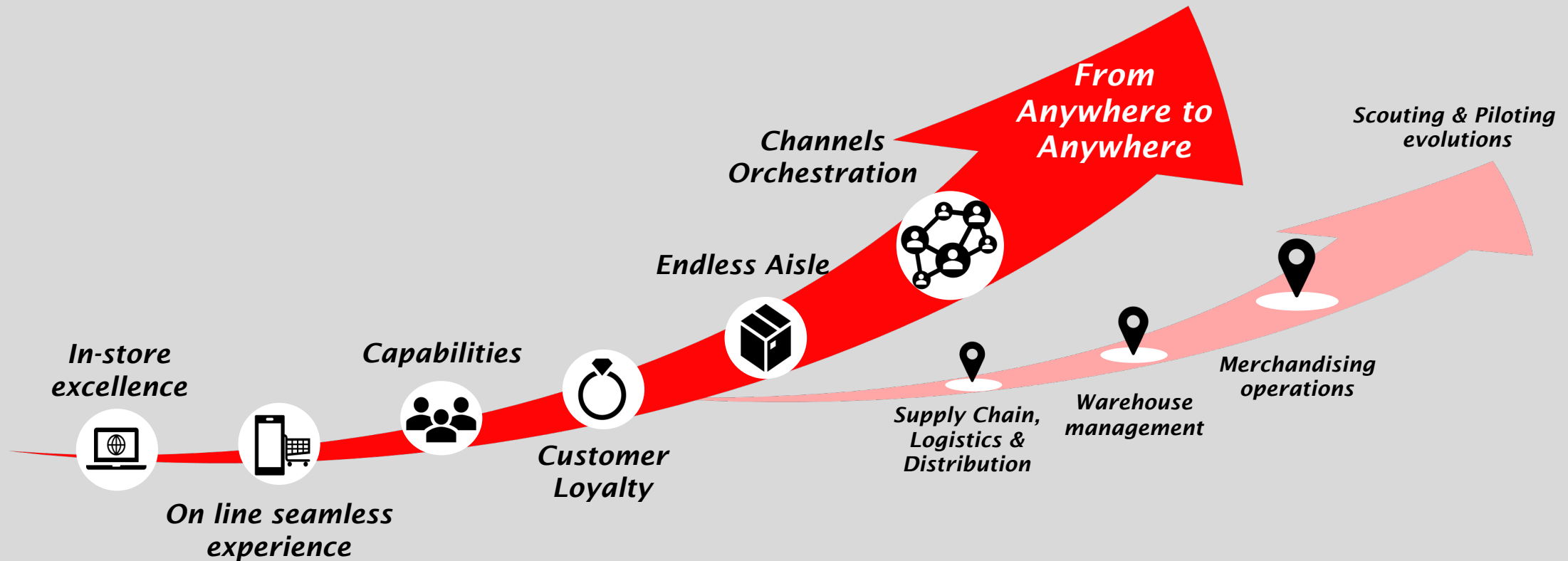
Enterprise Inventory & Availability



Store Fulfillment

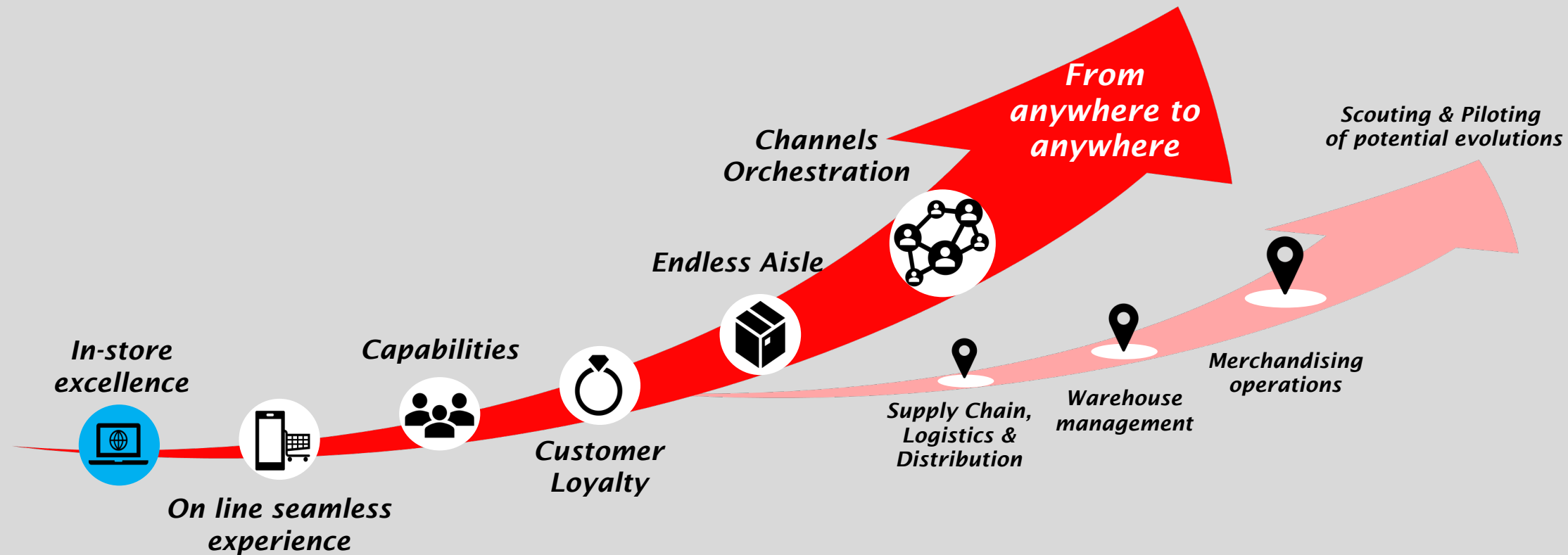
From legacy to digital

A journey of retail digital transformation



From legacy to digital platforms

A journey of retail digital transformation



In-Store Excellence

Real Time data to master brick and mortar



Front office operations



Sales & Returns



