7 ACADEMIC INSTITUTIONS THAT SPARKED LEARNING WITH GOOGLE WORKSPACE FOR EDUCATION

Supercharged collaboration and empowered teachers and students
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Introduction</td>
</tr>
<tr>
<td>05</td>
<td>SADA helps Hopkins School work smarter with Google Workspace</td>
</tr>
<tr>
<td>09</td>
<td>SADA migrates over 40,000 Louisiana State University students and staff to Google Workspace</td>
</tr>
<tr>
<td>12</td>
<td>Virginia Commonwealth University improves user experience for students and educators with Google Workspace</td>
</tr>
<tr>
<td>14</td>
<td>Wagner College works with SADA to ensure a smooth transition to Google Workspace</td>
</tr>
<tr>
<td>17</td>
<td>SADA helps Massachusetts College of Art and Design move to Google Workspace for Education</td>
</tr>
<tr>
<td>20</td>
<td>Northwestern University delivers a seamless user experience with Google Workspace single sign-on and customization</td>
</tr>
<tr>
<td>23</td>
<td>SADA migrates over 120,000 Kent State University students and staff to Google Workspace</td>
</tr>
</tbody>
</table>
Technology provides crucial learning tools needed in schools and universities across the globe. Whether your staff is serving students at an elementary or collegiate level, Google Workspace provides your institution with the opportunity to take the classroom wherever you go, giving students and staff the resources to learn and work more efficiently anytime, anywhere, and on any device.

Google Workspace for Education includes the same enterprise-grade Google Workspace tools, customized for schools’ unique requirements. These cloud-based tools are completely free to schools, offered without any ads. Schools utilizing Google Workspace are able to increase collaboration and communication, empowering the next generation of learning. This reliable, easy-to-use cloud solution offers many benefits and features that will enhance the learning experience for students and offer educators resources for creating new strategies to teach and train the leaders of tomorrow.
Google Workspace for Education

Classroom
Google Classroom helps teachers easily create and organize assignments, provide feedback and communicate with their classes, saving time and improving collaboration with their students. This dynamic platform is free for grades K-12.

Gmail
Gmail, which comes free with Google Workspace for EDU, includes unlimited storage, powerful search capabilities, labels, and filters to keep it all organized. Integrated voice, text, and video chat also creates an easier collaboration experience. Gmail allows your institution to work however you choose, wherever you may be.

Drive
Google Drive is your hub for the most up-to-date versions of your files. Access important files from anywhere and collaborate within groups or classes using Google Docs, Google Sheets and Google Slides.

Calendar
With Google Calendar, spend less time planning and more time executing your classroom objectives. Plan faculty meetings, schedule class projects and stay up to date on your latest tasks with shareable calendars. Easily access all of your appointments from your desktop, tablet or mobile device.

Google Docs
With Google Docs, easily create and edit docs right from your browser without having to install or update any software. Edit, leave comments and collaborate in a shared document in real-time.

Google Sheets
Create informative spreadsheets to share school timelines, updates and reports. Edit and add notes in real time, share and collaborate.

Google Slides
As part of Google Workspace for Education, Google Slides allows you to edit and collaborate from wherever you are. Make unique presentations with built in themes, fonts and animations, all available at no cost.

As a Google Cloud Premier Partner, SADA will get your admins, teachers, and students up and running in Google Workspace for Education, driving user adoption in record time. Our expert consulting and migration services transform your classroom and enhance student learning with change management and training services for faculty and students; we’ll integrate new technology into the classroom while you continue to work alongside your team of experts to focus on your most important education initiatives.

Read on for 7 inspiring examples that showcase how SADA and Google Workspace are helping to transform the way schools spark learning.
SADA helps Hopkins School work smarter with Google Workspace

1. Hopkins School

Hopkins School, the third oldest independent school in the United States, has a history of more than 354 years fulfilling their dedication to the “breeding up of hopeful youths for the public service of the country in future times.” With 711 students from grades 7-12, Hopkins School’s distinguished faculty and staff are dedicated to guiding and nurturing students with traditional wisdom and developing skills relevant to the 21st century.

Challenges

Prior to moving to Google Workspace, Hopkins School’s students were using a hosted email service from RackSpace, with faculty and staff on a separate, locally hosted, email service running Microsoft Exchange 2007. D.J. Plante, Director of IT, who has been at Hopkins School for 14 years, stated: “We are an unofficial BYOD school, with all kinds of devices coming on to our campus. We believe heavily that the end user should be able to pick their own device and that they’re more productive that way. However, we needed an email service that made it easy for our end users to get access to their information, regardless of the device chosen.”
Among students, faculty, and staff there were different devices, mail clients, and versions of software. The version of Outlook Web Access the faculty and staff were running provided significantly different experiences for Mac vs. PC users, causing communication inconsistencies. Differing mail clients / versions and the loss of the Global Address List in some clients also made efforts to collaborate time-consuming, overly complicated and prone to errors.

“There were complaints of too many emails and attachments going back and forth with collaborators losing track of versions,” said Plante. “We needed a solution that would allow many people to edit or work from a single document, without the need for additional emails or attachments.”

