

## SkyKick and Insentra help Telenor migrate over 3,600 customers to Office 365 from planning to completion in 12 Weeks

Telenor Group, one of the world's largest telecom service providers with customers across Europe and Asia, wanted to decommission a legacy email platform and migrate the existing customer base to Office 365. They wanted to ensure its customers had seamless migration experience.

### THE CHALLENGE

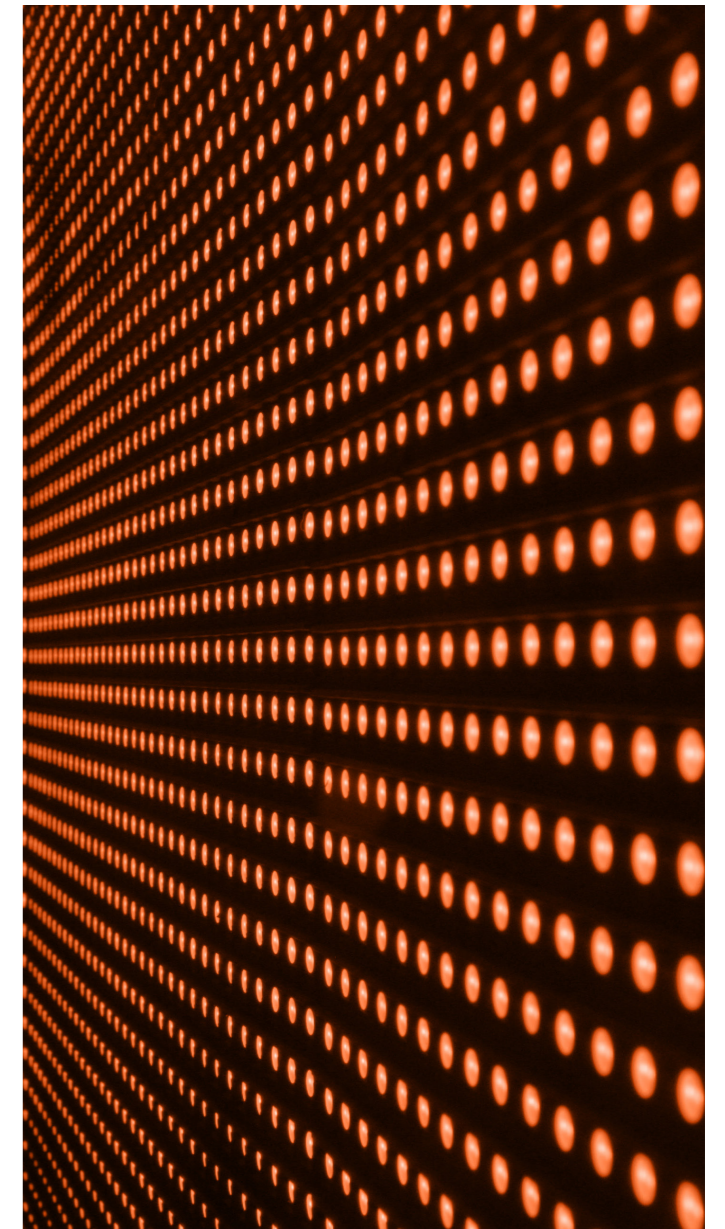
The task was large and complex: Telenor needed a fast, cost-effective way to smoothly migrate 3,600 organisations with 12,500 end users to Office 365 Business Essentials. All the customer domain name registrations had to be changed without causing any downtime. This was challenging due to the sheer number of organisations and end-users who would require support over a short timeframe.

Telenor turned to SkyKick, a cloud management company whose partners use the company's automation platform to deliver seamless migrations to Office 365, and Insentra, a collaborative IT Services partner delivering specialised professional and managed services.



**We wanted to ensure our customers had the best experience throughout this migration. We considered leveraging just our own in-house support team. However, we decided that the extensive experience and expertise of SkyKick and Insentra ensured we could avoid issues and maintain an excellent customer experience throughout this migration. It was their extensive experience with a track record of successful and efficient email migrations that proved to be very, very valuable”**

Dag Rune Langehaug  
Smart Digital Team at Telenor



## 'PLAN, BUILD, VALIDATE, MIGRATE AND ASSURE' METHODOLOGY

SkyKick and Insentra joined their strengths to deliver the highest-level migration technology paired with the best in programmatical project management and execution. Together, SkyKick and Insentra conducted rigorous analysis and performed a proof-of-concept to validate their solution approach. This resulted in a clear scope of work with a fixed price and guaranteed outcome.

In brief these are the main contributors to the success of the SkyKick and Insentra approach:

### 1 Create project schedule and detailed timeline

A comprehensive migration plan was created, and Telenor's customers' expectations were clearly set. The migration plan was developed on-site in Norway together with the Telenor team.