Multi-payments & multi-currencies



Promotions & Loyalty



Back office operations



Performance reports



Store operations



Labour scheduling



Inventory operations



Product catalogue



Shop Inventory Management



3 Continents



15 Countries



3.000+ Stores



LIVE in 800 Stores

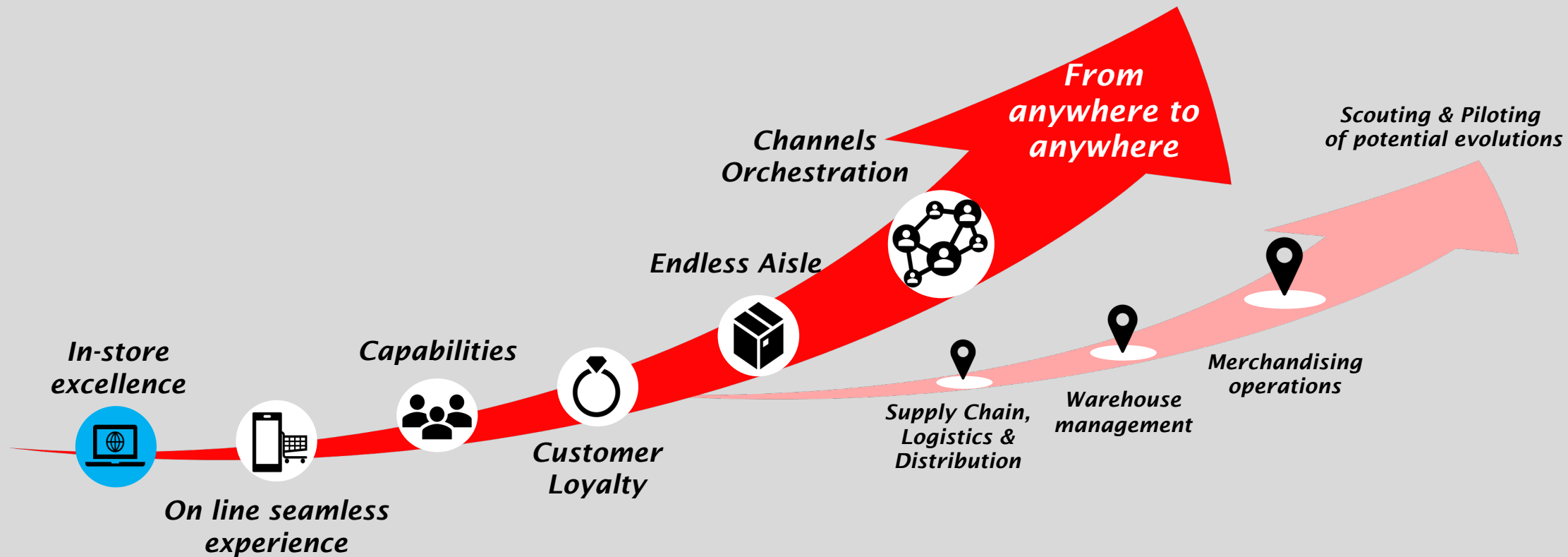


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ENHANCE YOUR
STORE EXPERIENCE

