

An advertising leader successfully migrates to cloud to reduce costs, enhance productivity and collaboration

Migrates 18,000 mailboxes across 12 datacenters from physical to virtual exchange



About the Client

The customer is an American advertising agency with operations across the globe and very well known for multiple high profile award winning advertisements. They are one of the largest independently owned advertising agencies in the world.

Goals

MANAGING THE EXCHANGE ENVIRONMENT

The client's Exchange environment lacked operational practices including tools. This was making it difficult to manage and plan for future growth. The environment was also geographically dispersed with IT managers taking care of specific geos. The lack of central governance was coming in the way of efficiently managing the environment.

Microland

TRANSFORMING THE EXCHANGE ENVIRONMENT SEAMLESSLY WITHOUT DISRUPTION

Since the customer didn't have the processes and tools implemented in a structured manner, Microland proposed an approach of appropriate due diligence followed by the taking over the management in an as-is manner. Simultaneously, the environment would be transformed with technology upgrades without any impact to operations. Figure 1 provides an overview of the scale of operations.

Microland's well established service management tool and monitoring tool smartCenter, clubbed with standard processes for shared services, made this a very suitable case for shared service delivery. For the customer it would be a plug and play integration of managing IT operations on the Exchange environment.

This approach convinced the client of our capabilities to take over the environment in as-is manner while implementing the good practices of IT operations from day one of service. Bringing this change independent of the existing manpower skillset, process and technology in place was the main factor in the customer choosing Microland.

Transformation

ENHANCING PERFORMANCE, MONITORING AND REPORTING

Microland on-boarded the customer on the standard operations platform for shared services. The transition started with the challenges of gathering information from multiple locations where knowledge was available and stored in diverse repositories. We leveraged the standard transition process and checklists to expedite the process of gathering information of the client environment.

Workshops were held with the customer on process framework, service management and monitoring tools. On-boarding of the customer on smartCenter made the operations transparent to the customer and fully aligned to the documented processes and good ITIL practices.



Figure 1: Scale of operations

The on-boarding of customer environment

Microland shared services standard monitoring platform ensured the setup of proactive monitoring with standard set of parameters and thresholds. These thresholds were fine-tuned in line with the environment and business needs in less than 30 days. Since then, even with changing environments, the noise level has sustained at less than 2% over the last five years.

The skills and expertise of the team - in managing several other environment of similar types, and using the same tools, allowed them to quickly gauge the environment and propose the technology refresh of the existing platform. The upgrade was then executed by the team in a phased manner. As the phases progressed, there were retirement of earlier versions and on-boarding of new versions. The overall project was executed by Microland with zero impact on end customer experience and on agreed service levels.

Outcomes

ENHANCING USER EXPERIENCE WHILE REDUCING COSTS AND OPTIMIZING SERVICE DELIVERY



- **Easy to start** - Decentralized operations with minimal documentation for operations within three weeks
- **Quick maturity** - While the process was implemented from day one of operations, the monitoring tools were fine-tuned and stabilized in the first thirty days of operations following the standard approach of execution



- **Easy to subscribe service** – There were variations in the mailbox count every month and hence a per mail box pricing model was offered. The flexible pricing option helped the customer optimize cost of service delivery.

About Microland

Microland is a leading Hybrid IT Infrastructure Service Provider and a trusted partner to enterprises in their IT-as-a-Service journey. Incorporated in 1989 and headquartered in Bangalore, India, Microland has more than 3,200 professionals across its offices in Europe, Middle East, North America and India. Microland enables global enterprises to become more agile and innovative through a comprehensive portfolio of services that addresses hybrid IT transformation, workspace transformation, service transformation and end-to-end IT infrastructure management.

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