



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

“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

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.

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 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 Smarsh Tenant and SharePoint Online sites from the Actiance tenant will be synchronized to the Smarsh tenant. By the end of the project, Actiance users will access their Office 365 workloads from the Smarsh tenant and will be sending and receiving emails as Smarsh users.

Case Study Highlights

Migrated from: Office 365 Tenant

Migrated to: Office 365 Tenant

Country: United States

Industry: 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.

Business Situation

Smarsh acquired Actiance and needed to unify the Active Directory domains and Office 365 tenants of both organizations into a single IT environment to enable the synergies their merger was intended to create.

Solution

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

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 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

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

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'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 Smarsh to integrate the Actiance and Smarsh AD environments while merging the Actiance identities into the Smarsh 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 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.

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About Binary Tree

Binary Tree provides software and SaaS solutions designed to enable enterprises everywhere to transform and manage change with the Microsoft cloud. Through its business-first approach, Binary Tree has helped over 50% of the Fortune 500 and 9,000 global organizations to plan, modernize, and manage transformations that involve Microsoft 365, Office 365, Azure, business applications and merging organizations. The company is a Microsoft Gold Partner and a globally preferred vendor, with headquarters outside New York City and global offices in France, Germany, Singapore, Sweden and the U.K.

For more information visit www.binarytree.com.