

# Elida Beauty Builds an Independent Digital Core at Speed and Scale

In partnership with SnapLogic and Pace Integration



## Elida Beauty Backstory

Elida Beauty, also known as TIGI International Limited, is a global beauty company that is home to iconic consumer brands, including St. Ives, VO5, Q-tips, and Caress, reaching over 300 million consumers across more than 100 countries. Headquartered in London, the company operates a highly distributed model, working with a network of third-party manufacturers, 3PL and 4PL logistics providers, and regional commercial partners.

In 2024, Elida Beauty separated from Unilever as an independent, standalone company. This proved to be a complex disentanglement that required building an entirely new IT and operations environment from the ground up, while continuing to operate at a global scale. The challenge demanded speed, flexibility, and the right technology partners.

## The Challenge

Separating from a large parent organisation like Unilever is not a simple lift-and-shift. Elida Beauty had to design and deploy a modern, independent technology stack spanning ERP, supply chain, finance, and data analytics across multiple markets simultaneously, with no margin for a slow, multi-year build.

Traditional integration programmes of this scale can take many months to deliver tangible value. Elida Beauty was seeking a faster, more holistic approach: a single, governed integration layer connecting multiple ERP instances, 3PL and 4PL logistics providers, supply chain planning tools, and data fabric platforms.

*"We were building a new business from the ground up while continuing to operate at a global scale. Coming from large enterprise CPG environments, I was used to integration programmes that could take months to deliver real value. To achieve separation, we needed a complete, scalable platform from day one that could be rolled out across multiple markets."*

**Tim Bates**, Head of IT Strategy and Applications, Elida Beauty

## BUSINESS RESULTS

- ✓ **Weeks, not quarters**  
Integrations deployed in weeks that would traditionally take months
- ✓ **Scalable from day 1**  
400+ pipelines live across the production environment
- ✓ **1.7 Billion+ documents processed per month**  
Peak throughput across Order-to-Cash, supply chain, and analytics
- ✓ **Separation on schedule**  
All go-live milestones met across multiple markets simultaneously
- ✓ **Lean team, enterprise scale**  
A small IT team delivered a global integration programme without heavy resourcing

## HEADQUARTERS

London, United Kingdom

## INDUSTRY

Consumer Packaged Goods / Beauty

## DEPARTMENT

IT & Operations

## USE CASE

Order-to-Cash  
Supply Chain Integration  
ERP Connectivity  
Data Fabric & Analytics  
Finance & Reporting

## INTEGRATIONS

Microsoft Fabric  
3PL / 4PL Logistics  
Supply Chain Planning  
Finance Systems

## SI PARTNER

Pace Integration

## The Solution

Working with implementation partner Pace Integration, Elida Beauty selected SnapLogic as the integration backbone for its new environment. SnapLogic's Agentic Integration Platform provided the connectivity, governance, and low-code development speed necessary to deliver enterprise-grade integrations at startup pace.

Key elements of the solution included:

- **Unified integration layer:** A single, governed integration layer connecting ERP instances, 4PL logistics providers, supply chain planning systems, and Microsoft Fabric. This layer simplified integration and standardised connectivity across the estate, rather than relying on point-to-point approaches..
- **Reusable integration patterns:** Pace Integration designed standardised, reusable patterns that could be rapidly deployed across new markets and partners, dramatically accelerating rollout timelines.
- **Order-to-cash automation:** All sales orders, shipments, and invoices now flow through SnapLogic's integration layer, ensuring consistency across regions and eliminating manual hand-offs between systems.
- **Data fabric and analytics:** SnapLogic delivers near-real-time operational data into cloud platforms for forecasting, inventory visibility, trade promotions management, and executive reporting.
- **Agility built in:** Business and IT teams can modify integrations in hours as requirements evolve without re-engineering entire systems, which is essential in a business still defining itself.

*"In a programme with tight timelines and a lot changing as we went, SnapLogic and Pace enabled Elida's teams to move quickly, adapt in real-time, and reuse integrations across regions. That collaborative way of working was key to hitting the separation milestones and has left Elida with a strong foundation from which they can continue to scale."*

**Thomas Peach**, Co-Founder, Pace Integration

## Business Results

The impact was immediate and measurable. From a standing start, SnapLogic and Pace Integration delivered a fully operational, enterprise-grade integration estate within months of go-live:

- 400+ integration pipelines live in production, orchestrating critical workflows across ERP, supply chain, logistics, and finance systems.
- 1.7 billion documents processed monthly at peak, spanning sales orders, shipments, invoices, and planning data across all markets.
- 30+ scheduled tasks automating routine operational processes, removing manual effort, and reducing the risk of human error.
- Separation milestones were delivered on time across multiple markets simultaneously, with business continuity maintained throughout.
- A lean IT team achieved what would traditionally require significant resourcing and a far longer timeline.

*"With SnapLogic and Pace, a lean team was able to design, test, and evolve integrations at speed, delivering in weeks what would traditionally take quarters. That acceleration proved truly transformative for the business."*

**Tim Bates**, Head of IT Strategy and Applications, Elida Beauty

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## Looking Ahead

With core systems operational, Elida Beauty is shifting from foundational build-out to simplification and AI automation. The company is exploring SnapLogic's agentic capabilities to identify issues earlier, improve exception handling, and automate complex processes such as supplier onboarding, further reducing manual effort within its low-code architecture.

SnapLogic also continues to underpin the company's data strategy, feeding near-real-time operational insights into cloud analytics platforms for forecasting, inventory visibility, and executive reporting, giving Elida Beauty the intelligence it needs to compete as a fully independent business.



### About Pace Integration

Pace Integration is a specialist integration and data consultancy with deep expertise in SnapLogic implementations for enterprise clients. As the implementation partner on Elida Beauty's separation programme, Pace Integration designed and deployed the reusable integration patterns and governance framework that enabled Elida to deliver at speed and continue to scale independently.

SnapLogic is the Agentic Integration Company, integrating AI, data, applications, and microservices into one powerful platform that transforms how enterprises connect, automate, and scale. Unlike legacy integration tools, SnapLogic is built for the AI era and trusted by global leaders, including AstraZeneca, Adobe, Verizon, and Sony. With its industry-leading platform, SnapLogic empowers every team across the enterprise to securely build faster, smarter, AI-connected workflows – all through natural language and intuitive low-code design. Join the Agentic Integration movement at [snaplogic.com](https://snaplogic.com).