

CASE STUDY

saas.group - Post Acquisition Workspace Migration



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„ This approach has significantly enhanced collaboration among our brands, leading to improved internal efficiencies. Furthermore, the restructuring of several brand setups due to Digitl Cloud's expertise has enabled us to achieve a more cost-efficient setup.”

Tobias Schlottke | | Founder & CTO

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The Challenge

17 brands with individual Google Workspace tenants, over 400 users and 36 domains to migrate into a shared Workspace tenant under the umbrella of the parent company. The brands relied on Google Workspace infrastructure for their business operations and had data distributed throughout the Google ecosystem so business activity interruption and user involvement had to be kept to an absolute minimum.

The Approach

Digitl Cloud setup the Google Workspace Migrate tool through Cloud Compute to ensure, monitor and log the valid data transfer from the legacy environment to the new shared environment. Migrated all domains to the new tenant and removed duplicate accounts. Close collaboration with the brands' IT departments was needed to maintain user and business activity impact to a minimum.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

The Results

Single Google Workspace tenant with separate organisational units and user management for each brand, simplifies collaboration with shared drives, and easy context switching for users working on multiple brands. Global IT governance and security policies can be enforced from a single place. Migration resulted in cost savings by eliminating duplicate accounts and enabling large-volume discounts.

17

Brands
migrated into
the Saas
Group
workspace

>500

Users and
groups now
being
managed in
the workspace

36

Domains
successfully
migrated and
setup in the
new
workspace

Integrations used

**Google Workspace**