



## Case Study

### Managed I.T. Services

SafeRack • SafeServer • SafeNet •  
SafeBackup • SafeSecure • SafeRoute



# Safe Host's Complete Range of Managed IT Services Deliver Results for World's Leading Shoe Retailer

Bata Brands use Safe Host's Managed Services to  
consolidate financial reporting across five continents

#### Challenges

- Centralize financial reporting applications for Bata's global retail network of more than 5'400 retail stores
- Meet 24x7 availability requirement with live-tracking of data from Australia to Zambia
- Ensure a cost-effective and scalable solution that meets future requirements

#### Solutions

- Acquisition and installation of dedicated systems in a purpose-built tier-3 data centre
- 24x7 server management with secure fault-tolerant connectivity and data protection
- Industry-leading ITIL-compliant service delivery and management best practices

#### Benefits

- Successful execution of project with Safe Host has enabled Bata to exceed its goals
- Partnership grows to encompass further opportunities for consolidation and cost-cutting

Bata Brands SA (Bata) is a company spread across 6 continents and many time zones. In early 2007, it began a new strategy of centralising certain key functions, such as IT. The company required a 24x7 managed IT services provider with the necessary skill sets that could help it develop in-house experience and know-how for its critical applications. Bata studied various options and decided that Safe Host fit the profile required.

As part of this strategy, Bata consolidated its financial reporting tool and outsourced the hosting to Safe Host. This allowed the company's world-wide retail network to connect to its financial applications enabling live-tracking of global sales.

Safe Host provides Bata with 24x7 server management, systems monitoring and backup supported by fault-tolerant connectivity. The systems are housed in Safe Host's purpose built data centre facility in Switzerland. Simon Brillouet of Bata Brands says "During peak usage times, when financial teams from 40+ countries connect to load weekly, monthly or quarterly results, we need quick & reliable 24/7 support in case any issue arises with the infrastructure supporting our financial application. Getting that support from Safe Host & being able to track progress easily through a web-based ticketing system is very helpful for a smooth closing of a reporting period."

Building on the successful relationship with Safe Host, Bata continued its program of consolidation and the management decided to include more of their global IT systems under Safe Host.

Today Safe Host helps support around-the-clock Bata's financial dashboard, global e-mail system and various merchandising applications.

#### **About Bata Brands SA**

Bata is the world's leading retailer and marketer as well as producer of footwear. In its history the company has sold 14 billion pairs of shoes.

Bata is still in the hands of the Bata family who play an active role in its management. Since 1894, three generations of leaders have worked in developing a worldwide yet entrepreneurial company. With the Corporate Finance team based in Lausanne, Bata is an international organisation managed in three regional business units that oversee numerous local self-governing companies dispatched in over 50 countries, and employing over 40,000 people. The company has over 5,400 retail stores worldwide of which about 1,000 are in Europe.

*"we need quick & reliable 24/7 support .... getting that support from Safe Host & being able to track progress easily through a web-based ticketing system is very helpful for a smooth closing of a reporting period."*

Simon Brillouet, Bata Brands SA

#### **About Safe Host SA**

Safe Host SA provides a complete range of data centre infrastructure services in its state-of-the-art Data Centre in Geneva, Switzerland. Safe Host's five service lines – Colocation, Connectivity & Security, Business Continuity, Managed IT and Desktop Support Services – provide a secure, reliable and cost-effective way to ensure the continuous availability of business systems and applications.

Safe Host was awarded ISO 9001 certification for its management systems in August 2003. By leveraging its data centre and delivery systems, Safe Host provides a number of best-in-class solutions to industry-leading banks, multinationals, international organisations and retail.

Safe Host SA  
Chemin du Pré-Fleuri 20 - CP 259  
CH-1228 Plan-les-Ouates  
Switzerland

Tel: +41 22 884 50 00  
Fax: +41 22 884 50 03  
E-mail: [info@safehost.net](mailto:info@safehost.net)  
Web: [www.safehost.net](http://www.safehost.net)