



L'ORÉAL

PARIS





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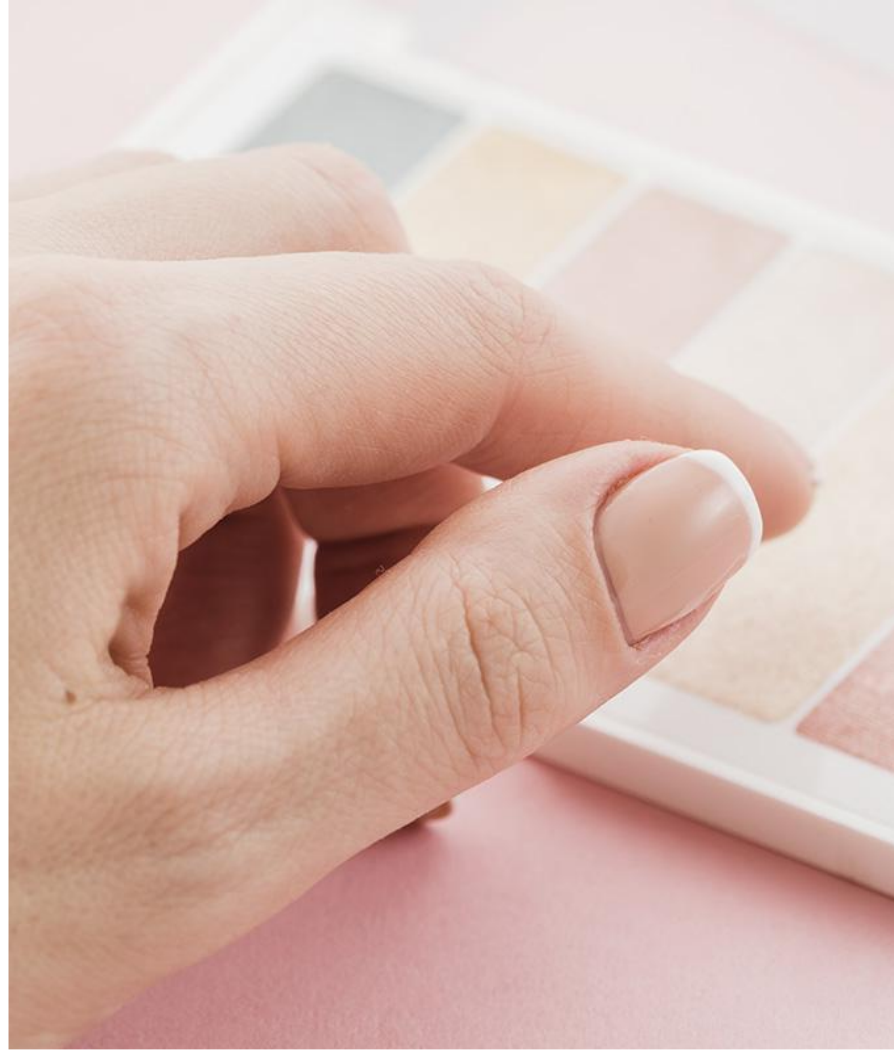
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**IT
OUTSOURCING**



ABOUT L'ORÉAL

Founded in 1909, L'Oréal is the world's largest cosmetics company, known for innovation in **beauty, AI, and sustainability**. With a strong digital presence and global reach, it continues to shape the future of beauty.





PHILOSOPHY



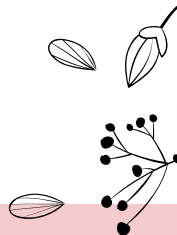
MISSION

Create the beauty
that moves the
world



VALUES

Passion, Innovation,
Entrepreneurial spirit,
Open-mindedness,
Quest for Excellence,
Responsibility



DIVISIONS



L'Oréal Luxe

Offers the very best of luxury beauty

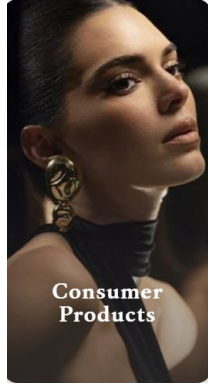
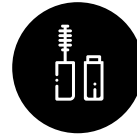


Professional Products

Brings professional beauty to all

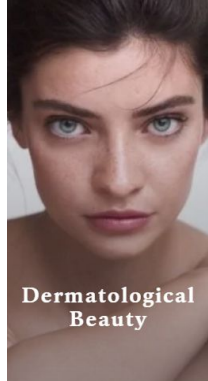
Consumer Products

Democratizes the best of beauty



Dermatological Beauty

Offers life-changing and sustainable dermatological solutions



WHY L'ORÉAL?



