

Aspect can deploy projects twice as fast with Sharegate. Customers love it. So does Aspect.



Billy Ward

**Infrastructure and
Collaboration Services
Senior Manager**

Aspect

www.aspect.com

Aspect made its global reputation with its enterprise contact center solutions—but the company offers much more than that, supporting all aspects of customer experience and interaction management, workforce planning, employee productivity, back-office optimization, and more. The company's vision encompasses the seamless orchestration of people, processes, and touch points for many of the world's top brands in an array of sectors: aviation, financial services, healthcare, manufacturing, telecommunications, and retail.

*The broad range of Aspect's solutions means that those solutions frequently have to interoperate with another ubiquitous aspect of today's enterprise environments: Microsoft SharePoint, whether on-premises or as part of Office 365. SharePoint migration and management are important parts of Aspect's services business. To optimize its work with SharePoint, Aspect relies on tools from Sharegate. Aspect's Senior Manager **Billy Ward** recently spoke with us about why his company has adopted Sharegate over other technologies, what his customers think of it—and what he thinks of being a Sharegate partner.*

Why is SharePoint so important to your customers—and to you?

SharePoint is a huge part of our business. It's the best collaboration tool out there, it's appropriate for both large and small customers, and it can be customized to whatever the customer needs. Whether the customer wants analytics, website development, or collaboration, there's a role for SharePoint. To meet those needs, we have more than 30 trained resources in SharePoint infrastructure, development, and custom work.

Where does Sharegate come into this?

We're constantly migrating customers to newer SharePoint deployments or from SharePoint Server to SharePoint Online. The tools we traditionally used to do this were too costly, way more than what we needed for the customer, and not as effective or user friendly as we'd have liked.

About nine months ago, we tried Sharegate and were surprised at how different it was—less expensive, more effective, and easier to use than what we'd been using. Now, my staff loves Sharegate. They talk about it with every customer.

Why should your customers care what migration tool you use?

They care—and they *should* care—because Sharegate isn't just the tool that we use on behalf of the customer. It's also the tool that the customer buys for internal management and support—and they can save a lot of time and money by choosing Sharegate.

“We know Sharegate is much more than a migration tool. We plan to sell the socks off this thing.”

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On one recent project, we priced out a couple of tools for the customer, and Sharegate cost about US\$10,000—60% less than the \$25,000 cost of the other tool.

And Sharegate isn't just less expensive—the license is more streamlined and easier to use. With some of the other tools, you have to buy and administer multiple licenses to do what you want. We give customers more options, for example, Sharegate and Nintex work great together; a lot of customers want that combination and we offer a full Sharegate license with Nintex.

Is that the only savings your customers see with Sharegate?

No, actually. Another big savings is time. Projects go faster, much faster, with Sharegate. First, there's the savings in knowledge transfer. Customers need to know how to use Sharegate to manage their deployments on a continuing basis. Unlike other tools, Sharegate is simple. You select your source, you select your destination, and you drag and drop. You don't need a computer science class to understand how to use this tool.

Being a Sharegate partner is also a competitive advantage for us because we can reduce the customer's training bill from one week to one day. So, we might save the customer another \$15,000.

What's the impact of Sharegate on the time and cost of deployment for your projects?

Project durations vary widely of course based on the size and type of project. But for one big hospital customer, we were able to complete a project in three weeks with Sharegate, compared to what we estimated would have been six weeks without it. That 50% savings is not unusual.

Are these savings significant to your customers?

With Sharegate, we can help our customers save time and money on knowledge transfer, project duration, and ongoing management and support—they love us and come back to us for more, and refer new business to us.

We just had one of the top athletic apparel makers in the world contact us. They told us they'd heard we were using Sharegate with another company in their industry and wanted to know if we were interested in working with them, too. When you use Sharegate, word gets around.

What is Sharegate like as a partner?

On a continuing basis, Sharegate is so much more responsive to us than our other migration tool partners that I've stopped going to them. I'm that pleased with the interaction with Sharegate. We have 10 resources on a Yammer page with Sharegate and we collaborate via email and the portal as well.

When we did our first Sharegate demo for a customer, a Sharegate exec joined us to help ensure it went well. He offered to join us on other demos and we've taken him up on that. It's more than a confidence measure for us—it's a confidence measure for the customer, because it proves the close working relationship we have with Sharegate. The customer sees a true partnership.

This is just the tip of the iceberg for us. We know Sharegate is much more than a migration tool. We plan on using it for security management and more. The opportunity for growth with Sharegate is huge. We see it helping us to win larger customers and larger projects. We plan to sell the socks off this thing.