



Bacup Shoe  
Bacup, England  
www.bacupshoe.co.uk

#### Industry:

Consumer Goods

#### Annual Revenue:

US\$22.6 million

#### Employees:

80

#### Oracle Products & Services:

JD Edwards EnterpriseOne

#### Oracle Partner:



Whitehouse Consultants  
www.whitehouse-consult.co.uk

**“JD Edwards EnterpriseOne gives us real-time control of each item across the global supply chain, which maximizes our agility to meet customer demand and cuts costs.”** – Chris Davy, Finance Director, Bacup Shoe

## Bacup Shoe Leverages Integrated Technology Platform to Build Innovative, Demand-driven Business

Named one of the United Kingdom’s top 50 fastest growing and most innovative mid-sized companies by *Business XL Magazine* in 2006, Bacup Shoe sells more than 4 million pairs of footwear products annually. The company’s innovative designs have won it the business of leading High Street stores including Next, Marks & Spencer, and New Look. Bacup also boasts rights to many famous character licenses including Bratz, Winnie the Pooh, and The Simpsons. Bacup Shoe manufactures its products in Asia.

### Challenges

- Streamline and automate sales and purchase-order processing and integrate processes with the company’s back-office financial management system
- Gain the flexibility to manage each client’s individual delivery and invoicing needs within a single Web-enabled system
- Facilitate just-in-time ordering and same or next-day delivery from the U.K. distribution center to high street stores
- Gain real-time global visibility of inventory from order to sale for all footwear products in multiple styles, sizes, and colors

### Solution

- Replaced standalone and spreadsheet-based sales, purchase order, inventory, procurement, and financial management systems with Oracle’s JD Edwards EnterpriseOne applications
- Gained a single, end-to-end integrated suite of best-practice processes
- Chose JD Edwards over SAP for its flexible configuration, lower cost, and ability to support a multi-variant product range
- Leveraged the expertise of Oracle Certified Advantage Partner Whitehouse Consultants to customize the applications to Bacup’s ordering, shipment, and dispatch requirements
- Improved ability to place, track, and fulfill customer orders for multiple items, colors, and sizes electronically
- Automated delivery and dispatch of four full container loads each day during peak winter and pre-Christmas periods
- Gained a real-time view of each individual inventory item throughout the global supply chain
- Collaborated online with manufacturers in the Far East
- Reduced stock held at distribution center through just-in-time ordering and dispatched stock faster to customers