

# Software Companies Merge in the Office 365 Cloud

Archiving and compliance software companies consolidate their AD domains and Office 365 tenants after merger



“Binary Tree enabled us to quickly operate as one company and brand by merging our users, identities, and Office 365 tenants into a unified environment.”

*Anthony West*  
CTO, Smarsh

<b>Migrated from:</b>	<b>Migrated to:</b>	<b>Country:</b>	<b>Industry:</b>
Office 365 Tenant	Office 365 Tenant	United States	Technology

## CUSTOMER PROFILE



Smarsh is a leading provider of archiving & compliance solutions for companies in regulated and litigious industries. Smarsh is headquartered in Portland, Oregon, with offices worldwide. Smarsh's Software-as-a-Service platform manages 600 million conversations a day across over 80 communication channels for over 6,500 customers around the world.

<b>Offices</b>	9
<b>Countries</b>	Global
<b>Employees</b>	526

# 600M

Conversations a day

## THE SITUATION

Two software companies were merged to form a new, stronger corporate entity with best-of-breed solutions for enterprise information archiving. To gain efficiencies from the merger and help the employees of the newly-combined organization collaborate smoothly, they needed to merge their Active Directory domains and Office 365 tenants.

## BENEFITS

- Smarsh can now operate as a unified company and realize the business benefits and synergies the merger was intended to create
- The agility of the Binary Tree by Quest products and services met the client's customized and unique timelines
- The consolidation was successfully managed by Binary Tree from initial synchronization of the environment to the migration and cutover

## PROJECT AT-A-GLANCE

- Assisted Smarsh in planning the transformation
- Synchronized the Active Directory environments
- Migrated the Actiance AD environment into the Smarsh AD domain
- Migrated the Actiance users and content from the Actiance Office 365 tenant to the Smarsh Office 365 tenant
- Assisted with the domain cutover to the unified organization

## THE SOLUTION

- Binary Tree Migrator Pro for Active Directory
- Binary Tree Directory Sync Pro
- Binary Tree Power365®
- Binary Tree Migration-as-a-Service

## A MERGER SPARKS THE NEED FOR CONSOLIDATION

Smarsh and Actiance have been leaders in the enterprise information archiving for quite a few years. K1 Investment Management had acquired Actiance for the purpose of merging the company with Smarsh. After the merger of the two organizations was approved, they embarked on integrating and consolidating their organizations.

## A PLAN TO MERGE THE DIRECTORIES AND CLOUD TENANTS

Both Smarsh and Actiance had existing Active Directory domains and Office 365 tenants. The plan from the merger was to migrate the users, identities, and data from the Actiance AD domain and tenant to Smarsh's AD domain and tenant to enable the combined organization to be unified under the Smarsh brand.

## THE REQUIREMENTS FOR THE CONSOLIDATION

As part of the merger, both parties needed to implement standardization in the naming conventions for their messaging system domains and addresses. Actiance users' mailboxes and OneDrive for Business content was synchronized to the Smarsh tenant. SharePoint Online sites from the Actiance tenant were also synchronized to the Smarsh tenant. By the end of the project, Actiance users could access their Office 365 workloads from the Smarsh tenant and were sending and receiving emails as Smarsh users.

## RELYING ON A PROVEN M&A INTEGRATION SOLUTIONS PROVIDER

Smarsh brought in Binary Tree to assist in planning, automating, and performing the consolidation of the two IT environments. Working with Smarsh's technical team, Binary Tree assisted Smarsh in detailed planning sessions to define the project's approach, timeline, and requirements.

## THE RIGHT SOFTWARE MADE IT EASIER TO UNIFY THE COMPANIES

Smarsh selected Binary Tree and their Migration-as-a-Service (MaaS) solution for their proven success in automating post-merger IT integration projects. Binary Tree Migrator Pro by Quest for Active Directory, which includes Binary Tree Directory Sync Pro by Quest for integrating the AD environments, enabled Smarsh to integrate the Actiance and Smarsh AD environments while merging the Actiance identities into the Smarsh domain. And the Binary Tree Power365® by Quest platform enabled them to synchronize user mailboxes in advance of the weekend migration date and then cut over the mailboxes to the Smarsh tenant on the planned date.

## A SUCCESSFUL LAUNCH OF THE UNIFIED ORGANIZATION

At the end of the project, Binary Tree assisted Smarsh with their custom domain cutover from the Actiance Office 365 tenant to the Smarsh tenant. The project was delivered on time with no unplanned downtime.

## ABOUT QUEST

Quest creates software solutions that make the benefits of new technology real in an increasingly complex IT landscape. From database and systems management, to Active Directory and Office 365 management, and cyber security resilience, Quest helps customers solve their next IT challenge now. Quest Software. Where next meets now.

## LEARN MORE

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