

Altar'd State Elevates Collaboration While Cutting Costs Through Google Workspace Transition

Pythian helped the retailer streamline costs, simplify management, and improve productivity by moving from Office 365 to Google Workspace



Overview

[Altar'd State](#) is a fashion retailer with an e-commerce presence and brick-and-mortar locations across North America. The brand is part of Stand Out For Good (SOFG), a family of brands built on the founding principles of giving back and making a difference in the world. The company has donated more than \$23 million across 4,000-plus charities since its founding, providing food, clothing, resources, and education to children in need.

The challenge

Altar'd State was growing its retail business and looking to move to Google Workspace as part of a broader migration to Google Cloud. About 80% of its staff were already using the consumer version of Gmail, so the retailer decided to shift from Microsoft Office 365 to Google Workspace to streamline costs, simplify management, and take advantage of the overall integration with the rest of the Google ecosystem.

About 40 SharePoint sites, 700 active users, and 50 archived users needed to be migrated, including email, contacts, calendars, and OneDrive data contained in user accounts. Frontline retail workers didn't require the full capabilities of the Google Workspace Enterprise Plus edition, so there were potential cost savings to be found by moving these workers—about two-thirds of its user base—to the Google Workspace Frontline edition.

Altar'd State turned to Pythian, a Premier Google Workspace partner, to handle the migration, as well as manage and support the change with internal teams. The team at Pythian realized the migration had to take into account seasonality, so the project was put on hold during the months of November and December—during Black Friday, Cyber Monday, Christmas, and Boxing Day—so as not to impact the retailer's peak business period.

Industry

Retail

Location(s)

U.S.

Technologies

- Google Workspace – Enterprise Plus edition
- Google Workspace – Frontline edition
- Google Compute Engine

Overview

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Business need

Altar'd State was growing its retail business and looking to move to Google Workspace as part of a broader migration to Google Cloud. This included about 40 SharePoint sites, 700 active users, and 50 archived users, including email, contacts, calendars, and OneDrive data contained in user accounts.

The solution

The project was rolled out using a three-phased approach where all users were migrated to Google Workspace over a period of 18 weeks. The migration servers were hosted in Google Compute Engine.

This phased approach involved:

- Migrating email, contacts, calendar, and OneDrive data from the 700 active Altar'd State users in Office 365 into the corresponding destination accounts in Google Workspace
- Migrating archived mailbox data for 50 users into corresponding Google Workspace mailboxes
- Migrating data from 13 SharePoint online sites into Google Shared Drives using a third-party software tool

Pythian also defined an end-to-end change management approach for Altar'd State and provided training sessions, which were tailored to specific personas—staff that worked in the stores were provided with different training than knowledge workers based out of the corporate office—to ensure training was aligned to each individual's day-to-day needs.

For example, administrators received training in Google Workspace best practices, while knowledge workers received training on content creation and collaboration capabilities. All retail workers received “skills boost” training to advance their knowledge of Google Workspace workflow possibilities based on feedback from early adopters.

Solution/What Pythian did

The project was rolled out using a three-phased approach where all users were migrated to Google Workspace over a period of 18 weeks. Pythian also defined an end-to-end change management approach for Altar'd State and provided training sessions to help with adoption.

Result/Key outcomes

The project was rolled out over 18 weeks where all users were migrated to Google Workspace. Altar'd State saw increased employee engagement with frontline workers and improved overall collaboration and productivity.

Business outcome

Since 80% of staff were already using the consumer version of Gmail, shifting from Office 365 to Google Workspace—and moving to a single vendor environment—allowed Altar'd State to streamline costs and simplify management.

Due to the collaborative nature of Google Workspace, they were also able to increase employee engagement with frontline workers and improve overall collaboration and productivity. And, as part of a larger initiative to move to the cloud, the migration served as a successful first step in the retailer's digital transformation journey.

Want to see similar results for your company?

[Get in touch](#) with a Pythian Google Workspace expert to see how our team can help.

“Amazing team to work with. Very responsive and always willing to take on any part of the project. The team didn't bat an eye as the company continued to throw curve balls into the project. They are one of the best project teams I have ever worked with and hopefully I get a chance to work with them again on a future project.”

– Michael Cooper,
IT Systems Administrator,
Altar'd State

About Pythian

Founded in 1997, Pythian is a data and analytics services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions, and products. From cloud automation to machine learning, Pythian designs, implements, and supports customized solutions to the toughest data challenges.

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