

NEW CUSTOMER **BALLY**

The Company

Bally is a Swiss luxury brand established in 1851, with a rich heritage in shoemaking, and a longstanding relationship to architecture, arts and the environment. Today, the brand offers unique designs across shoes, accessories and ready-to-wear, driven by a dedication to craftsmanship and a contemporary aesthetic. **Bally** has over 320 retail stores and 500 multi-brand points of sale spanning across 60 countries worldwide, including a global e-commerce platform serving 63 countries.

For more information, please visit [Bally.com](https://www.bally.com).

The Project

Scope of the project in **Bally** is a solution which consists of an advanced Replenishment solution, for an improved distribution planning which supports two main processes: Store Replenishment and Regional Warehouse Replenishment.

The goals will be the stock optimization in the distribution network and operational efficiency, minimizing the physical distributed stock, allocating the stock centrally and distribute it according to the demand.

sedApta will support these processes with a natively-integrated solution, which will include:

- Forecasting for permanent and carry over products and In-Season reforecasting for seasonal items,
- Target stock sizing (dynamic and fixed) for Stores (Direct, Outlet and E-commerce) and Regional Warehouses,
- Computation of Unconstrained Pull replenishment orders,
- Shortage Management,
- Store to Store transfer / Stock Rebalancing,
- Stock Mutualization among the different regions,
- Control Tower to monitor performances of the whole distribution chain.

The solution will consist of **Demand, Inventory, Promise** and it will be deployed in SaaS mode in the **sedApta cloud**.

Moreover, **sedApta** and **Bally** has signed a partnership agreement: Bally will contribute to the development of new functionalities for fashion which would provide benefits to Bally's business planning processes.

Why **sedApta**?

"We are confident that **sedApta** is the right solution that can support our transformation program in planning and optimizing the stock distribution in our retail channel, improving service level and operational efficiency. We've identified **sedApta** as a reliable partner, investing in the Fashion industry in terms of vertical solutions as well as in competences. For this reason, we will collaborate with **sedApta**'s R&D team in order to co-develop additional features supporting our business" **Nicolas Girotto, CEO at Bally**, says.

Paolo Barbagallo, Industry Manager for Fashion & Luxury at sedApta, says: "The collaboration of **Bally**, after a long competitive sales cycle which required also a POC, demonstrates the validity of the **sedApta** solutions for the Fashion market. The investments focused in modernizing the entire suite, with the specific features made available during 2021 as standard, as well as the expertise in matter of Fashion were key elements in the final selection. The fact that it will be the first **sedApta** S&OP project deployed in Cloud/SaaS, makes **Bally** a key player to join our growing customer network.

