

MIBELLE GROUP CASE STUDY



Case Study

At a glance

Client: Mibelle Group, an international manufacturer of branded and private-label products across personal care, beauty, home care, and nutrition

Industry: Personal care manufacturing

Location: Global

Tools used: PowerSyncPro Migration Agent

Number of users: 1,200



THE CLIENT

The Mibelle Group is an international manufacturer of branded and private-label products across personal care, beauty, home care, and nutrition. With approximately 1,400 employees across Switzerland, Europe, the UK, and the US, the organisation supports a globally distributed workforce alongside complex laboratory and production environments.

Following its acquisition by Persán in 2025, Mibelle needed to establish full IT independence from its previous parent company Migros while ensuring uninterrupted business operations.



This carve-out was a critical milestone following the acquisition. We delivered a fully independent IT environment on time while ensuring uninterrupted business operations. Leveraging PowerSyncPro, we combined automation and a strong focus on user experience to transition more than 1,200 users globally with minimal impact. //

– Richard Meyer, Head of Group IT, Mibelle Group

THE CHALLENGE

Following the acquisition, Mibelle was required to execute a full IT carve-out from the existing Migros IT environment, transitioning from a shared Microsoft 365 and hybrid Active Directory environment to a fully independent setup. The project carried strict timelines and operational requirements. Mibelle needed to establish a fully independent environment within ten months while avoiding disruption to 24/7 manufacturing, laboratory operations, and day-to-day business activity.

The existing environment added further complexity, with a shared hybrid Microsoft 365 source tenant where administrative access was limited, a globally distributed workforce supported by minimal regional IT presence, and more than 200 production and laboratory devices underpinning critical business processes. Many of these devices were connected via WLAN and required a secure migration to new Active Directory and Microsoft Entra ID environments, all while meeting strict GDPR and internal compliance requirements.

At the same time, user disruption had to be kept to an absolute minimum. A pre-defined migration weekend had been agreed months in advance, and any delay to the cutover would have affected wider transformation projects and transition service agreements.

THE SOLUTION

PowerSyncPro enabled Mibelle to transition users, devices, and identities away from the shared Migros environment into a new Microsoft 365 and Active Directory environment. The platform automated identity alignment, user and device migration workflows, and workstation transitions while minimising disruption to employees.

One of the most significant technical challenges involved WLAN-connected devices initially struggling to authenticate against the new AD and Entra ID environments. Working closely with the project team, a successful migration approach was developed that allowed these devices to transition without requiring large-scale manual intervention.

To further reduce business impact, the migration was scheduled across a controlled 48-hour weekend cutover window supported by detailed user communication and coordinated stakeholder planning.



“ We prepared for major issues during the migration weekend, but there were no interruptions to core business processes. The predictability and risk reduction PowerSyncPro provided allowed us to migrate over 1,200 users with very few support cases. ”

- Jürg Baumann, Lead Client Engineer, Mibelle Group

THE RESULTS

The migration successfully transitioned approximately 1,200 users into the new environment with minimal disruption, with fewer than 1% of users experiencing issues that required significant support. Although Mibelle had planned for a two-week hyper-care period following the cutover, the low volume of support requests meant it was concluded after just two days.

Users commented on how seamless the migration felt, particularly given the scale and complexity of the environment, while core production and laboratory operations continued without interruption throughout the project.

The engagement resulted in a complete separation from the shared Microsoft 365 and hybrid Active Directory environment, the successful transition of complex WLAN-connected devices, and a secure migration delivered within strict compliance requirements.

WHY MIBELLE GROUP CHOSE POWERSYNCPRO

Mibelle selected PowerSyncPro Migration Agent after evaluating tools capable of supporting a large-scale tenant separation with minimal risk and minimal user impact.

The organisation required a solution that could:

- Seamlessly migrate users and devices with minimal disruption
- Preserve the end-user experience
- Reduce migration risk and operational overhead
- Standardise and automate identity and device transitions
- Support hybrid AD and Entra ID migration scenarios
- Operate within strict internal compliance frameworks

A key advantage was that PowerSyncPro could be hosted internally rather than operating as a SaaS platform, helping Mibelle meet compliance and data governance requirements in the regions in which they operate.

Get in touch with us

Curious how PowerSyncPro can tackle your synchronisation and migration challenges?

Let's explore how we can address your unique business needs.

Book your exclusive free demo today!



Book your demo here



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powersyncpro.com

About PowerSyncPro

Designed for organisations navigating mergers, acquisitions, divestitures, or consolidations, PowerSyncPro offers advanced solutions for directory synchronisation and workstation migrations.

Whether managing tenant-to-tenant (T2T) migrations, consolidating Active Directory environments, or synchronising hybrid setups, it guarantees precision, speed, and minimal disruption.

PowerSyncPro's user-friendly DirSync tool ensures seamless synchronisation between Microsoft 365 tenants and Active Directories, and is trusted by global market leaders to manage millions of objects and tens of thousands of devices without downtime. PowerSyncPro DirSync's advanced capabilities streamline operations, reduce risks, and preserve critical attributes like passwords and SID history.

The PowerSyncPro Migration Agent simplifies complex workstation migrations across Active Directory and Microsoft 365 environments. By preserving user settings, minimising downtime, and reducing operational costs, it is ideal for large-scale deployments during critical organisational changes.