Business strength & Market Leadership

Global beauty & cosmetics leader

Brand reputation



Innovation & Product Strategy


Heavy focus on marketing

Product development



IT & Operational Efficiency

Huge IT Department



L'ORÉAL IN NUMBERS





41,180,000,000 €

sales in 2023

86,000

employees across the globe

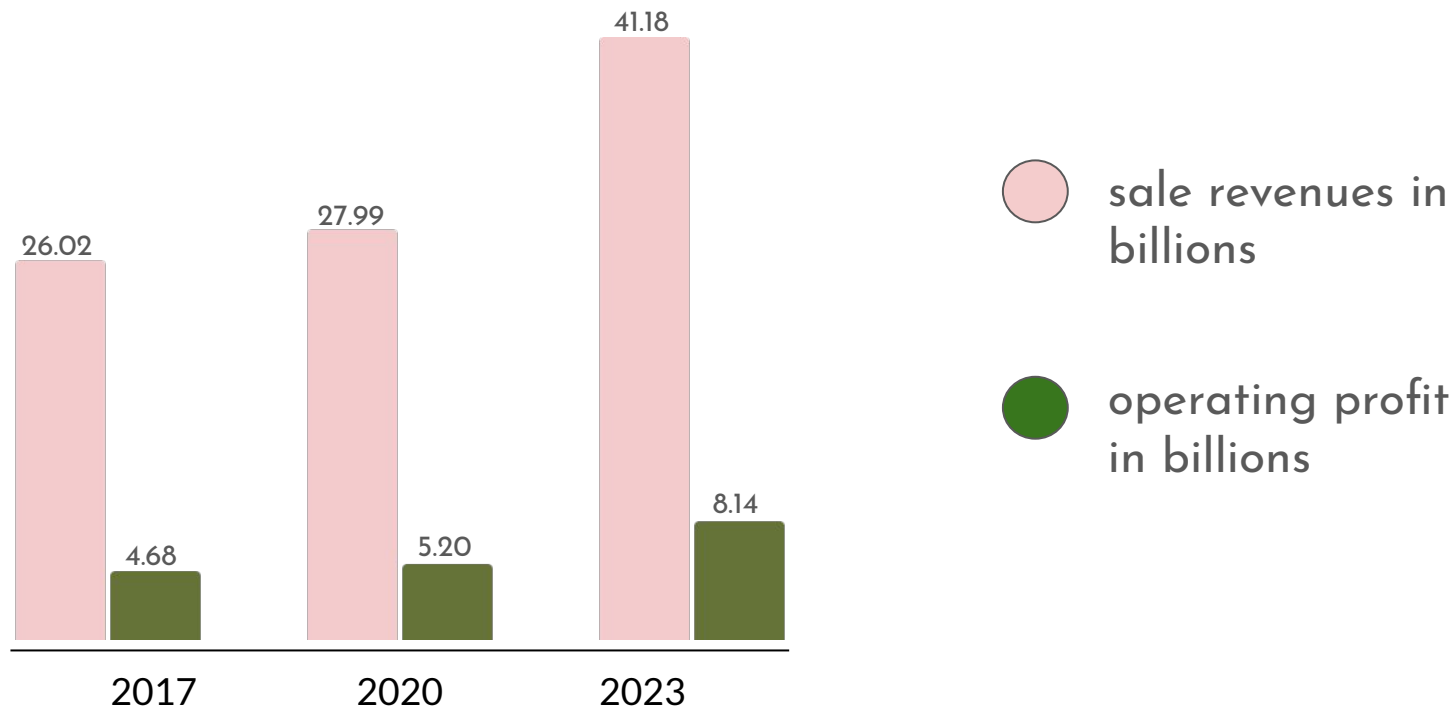
150+

countries in which we are active

36

international brands

GROWTH OVER THE YEARS



COMPETITION MATRIX



PRODUCT
RANGE



INNOVATION



SUSTAINABILITY

L'ORÉAL	High	High	High
ESTÉE LAUDER	Mid	High	Mid
P&G	High	Mid	High
UNILEVER	High	Mid	High
SHISEIDO	Mid	High	High



MAIN CHALLENGE - SUSTAINABILITY

SUSTAINABILITY PRACTICES

Eco-friendly packaging,
reducing carbon footprint

SUSTAINABILITY DESIRE


Consumer engagement,
sustainable adoption


MATERIALITY ANALYSIS

Stakeholder priorities,
sustainability issues.

