

Acosta Automates Migration from SharePoint 2003 to 2007 - with Zero Downtime - Using Metalogix

North American sales and marketing agency takes the pain out of their SharePoint migration project with Metalogix Migration Manager for SharePoint and embraces it as an integrated component of their content workflow process.

THE COMPANY

Founded in 1927, Acosta Sales & Marketing has grown from a local food broker to become the leading outsourced sales and marketing agency serving consumer packaged goods companies and retailers across North America. Today, the company serves more than 1,000 consumer packaged goods companies and has approximately 20,000 associates working in 65 offices throughout the United States and Canada.

The company offers a truly integrated approach that engages shoppers at every point along the path to purchase and ensures that its clients' products are strategically positioned to most effectively convert those shoppers at the shelf. Acosta also offers support services for back office order-to-cash processes that help clients drive innovation and achieve cost savings.

THE CHALLENGE

With a high volume of distributed employees across 65 separate offices, Acosta relies heavily on the content collaboration capabilities of SharePoint. The company has several hundred gigabytes of document files and found that they needed to use many of the advanced features in SharePoint 2003 to manage them. But, when it came the time to migrate to SharePoint 2007, moving the data they were using in the earlier version was problematic.

"We tried using some of the Microsoft tools and it was a painful process as they just weren't robust enough," said John Morales, collaboration technology manager, platform support services, Acosta. "Our options were to do the migration manually or leverage a solution that only handled a fraction of the content. Neither approach was viable for us because they invited risk of lost data and business disruption to our collaboration environment."

THE SOLUTION

The Acosta team began to evaluate third-party SharePoint migration solutions to help automate their migration process, but found that few offered the ease of use and features it discovered in the Metalogix Migration Manager for SharePoint solution.



"The implementation and deployment of Migration Manager for SharePoint is dead simple. We deployed it in our production environment in a matter of minutes. There was absolutely no downtime."

John Morales, Collaboration Technology Manager,
Platform Support Services, Acosta Sales & Marketing
www.acosta.com

HEADQUARTERS

Jacksonville, Florida

ENVIRONMENT

- SharePoint 2003 migrating to SharePoint 2007
- Metalogix Migration Manager for SharePoint

“Things that SharePoint couldn’t do out of the box, like combatting SharePoint sprawl, Metalogix could do in minutes. It’s now become a natural part of our workflow.”

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ABOUT ACOSTA SALES & MARKETING

Acosta Sales & Marketing is the sales and marketing powerhouse behind thousands of the biggest brands you see every day, with a client roster that includes the majority of #1 and #2 brands sold in most grocery stores. With more than 80 years of experience, Acosta provides a range of outsourced sales, marketing and retail merchandising services to effectively move products off shelves and into shoppers’ baskets, ensuring clients are achieving their true sales potential. Acosta is based in Jacksonville, Fla., with approximately 20,000 associates in 65 offices throughout the United States and Canada. For more information, visit www.acosta.com.

ABOUT METALOGIX

Metalogix, a leading provider of content lifecycle management solutions for Microsoft SharePoint 2010, Microsoft Exchange, and legacy enterprise content environments. We enable organizations to scale and costeffectively manage, migrate, store, archive and protect enterprise content whether on-premises or in the cloud. The company is a Microsoft Gold Certified Partner, privately held, and backed by Insight Venture Partners and Bessemer Venture Partners.

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“The Metalogix tool was very successful in handling the more advanced parts of our SharePoint content migration,” said Morales. “We just felt at ease with Metalogix. The implementation and deployment of the product is dead simple. We validated in our testing environment first and then we deployed it in our production environment in a matter of minutes. There was absolutely no downtime.”

Once the migration from SharePoint 2003 to SharePoint 2007 was complete, Acosta realized the value of Migration Manager for SharePoint didn’t stop there.

“At first our needs were very small, we simply wanted to migrate our SharePoint 2003 environment,” said Morales. “Since then, we quickly realized that Metalogix could be used as an ongoing piece of our content management process. Things that SharePoint couldn’t do out of the box, like combatting SharePoint sprawl, Metalogix could do in minutes. It’s now become a natural part of our workflow.”

Migration Manager for SharePoint uses a familiar copy-and-paste-style user interface so Acosta can easily optimize its data before migrating it. They can also migrate at their own pace while maintaining full fidelity and preserving views, version chains, metadata and user-edit information.

THE RESULTS

Today, Acosta uses Migration Manager for SharePoint as a core component of its SharePoint management process. The company finds the product to be a tremendous productivity saver, making what was once a time consuming and error ridden task of migrating their SharePoint data, painless and error free.

“The ease of which we were able to migrate from 2003 to 2007 using Metalogix made the migration process very successful,” said Morales. “We were able to complete it much more easily and quickly than we had anticipated. I personally feel that the product was key to the success of the project. We are eager to use it again for our upcoming migration to 2010.”