

Red Wing Shoes

Avtex Assisted Red Wing Shoes in a Company-Wide Migration to Office 365



Timeline

6 weeks

Avtex Services

Cross Platform Integration
Technology Implementation
Technology Innovation

Key Benefits

Smooth transition from Exchange to Office 365

Eliminated need for patching, server maintenance, and providing a redundant system

Enhanced collaboration between employees and across departments

Reduced challenges of managing hosted environment

Red Wing Shoe's IT team maintains all of their retail environments and were also maintaining all of their internal systems, including Exchange. They were finding themselves spending a lot of time troubleshooting issues with their existing on premise Exchange environment and capacity issues within their mail environment, which left little time for other crucial projects.

The Challenge

They also had to spend a lot of time maintaining server infrastructure and related issues, not to mention the cost in server maintenance overall. In addition, Red Wing Shoes had completed an acquisition of a company in Scotland, K&L, who had been utilizing the Google Apps for Business platform. This posed a challenge to fully transition the email and IM/presence workloads into the Red Wing Shoes environment.

Results at a Glance

"Office 365 was a great solution allowing us to spend less time maintaining servers. With our recent company acquisition, this solution made it easier to communicate with all employees – both domestic and international."

–Bill Harding, IT Operations Manager, Red Wing Shoe Company

The Solution

Looking to solve their business problem, Red Wing Shoes engaged Avtex to deploy Microsoft Office 365 which included Exchange Online, Unified Messaging Online, and SharePoint Online. Skype for Business Enterprise Voice functionality was also added to strategize, organize and execute a solution to migrate K&L.



*Key Partner Technologies

An Exchange Hybrid solution, including Identity Management was configured to facilitate the migration of Red Wing Shoes to Exchange Online. Additionally, the Scotland acquisition was migrated to Office 365 from Google Apps within a matter of days.

Exchange Online was configured to work with their existing on premise Skype for Business Enterprise Voice infrastructure, allowing Red Wing Shoes to greatly increase mailbox capacity for their users and allowed them to quickly provide e-mail services to a large number of contract employees who currently did not have that ability.

Using the Avtex Silver Lining planning process, Avtex was able to help determine a roadmap for migrating to the cloud. The staged migration took place over a period of about 6 weeks, including Active Directory Synchronization and Active Directory Federated Services. This ensured a smooth transition by achieving federated identities for simplified user management.

The Results

Since migrating to Office 365, Red Wing Shoes has seen a significant shift in the ease of managing their hosted environment. Office 365 simplifies the user experience and reduces operational cost.

Having worked with Avtex on various other projects, Red Wing Shoes has built up a solid rapport with Avtex, and thus had the confidence in Avtex completely migrating their Exchange environment to Office 365.

"The strategic planning services offered by Avtex ensured a smooth transition, helped to improve our IT process, and increased our efficiencies all the while benefitting Red Wing Shoes financially."

Bill Harding – Red Wing Shoe Company

With limited available IT resources, moving to the cloud helped to eliminate the time consuming administrative tasks such as patching, server maintenance, and providing a redundant system. This allows Red Wing Shoes to focus on their business: Making and selling world class footwear.

Red Wing Shoes is an innovative company who produces high-quality products and they're growing in the retail market, with locations all over the world.

About Avtex

Avtex is a full-service Customer Experience consultancy focused on helping organizations build trust with their customers. We guide organizations through the process of creating or improving CX strategies, platforms and policies. Avtex offers a wide range of services to support CX, including CX Consulting, Technology Optimization, Technology Innovation and Systems Management.

Driven by technology know-how and passionate about customer experience, Avtex is uniquely qualified to help you deliver exceptional experiences to your customers.