



# Bata's Worldwide Presence Requires Unified Order Management

# *Bata*

Founded in 1984 by Tomas Bata, Bata Shoes is known around the world for designing stylish and comfortable footwear at surprisingly affordable prices. A family-owned and inspired business, Bata continues to innovate their designs, expand their offering, and “Shoe the World” their beautiful footwear.

## Challenge

Being the world's second largest footwear retailer in volume, Bata stands out as a global brand serving customers in Europe, Asia and Latin America. In recent years, Bata has invested heavily in supporting digital transformation to keep up with increasing ecommerce demand and to reclaim lost in-store opportunities. In order to offer customers their entire inventory of trendy footwear including the sizes and colors they desire, Bata needed an experienced partner to give them greater visibility into their global inventory and overall operations.

## Solution

Radial launched Bata on their latest Radial Order Management platform, ROM, which allowed the retailer to seamlessly connect customers with inventory; whether held in warehouses or stores. Enabling both Ship from Store and In-Store Pick Up fulfillment tools, Bata has been able to expand their online assortment by giving customers access to the full Bata product range wherever they shop.

## Radial Solutions

- Radial Order Management (ROM)
- Ship from Store
- Ship to Store
- In-Store Pick Up

## Outcome

Utilizing their brick-and-mortar stores alongside its central warehousing network has enabled Bata to spread fulfillment volumes, drive down order processing times, and send parcels to customers faster. In fact, Bata saw a 200% increase in order volume year-over-year from 2020 to 2021. ROM gives Bata the visibility to move product to where it is most popular, equipping their stores with the right inventory to meet customer demands in a way that is convenient for them and is profitable for Bata. Radial and Bata plan to expand their successful solution to new countries and their sister brand AW Lab.

## Results

**200%**

Order Increase YoY  
(2020-2021)

**5,000**

Brick-and-Mortar and  
Ecommerce Operations  
Enabled

**19**

Countries Supported

**180M**

Pairs of Shoes Sold  
Annually