



BinaryTree

The SMART Migration Company



CASE STUDY



Case Study Highlights

Location: U.K. and EMEA

Category: Binary Tree Partner

Customer Profile

Nero Blanco provides end-to-end consulting services for Office 365 migrations, Active Directory, Microsoft Exchange, and IBM Lotus Notes/Domino. The firm is expert in a number of areas, including messaging infrastructure, networking and security, storage and server hardware, and virtualization—for multiple operating systems and across most platforms. In addition to being a Binary Tree SMART Partner, Nero Blanco is a Microsoft Silver Messaging Partner and a Silver Cloud Productivity Partner.

Clients

Nero Blanco's IT consultants have been engaged with clients ranging from medium-sized businesses to multinationals with over 250,000 employees. Their portfolio of clients includes many of the FTSE 100 companies, including HSBC, JP Morgan Chase, Ernst & Young, PricewaterhouseCoopers, Thomson Reuters, Barclays, the Public Records Office, Education Development Trust, First Great Western Railways, BNP Paribas, Acergy & Subsea 7, AXA, Birmingham City Council and PR Newswire—many of which are also Binary Tree clients.

Partnerships

Nero Blanco has built up strong relationships with other UK and European IT organizations such as HP, Microsoft, Avanade, LAN2LAN, The Portal Partnership, Dot Net Solutions, Content & Code, Phoenix Software, Kelway, Contrail Sweden, Skill Norway, Timengo, Molten Technology, and of course, Binary Tree.

It's All in the Details: Nero Blanco Develops Its Business Strategy Based on Binary Tree Solutions

"We are messaging guys, through and through. To succeed in this business, you need to be adept at a wide range of technologies, including Active Directory (AD), SQL, and others. We get involved with a large number of projects involving transitioning to the Microsoft Cloud, but there are also many IT refresh opportunities out there. Our goal is to do such a good job that clients repeatedly reach out to us – whether they are upgrading operating systems, migrating from one AD to another, or migrating from multiple ADs to a completely clean environment. We bring in the technical talent and help get our clients over the finishing line."

- Conrad Murray, Director, and Messaging Architect, Nero Blanco



An Entire Business, Thanks to Binary Tree

Nero Blanco has developed its entire business strategy around pre-sales, support, consulting, and implementation of messaging solutions for enterprise clients around the globe—with a focus on the UK and Europe. The firm's primary business involves being highly-skilled at all Binary Tree products and developing a close relationship with the Binary Tree technical and support teams.

Since its inception two years ago, Nero Blanco has worked with over twenty Binary Tree clients that span project-specific clients through large multinational enterprises, and was awarded the Binary Tree 'Most Technical Partner' of the year 2014.

"The more we worked together, the more we understood the complexities of the business. We were doing a great job and realized there were a lot of companies who could use our help because they were anxious to migrate from Notes to Office 365 and needed the breadth of technical expertise to do so. Between the three of us, we had all of the technical skills, as well as the soft skills - including sales, pre-sales, accounting, strategy and documentation. We felt that if we were going to make this into a business, now was the time."

*Conrad Murray, Director,
and Messaging Architect,
Nero Blanco*

Contact Us

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A Little History

A few years back, while employed at Binary Tree, Conrad had the opportunity to work on one of the largest migration efforts ever—170,000 global users—alongside many of the most experienced Binary Tree technologists. Shortly after that, Conrad worked on a proof of concept assignment for another Global Notes to Exchange project that was extremely complex, involving multiple decision makers in various countries.

This engagement is also where the other members of the founding trio met: Twan Van Beers, the leading Exchange Architect on the project, and Neil Langston, the Notes Migration and Coexistence Architect.

Politically and technically, it was a huge challenge for all due to the slow rate of change and the fact that some users were migrating to Microsoft Office 365 Dedicated, while others were migrating on Microsoft Exchange On-Premises. It also required a complex coexistence set-up between the two Exchange environments and Domino. In fact, it was this project that served to form the foundation for our current business including how we approach large migrations, incorporating a proof of concept phase, and using our creative problem-solving skills throughout.

The Concept Becomes a Company

Because Nero Blanco built up a great personal and working relationship with the Binary Tree team, whenever any large opportunity presented itself—whether from Nero Blanco's contacts or from Binary Tree, they were already integrated into the process. Currently, they are working collaboratively on an even larger migration, with 250,000 geographically dispersed users, where coexistence will be divided among more than three data centers. This project, in terms of approach and complexity, is very similar to the one that brought everyone together two years ago.

Binary Tree was selected for its enterprise migration software provider and Nero Blanco was there to provide the proof of concept environment and to implement the coexistence and migration solution.

Security was big factor for this project and Nero Blanco was able to translate the client needs into a viable technical delivery, while adhering to some very stringent requirements. The client also had other very specific product requirements that required extensive customization. Winning this required a huge team effort for all involved.

Nero Blanco is working on other Binary Tree projects as well. "We see ourselves as the go-to partner in the UK—and the most technical partner," comments Conrad. "We are certified in all Binary Tree products and are also technically very strong across all platforms. All in all, we've collaborated on about twenty clients to date."

Advice for Other Partner Companies

"For others looking to create a messaging consultancy, I would advise that they have both a Notes and a Microsoft Exchange expert on staff, in order to bridge both technologies. You also have to know the Binary Tree products thoroughly. Remember that every client is different. When running your own business, you have to have thick skin, be willing to work long hours, and think outside the box. When working with Binary Tree, be professional and articulate any problems accurately. Their development team and support organizations are excellent, and they are eager to help you. Just take your time, build long term relationships, and your life will be a lot easier—and your business more rewarding."

For more information about Binary Tree and our partner program, visit us at www.binarytree.com.