

Flawless execution

of Google Drive to Office 365 migration



A WUNDERMAN THOMPSON COMPANY

At a glance:

Client: Cognifide Limited

Industry: Digital services

Location: Poland, New York, London

Destination technology environment:
Microsoft Office 365

Number of users: 180 users

Results, in figures: 2.5 TB



The Client:

Technology services company, Cognifide, was founded in 2005 by Miro Walker and Stuart Dean in a garage in Poznan, Poland. What began as a two-man mission has grown to provide technology services to clients and agencies around the world.

Cognifide is a marketing technology consultancy that works with some of the world's leading businesses to deliver exceptional customer experiences. Today's dominant companies are built around the customer experience. They have a clear vision of what that experience should be and can quickly and continuously bring it to life. Our technical and transformational expertise gives marketers control, helping them to get to market faster, improve execution, innovate and be more efficient.

Headquartered in London, we are a Wunderman Thompson company and part of the WPP Group.

The Need:

Wunderman Thompson, part of international advertising group WPP plc, operates in 90 markets around the globe. Its corporate family consists of over 20,000 experts, working within a large number of businesses – each of which uses different tools and platforms to manage and store its own data.



The migration from Google to Office was a huge endeavour for us, not least because everyone loved Google! Nero Blanco made an extremely complex process smooth sailing, and the perception from our CEO was that the migration was ‘flawless’.

Most businesses have experienced IT consultants that force you to change your internal processes to make their lives easier. That’s not the way Nero Blanco work. Rather than forcing us to adopt something we didn’t want, they delivered what we needed, how we needed it. ”

– Michal Wojciechowski, Head of IT, Cognifide

It’s a digital divide that makes it hard for the businesses within the group to work together. The eventual aim is for each of the companies within the group to migrate to Office 365 in the WPP Cloud, to enable full collaboration, seamless communication, and operational efficiency.

With tens of thousands of users and vast amounts of data throughout WPP, this mega migration is an exceptionally complex and unique project that can only be handled one business at a time.

For Cognifide, the switch from Google Drive to Office 365 involved migrating vast quantities of data and access rights within an extremely tight timescale. The project needed to be completed by the start of November 2019, working around national holidays in Poland to minimise disruption to employees.

The Solution:

With over 50 years’ experience of tackling complex, large-scale migration projects, Nero Blanco were the obvious choice to take on the challenge.

Big enough to work with some of the most well-known companies around the globe, yet agile enough to provide a personal and highly efficient service, Nero Blanco have developed a reputation for their high-calibre service and guaranteed no-risk, on-time delivery.

As with all end-to-end migrations, the project combined the use of a best of breed SaaS solution with Nero Blanco’s transparent, collaborative approach and creative problem-solving.



Where other consultants are rigid and system bound, Nero Blanco were flexible and responsive enough to adjust to our business requirements very quickly. Instead of having to wait for the following day until someone was on hand to help – as we've done with other suppliers in the past – Twan was there on the phone the moment we needed him, and quick to act decisively in response to any risk. This was unique and very precious.

Ultimately, the adoption of any new technology depends on how well it is communicated within the team. Communication with Nero Blanco was clear and straightforward, and the project was delivered on time with minimal disruption to our business.

The migration project was a true partnership, based on mutual trust and respect. The seamless implementation speaks for itself: Nero Blanco are true experts in their field and it was a pleasure to work with them."

– Michal Wojciechowski, Head of IT, Cognifide

Under the guidance of project lead, Twan van Beers, Nero Blanco delivered on the following scope of work:

Agreed deliverables:

- planning and discovery
- pre-migration tasks
- configure the selected best of breed SaaS solution
- run pilot
- single cutover event by 6 November 2019
- post-migration support

Migration of Dropbox Business to Office 365:

- source data of around 2.5TB
- accessible by over 180 users
- initial sync of data older than 90 days
- final delta pass on migration weekend
- migration of file and folder permissions
- ongoing support during the week after migration, during which only one support ticket was raised