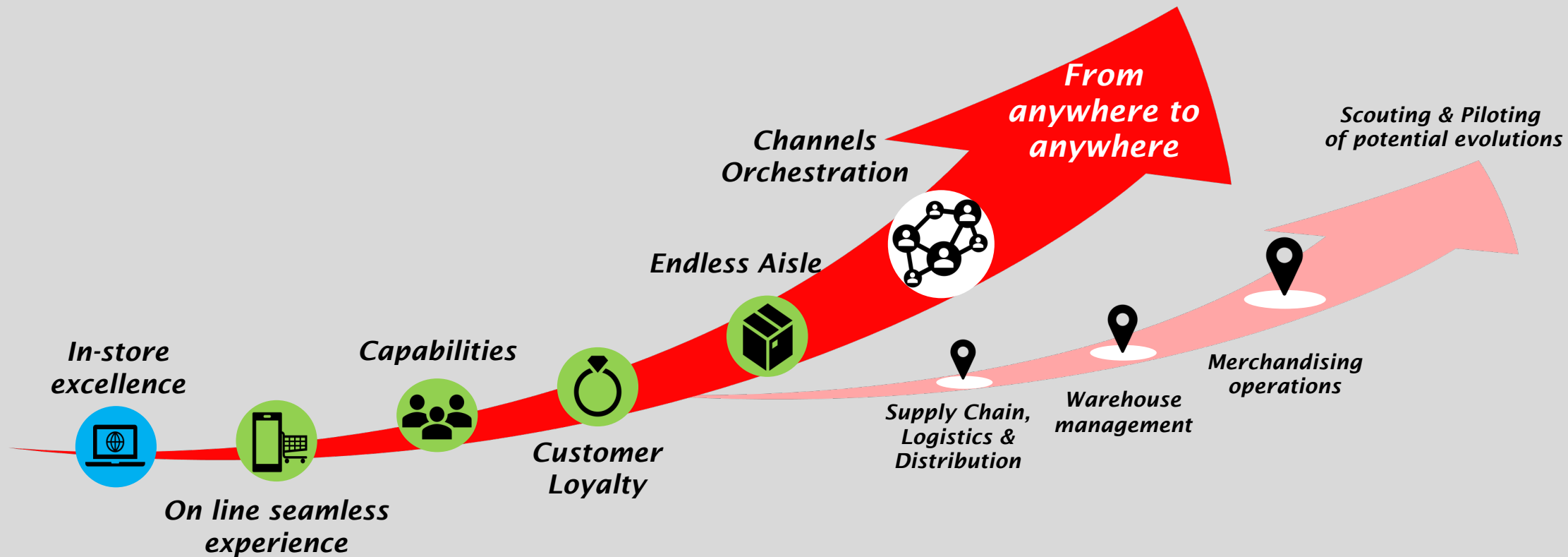
From legacy to digital platforms

A journey of retail digital transformation



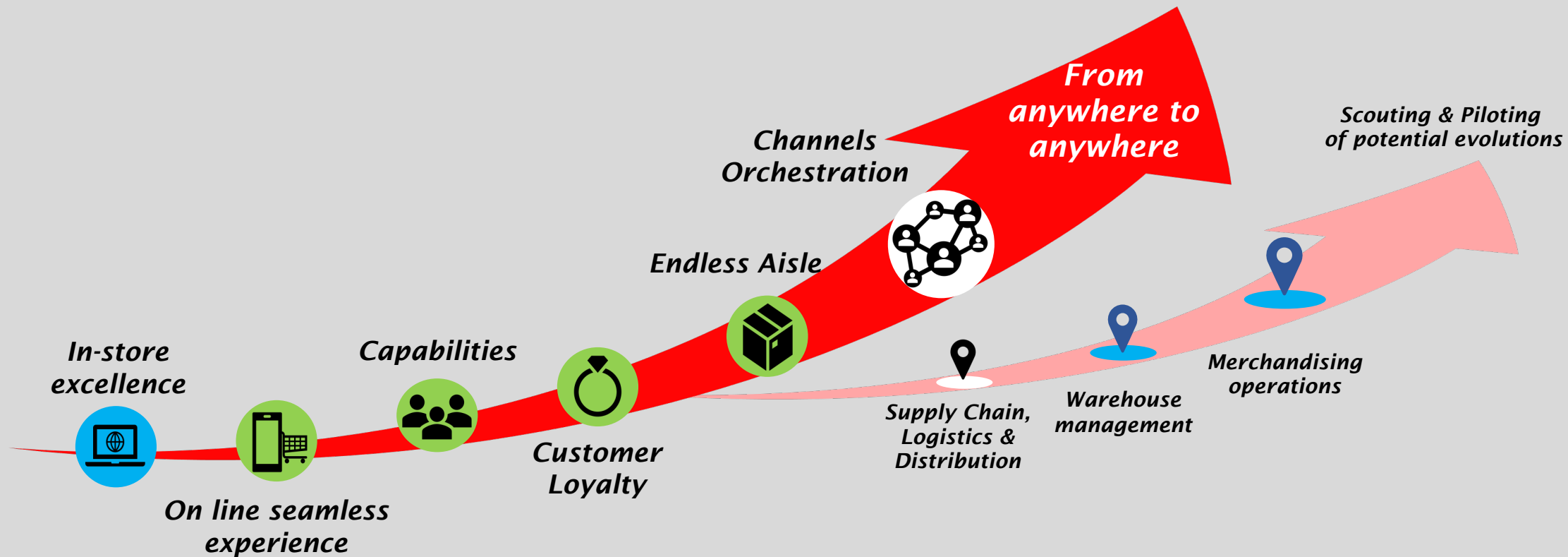
From legacy to digital platforms

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From legacy to digital platforms

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Scouting & Piloting of potential evolutions

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Warehouse management System



Merchandising operations

Bata is currently **scouting** and **piloting** solutions to further accelerate the digital transformation

Scouting & Piloting of potential evolutions

Warehouse management system



Description

- Customers increasingly expect an **integrated shopping and fulfillment experience**
- Warehouse operations have to support customers' expectations

Reason Why



Automatization and standardization of processes



Boost digital business through state of the art operations

Scouting & Piloting of potential evolutions

Merchandising Planning and Operations

Bata



Description

- **PRE-SEASON**
 - Merchandise Financial Planning
 - Assortment Planning
- **IN-SEASON**
 - Demand Estimation Engine
 - Automatic Replenishment

Reason Why



Accurate planning and forecasting to optimize assortment



Automatic replenishment to boost in-store and digital performances



Key insights for decision making

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Conclusions

Bata has already achieved key milestones of its digital transformation and wants to scale fast on a global scale

Speed is paramount & Focus is fundamental. Capabilities are the enablers and need to be excellent first of all in store

Further evolutions are piloted to prepare the digitalization of the whole value chain and maximise the value at stake

