Archiving and Compliance Software
Companies Smarth 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, Smarth

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

Smarth 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 Smarth. 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 Smarth 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 Smarth’s AD domain and tenant to enable the combined organization to be unified under the Smarth 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 Smarth Tenant and SharePoint Online sites from the Actiance tenant will be synchronized to the Smarth tenant. By the end of the project, Actiance users will access their Office 365 workloads from the Smarth tenant and will be sending and receiving emails as Smarth users.

Case Study Highlights

Migrated from: Office 365 Tenant
Migrated to: Office 365 Tenant
Country: United States
Industry: Technology

Customer Profile

Smarth is a leading provider of archiving & compliance solutions for companies in regulated and litigious industries. Smarth 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

Smarth 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

- Smarth 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
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 Smarth’s technical team, Binary Tree assisted Smarth 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 Smarth to integrate the Actiance and Smarth AD environments while merging the Actiance identities into the Smarth domain. And Binary Tree’s Power365 platform enabled them to synchronize user mailboxes in advance of the weekend migration date and then cut over the mailboxes to the Smarth tenant on the planned date.

A successful launch of the unified organization

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

Project At-a-Glance

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