Archiving and Compliance Software Companies Smarsh and Actiance Merge in the Microsoft Office 365 Cloud

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.

At-a-glance
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.

| Offices | 9 |
| Countries | Global |
| Employees | 526 |

“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

The agility of Binary Tree’s 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.

Smarsh can now operate as a unified company and realize the business benefits and synergies the merger was intended to create.

600M
Conversations a day

BENEFITS
A merger sparks the need for consolidation
Smash 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 Smash. 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 Smash 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 Smash’s AD domain and tenant to enable the combined organization to be unified under the Smash brand.

The requirements for the consolidation
As part of the merger, both parties will need to implement standardization in the naming conventions for their messaging system domains and addresses. Actiance users will have their mailboxes and OneDrive for Business content synchronized to the Smash Tenant and SharePoint Online sites from the Actiance tenant will be synchronized to the Smash tenant. By the end of the project, Actiance users will access their Office 365 workloads from the Smash tenant and will be sending and receiving emails as Smash users.

Relying on a proven M&A integration solutions provider
Smash brought in Binary Tree to assist in planning, automating, and performing the consolidation of the two IT environments. Working with Smash’s technical team, Binary Tree assisted Smash in detailed planning sessions to define the project’s approach, timeline, and requirements.

The right software made it easier to unify the companies
Smash selected Binary Tree’s software and Migration-as-a-Service for their proven success in automating post-merger IT integration projects. Binary Tree’s Active Directory Pro, which includes Directory Sync Pro for integrating the AD environments, enabled Smash to integrate the Actiance and Smash AD environments while merging the Actiance identities into the Smash domain. And Binary Tree’s Power365 platform enabled them to synchronize user mailboxes in advance of the weekend migration date and then cutover the mailboxes to the Smash tenant on the planned date.

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

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

The Solution
- Binary Tree Active Directory Pro
- Binary Tree Directory Sync Pro
- Binary Tree Power365
- Binary Tree Migration-as-a-Service

For more information, visit www.BinaryTree.com