

# Extreme Reach & CTS partner to deliver G Workspace implementation

CTS managed both the technical migration of Adstream to Google Workspace from Microsoft Office 365, and the change management. The project involved 400 users across 20+ countries, complex Teams workflows, and a vast amount of data.

## The challenge

Following their acquisition of Adstream, Extreme Reach wanted to consolidate all their productivity platforms to Google Workspace. Adstream had adopted Microsoft Office 365, while Extreme Reach was already using Workspace. With 400 users across 20+ countries, Extreme Reach needed to find a partner who could tackle both the technological and people challenges involved.

## The solution

The team at CTS set up a Centre of Excellence, ensuring the successful migration and adoption of Workspace. Through a global network of 47 Google Guides, Micro Training sessions, Workspace Early Adopters, and internal advocates, CTS helped provide all Office 365 users with an understanding of the equivalency of their tools on Workspace, and how to maximise the value of the platform.

## The results

By bringing all of the productivity tooling into Google Workspace, there is now a consolidated and more integrated approach to communication across Extreme Reach, following the acquisition of Adstream. Extreme Reach is confident that this is where the value of their investment is and will continue to be seen. The two companies are now moving as a single unit vs working out of disparate systems.

“A migration project like this requires constant communication and check-ins. We dealt with a few surprises, but the number of issues dropped to a trickle after the transition date.”

Mark Annati, SVP, IT, and CISO at Extreme Reach



## About Extreme Reach

Founded in 2008, Extreme Reach is the global leader in creative logistics empowering brands and agencies everywhere with an all-in-one platform for the activation of omnichannel marketing campaigns.

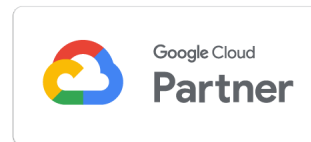
Industry: Advertising & Marketing

Primary project location: United Kingdom



## About Cloud Technology Solutions Ltd

CTS is one of Europe's largest dedicated Google Cloud Managed Service Providers. They offer unique full-stack solutions for GCP and Workspace.



## Products

Google Workspace