### 2 Configure the migration tools to automate and accelerate the migrations

The project team collaborated using Microsoft Teams that allowed them to keep conversation flowing around the globe.

### 3 Process testing to ensure that the results were exactly as expected

Team members did some troubleshooting to solve errors and issues before the migration work began. This ensured that Telenor's customers could be spared issues and clear expectations on the migration experience were set.

### 4 Parallel customer mailbox migrations

This added layer of complexity was crucial to saving time for Telenor and was executed in a completely automated fashion.

### 5 Final handover and report

At the completion of each migration the handover was also communicated to Telenor customers in a high-level migration report to provide additional reassurance that the work was complete.



**It was essential that we spent the week together in Norway. Everything they offered was crucial to the success of the project. It was great that we got to know each other and get into the detail very early on in the process and that was key to getting it done on time"**

Dag Rune Langehaug of Telenor



## A FLAWLESS MIGRATION EXPERIENCE

SkyKick and Insentra devised a comprehensive, rigorous migration plan and methodology for Telenor. This involved Insentra applying the full automation of the SkyKick migration suite through the SkyKick API to move hundreds of customer's mailboxes simultaneously with minimal impact to the system and users. The approach of migrating many small batches of mailboxes on a high cadence, instead of a big batch approach, condensed the migration work from what could have taken 6 to 9 months into under 3 months.

“The communication strategy was extensive, with automated communications sent to end users and administrators to keep them informed and engaged at each major project milestone. Customer administrators also received a series of personalised emails to guide them through the process. These provided information on what would be happening to their environment, provide simple steps they needed to take, and indicate any costs they might incur.” said Dag Rune Langehaug of Telenor.

“We tracked open and click rates on these emails, and they were exceptionally high,” he added. “This is because the emails were relevant, direct, clear and concise. The customers were using and appreciating the guidance. 50% of our customers opened and self-served through these changes and the other half had the SkyKick, Insentra and Telenor team alongside them. You need very flexible partners and a well-equipped support team to manage this level of communication.”

Enormous value, efficiency and a smooth experience for 3600 Telenor customers and their users in record time

## VALUE

Since the customers of Telenor were moved from a low-value, low-cost legacy mail solution to Office 365 there was a clear need to make the transition as smoothly as possible.

Not only to minimise potential churn, but also to emphasise the additional value that Office 365 brings through collaboration features such as Microsoft Teams. Clear and well targeted customer communications driving that message were key.

“From the offset we devised various strategies and tactics to emphasise the value of Office 365 to Telenor customers whilst they were being migrated. Paired with a frictionless and highly scalable migration experience, Microsoft Partners such as Telenor are well positioned to provide additional value add services on top of Office 365.” said Gerard Doeswijk, Director of Professional Services at SkyKick.

## EFFICIENCY

Telenor was provided direct access to the SkyKick partner success and engineering teams to ensure that the project went as smoothly as possible. Through the extensive automation of the platform and the use of the SkyKick API the project could easily be supported round the clock, driving efficiencies across the board.

“SkyKick automation platform enabled us to reduce almost 80 days of effort from the project by removing the need to set up each of the 3,600 migration events through the UI,” said Simon Altit Director of EMEA, at Insentra.

## ON TIME, BELOW BUDGET

The Telenor project was completed on time and below budget. The customer organisations were happy and confident in the security of their new Office 365 email and collaboration solution. The customers were ready to continue work as normal, and the huge project was completed in less than 12 weeks.



**My management was concerned we wouldn't make the deadlines. We created contingency plans, but we never had to use them. The business case for the change was very good — the return on our investment will be achieved in under 12 months. The deep domain expertise, experience, flexibility and the processes we put in place with SkyKick and Insentra ensured a seamless transition to Office 365 for our customers. In retrospect, we wouldn't have made it without the assistance of SkyKick and Insentra”**

Dag Rune Langehaug of Telenor



## ABOUT SKYKICK

SkyKick is a cloud management company that partners with companies that use our platform for automation. SkyKick is an expert in making the transition to the cloud both easy and low risk. Migrations that used to take 40 hours can be done in less than 4 hours with SkyKick's tools. SkyKick automates the entire project and replicates the legacy system, which helps the customer feel confident about the service.

AMI-Partners conducted a study that found SkyKick to be the #1 MSP-rated O365 Migration automation tooling partner.

## ABOUT INSENTRA

Insentra is a collaborative IT Services partner delivering a range of specialised Professional and Managed Services transacting exclusively through the IT channel.

We focus on attaining knowledge and skills in solutions which will best empower the channel. Our partner-centric business model provides our partners and their clients with access to industry expertise and accountable outcomes.

Our people make great things happen. They are talented, innovative and driven by a relentless determination to deliver exceptional service to our clients. The combined individual skills, experiences and perspectives in our team enable us to achieve powerful results for our partners and their clients.