Bata choose the Oracle Cloud to increase number of satisfied customers
124 years of manufacturing and retail

More than 50,000 employees in 78 countries

More than 5,000 own stores

More than 400,000,000 sold pairs of shoes each year

In Czech Republic we producing shoes from 1894,

Company is still owned and managed by Bata family
Bata and Oracle – long lasting partnership

• Corporate database standard from 1992

• ERP system for our manufacturing is based on Oracle DB
  helping us with production of 200 000 000 pairs of shoes in 26 plants

• European POS standard – Oracle Retail POS
  implemented in Italy, Spain and Swiss
  implementation for CZ, SK and PL will start in Q4 2018
Actual and future retail challenges

• Interactive offers and communications with customers
• Digital signage and connection with social networks
• Real time operations
• Flexible and complex reporting
Cloud? Cloud!

- Simple administration
- Scalability
- New technologies and versions still in place
- Support from supplier’s team of specialists
Why Oracle BI in cloud?

• Clear price calculation

• Easy scalability

• Outsourced administration

• Available anytime and anywhere

• GDPR compliant
Oracle BI in Bata
Oracle BI in Bata

• Flexible solution without limits
  In today's dynamic world, fast scalability offers a competitive advantage

• Intuitive user interface familiar to our users

• Clearly predictable costs
  Unlike the previous solution, it is possible to accurately determine costs in case of data model or reporting extensions

• All costs are OPEX
Implemented products

- Oracle Business Intelligence (OBI)
- Oracle Data Integrator (ODI)
- Oracle Database
Implementation of BI with Sophia solutions

• Project Kick-off 7/2017

• Testing process of retail reporting 10-11/2017

• Go-live – retail and merchandising 1/2018

• Go-live – logistic 4/2018
Future of business intelligence in Bata

- Predictive analyses
- Single point of European reporting
- Reporting for Oracle Retail POS
- Salesforce omni channel integration
Thanks a lot for your attention
Integrated Cloud
Applications & Platform Services