SAFETY OF PRODUCTS

Consumer health,
product safety





IT INFRASTRUCTURE



IT INFRASTRUCTURE (1/2)



Network & Connectivity

- Hardware
- Software
- Network
- Server / Data Centers



Business Process Applications

- Database Management Systems
- Enterprise resource planning
- Customer relationship management
- Mobile / Partner Apps
- Business intelligence
e.g. SAP,
- e-commerce



IT Support & Helpdesk

- Estimate 100,000-170,000 tickets per month
- 150 countries

IT INFRASTRUCTURE (2/2)



Cybersecurity & Compliance

- GDPR
- ISO 27001/27002
- National Institute of Standards and Technology (USA)
- Global Data Privacy Office at Group level



AI & Data Analytics

- AI-Powered Beauty Tech & Customer Experience
- AI in Marketing & Personalization
- AI in Supply Chain & Operations
- AI in R&D & Product Innovation (Sustainable chemicals)

The image features a central black circle containing the text "OUTSOURCING DECISION" in white, bold, sans-serif capital letters. The background is white and is decorated with delicate, black line-art illustrations of various plants and flowers in the four corners. Top-left: A small flower with a bell-shaped bloom and a cluster of berries. Top-right: A branch with several oval-shaped leaves. Bottom-left: A larger plant with multiple leaves and a small flower. Bottom-right: A branch with leaves and two small, round fruits.

OUTSOURCING DECISION

WHAT ARE WE OUTSOURCING?



*IT Support
&
Helpdesk*

WHY THIS DEPARTMENT?



High Ticket Volume

More than 100.000 tickets/month



Global Coverage

24/7 support needed in more than 150+ countries




Immediate Cost & Efficiency Gains

Free in-house teams from routine tasks to focus on strategic initiatives

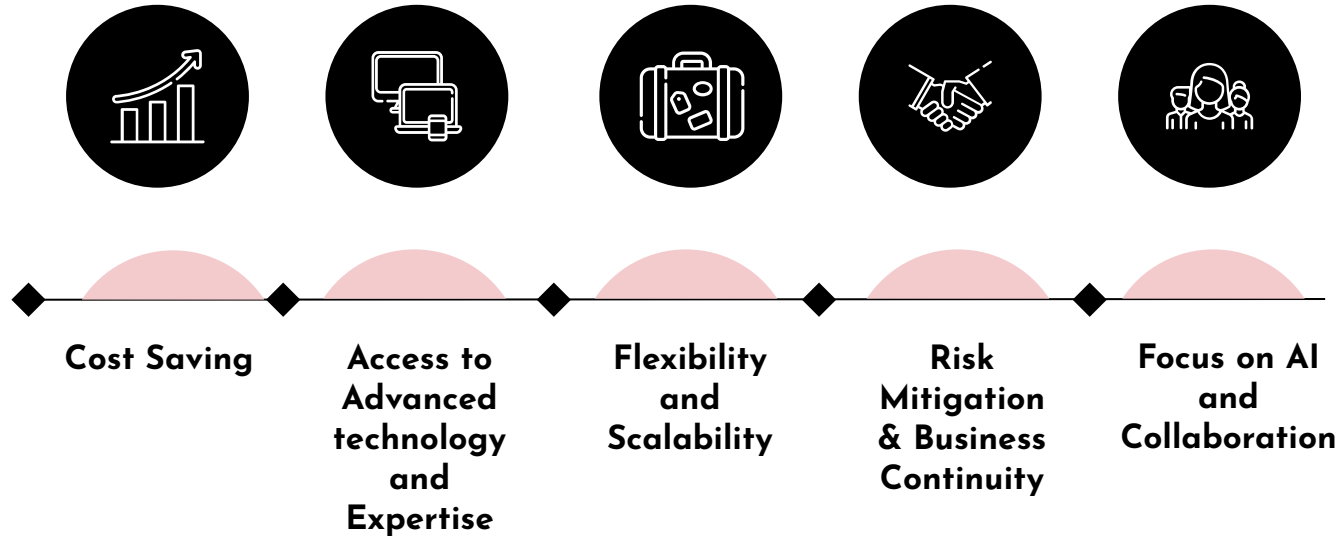


Consistency & Expertise

Specialized providers ensure faster resolution times and standardized processes



Benefits of IT Outsourcing



OUR TEAM



**Ippokratis
Pantelidis**



**Georgios
Efraim
Karekos**



**Konstantina
Voukelatou**



**Ngwaru
Munodawaf a**



THANKS!

Do you have any questions?