



CASE STUDY

Fast and flexible support for business transformation

CUSTOMER

Elida Beauty

INDUSTRY

Beauty products

LOCATION

United Kingdom with global operations

CUSTOMER PROFILE

From Badedas and Brut to Timotei and Tigi, Elida Beauty is home to some of the world's most iconic and enduring brands. Headquartered in the United Kingdom, they operate across the globe, with North America and Europe as key markets.

BUSINESS NEED

When it was decided to separate Elida Beauty from their parent company, the business needed to become independent of the group's operations, IT systems, operating processes and structures. To support this, Oracle Cloud Applications were selected, encompassing solutions for finance, human resources, supply chain management, warehousing and corporate reporting.

Elida also needed to retire their previous Oracle E-Business Suite (EBS) environment, while still retaining access to its data to fulfil regulatory requirements.

Becoming a stand-alone business called for rapid transformation, and Elida Beauty decided they needed specialist external support for their new systems. They were looking for a partner with services designed to adapt to ongoing change, who could come on board quickly and work seamlessly alongside the deployment project.



OBJECTIVES

- ▶ Proactive global support across a broad range of Oracle Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS) environments
- ▶ A flexible, responsive service design suitable for a business going through rapid transformational change
- ▶ Seamless service across multiple time zones
- ▶ Ongoing access to legacy EBS information to meet regulatory, legislative and reporting requirements
- ▶ A speedy transition with as little disruption as possible

SOLUTION

With a fast-approaching date for the business to become independent of its parent operations, the focus was on hitting some very tight deadlines. The Elida Beauty service management specialists worked hand-in-hand with the Inoapps consultants to architect a target operating model to maintain the new Oracle estate and support ongoing enhancements after go-live.

Elida teams and Inoapps Oracle experts worked together to transition from the deployment project to live-running, with industry-leading automation solutions like Rapid4Cloud™ used to successfully achieve deadlines.

To meet the requirement to retire EBS, the Inoapps Archiving Solution was deployed. This award-winning AI-enabled application allows EBS data to be securely retained, redacted, reported on and searched using natural language prompts.

After go-live, the new service model came into play—designed to be structured yet flexible so that Elida Beauty could align ongoing operating costs with new and evolving business requirements as they arose.

"The Inoapps Archiving Solution for Oracle EBS is a modern, cloud-based tool that our finance teams rely on regularly. It enables us to manage Freedom of Information requests and operational queries with ease.

We particularly value Inoapps' proactive approach to keeping the application up to date, removing the burden of ongoing maintenance from our team. With built-in AI and Natural Language Query capabilities, generating reports and accessing critical data has become faster and more intuitive with no technical expertise required."

Christopher Holtz

IT Service Delivery & Release/Environment Manager,
Elida Beauty

OUTCOMES

Service transition

- › Supported business separation objectives with go-live happening on time and with appropriate ongoing support in place
- › Enabled deployment project close-down, drawing a line under those costs and the complexity of managing multiple vendors
- › Ensured regulatory and reporting compliance in relation to legacy data

Ongoing support

- › Ensuring continuous business value from Elida's Oracle investment with a flexible service model to balance ongoing service costs with changing business needs
- › Assurance of on-demand ongoing Oracle expertise across time zones to manage and maintain the new estate
- › Flexible short-notice assistance with application development and enhancements

"From day one, Inoapps has helped us maximize the value of our Oracle investment. Their structured approach to quarterly release management ensures that all essential updates are properly implemented and thoroughly tested, giving us confidence in the stability of our environment. Beyond that, their understanding of our business has enabled them to make well-informed recommendations on which optional updates best align with our strategic goals and offer the greatest benefit. We would recommend Inoapps as a trusted partner for Oracle solution management."

Christopher Holtz

IT Service Delivery & Release/Environment Manager,
Elida Beauty

PRODUCTS & SERVICES

Service Management Advisory services

Inoapps Archiving Solution

Ongoing Managed Services for:

- › Oracle Cloud Enterprise Resource Planning (ERP)
- › Oracle Cloud Supply Chain Management (SCM)
- › Oracle Warehouse Management (WMS)
- › Oracle Cloud Human Capital Management (HCM)
- › Oracle Cloud Enterprise Performance Management (EPM)
- › Oracle Integration Cloud (OIC)
- › Oracle Cloud Infrastructure (OCI)
- › Custom integrations, reports, dashboards and Oracle PaaS extensions

"As a new Oracle client implementing a range of modules, our organization required a support partner capable of adapting to evolving demands. Inoapps provided flexible, prompt, and reliable service, enabling us to operate efficiently in a dynamic environment and supporting the successful adoption of the Oracle solution."

Tim Bates

Head of Office of CIO at Elida Beauty

WHY INOAPPS?

The combination of Oracle expertise, global footprint, flexible service approach and value for money made Inoapps a solid partner of choice for this next phase of Elida Beauty's evolution. Added to that was the ability to mobilize and deliver within a rapid timeframe. The cultural fit between the two companies was also good, laying the groundwork for what turned out to be a smooth and productive working relationship.

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