

BEAUTY
PIE

Case Study

COMPANY SNAPSHOT

Industry: Retail/E-Commerce

Turnover: £73 million

Founded: 2016

HQ: London

OVERVIEW

When Beauty Pie first partnered with Fusion4IT in 2018, they were a small, ambitious company with big plans. As their business grew into the international cosmetics powerhouse it is today, Fusion4IT grew with them—adapting, scaling, and evolving our services to meet their expanding needs every step of the way.

“

Fusion4IT has consistently provided us with a highly responsive on-site resource, often at very short notice. They have been instrumental in both project support and, more frequently, bolstering our service desk coverage.

Office Manager, Beauty Pie

Key Challenges

Scaling IT

Beauty Pie's rapid international growth required IT services that could scale seamlessly.

Supporting In-House Teams

Beauty Pie needed IT support that strengthened and complemented their in-house team with minimal disruption.

Operational Continuity

Beauty Pie needed seamless IT coverage to ensure continuity and maintain a resilient infrastructure.

Key Outcomes

Seamless Growth Support

Fusion4IT scaled services effectively to match Beauty Pie's rapid international growth, adapting to evolving business needs without disruption.

Integrated Teamwork

Fusion4IT's dedicated engineers integrated seamlessly with Beauty Pie's internal IT team, boosting capabilities and complementing existing resources.

Responsive, On-Demand Service

Fusion4IT provided reliable on-site support, project assistance, and service desk coverage, ensuring continuity and a resilient IT infrastructure.

Summary

The partnership between Beauty Pie and Fusion4IT demonstrates the power of **agility, collaboration, and trust** in driving sustained business growth. As Beauty Pie evolved from a startup to an international cosmetics leader, Fusion4IT adapted alongside them—**scaling services, enhancing internal capabilities, and ensuring seamless IT performance** at every stage. This enduring partnership continues to empower Beauty Pie with the flexibility, resilience, and expertise needed to thrive in a fast-paced, ever-changing industry.