Solution

The IT team at Hopkins School began searching for a cloud-based solution that would provide seamless communication and collaboration from anywhere and on any device, in order to empower their teachers and students to work effectively on the device of their choice.

“Our goal for every service we deploy is for it to be Reliable, Accessible, Interoperable, Secure and Efficient (R.A.i.S.E). [Google Workspace]* is that one solution that met our requirements,” said Plante. “We knew a number of schools that had migrated to [Google Workspace for Education] and experienced tremendous success.”

Hopkins School began reaching out to several different Google Workspace deployment partners and ultimately chose SADA. “From the initial introduction, project cost, and their ability to clearly answer complex questions, I felt extremely comfortable in choosing SADA as our partner.”

SADA strategized with Hopkins School’s IT team, providing detailed instructions in order to make the move as efficient as possible, migrating mail, contacts, and calendar items from the previous systems to Google Workspace. Within a few days, SADA had migrated more than 900 mailboxes to Google Workspace. SADA provided training by SADA’s Google Certified Trainers to familiarize users with the new email and collaboration tools. Nearly 100% of the Hopkins School population had previous experience with Gmail or Google Docs, making the transition even smoother. Hopkins School also created a support system known as “Google Apps Ambassadors”, whereby tech savvy representatives from every department or office on campus took on a leadership role to help train and familiarize fellow department members with Google services, softening the transition for everyone.

*Note: At the time of this case study, Google Workspace was known as Google Apps.
Results and benefits

Hopkins School's staff, faculty, and students were thrilled about the user-friendly, consistent Google Workspace interface as well as the productivity benefits provided by additional collaboration features. 80% of the School’s faculty and staff have chosen to use Google Drive instead of their network folders. Since moving to Google Workspace, the number of unnecessary support requests have decreased significantly campus-wide. “We’ve started to see more proactive requests coming in,” said Plante. “People are asking ‘how can I do this?’ rather than sending reactionary requests about errors or communication barriers.”

Google Workspace was also able to facilitate and optimize Hopkins School’s re-accreditation process, which is critical to their operation as an independent school. This 18-month process requires extensive sharing, editing, and rewriting of information by every faculty and staff member within an assigned group. “Ours was done through Google Docs,” said Plante, “and it was massively helpful that there was one version people had access to from everywhere. It’s not an easy project to take on and from a tech standpoint, the problem was solved.”

The Google Workspace environment has empowered each member of our population to gather and share information in an efficient manner. “Our population now has some great tools at their disposal,” stated Plante. “Creativity and first rate, thorough work are evident in our heavy usage of Google Docs, Slides, Forms, and Sheets.” Hopkins School teachers in particular have realized the value of moving to Google Workspace through the convenience of being able to access their personal files at home or from their mobile device while traveling. Also, the use of Chromebooks is widespread at Hopkins School, with teachers and students enjoying how easily the interface supports Google Workspace.

“I would absolutely recommend SADA,” said Plante.

*Note: At the time of this case study, Google Workspace was known as Google Apps*
“From the initial introduction, project cost, and their ability to clearly answer complex questions, I felt extremely comfortable in choosing SADA as our partner.”

D.J. Plante
Director of IT, Hopkins School

*Note: At the time of this case study, Google Workspace was known as Google Apps*
SADA migrates over 40,000 Louisiana State University students and staff to Google Workspace

2. Louisiana State University

Founded in 1860, Louisiana State University, or LSU, is a public, co-educational university located in Baton Rouge, Louisiana and is the main campus of the Louisiana State University System. Enrollment is approximately 32,000 students and the staff stands at over 2,000 members including 1,300 full-time faculty members.

Challenges

Previously LSU had conducted a pilot deployment of Google Workspace* on a test domain. While LSU’s IT staff had completed a significant portion of the deployment process, they determined that engaging a Google Workspace Enterprise Partner such as SADA would more easily and effectively accomplish the provisioning and data migration component of the project. LSU’s implementation encompassed 35,000 to 40,000 users in two phased deployments. The first phase migrated about 38,000 while the second deployment involved 2,200 VIP and other select users, divided into smaller groups and rolled out per a schedule provided by the client.

*Note: At the time of this case study, Google Workspace was known as Google Apps
The successful deployment of Google Workspace at LSU required SADA to do the following:

- Work with the client’s combined identity management environment including both a Lotus Domino Directory and Microsoft Active Directory.
- Provision accounts for all users as detailed in the scope of the deployment.
- Access the client’s existing email configuration which consisted of a hosted Outblaze/Qmail server.
- Migrate email data to Google Workspace from the client’s Outblaze/Qmail configuration. This applied only to the second group of users in the provisioning plan.

Solution

SADA worked closely with LSU to devise a deployment plan that would meet all of the client’s requirements. Below is a summary of the work completed by SADA to successfully implement Google Workspace.

Accounts were provisioned making use of a CSV file provided by the client and SADA’s provisioning tools. This file included each user’s first name, last name, and username. For the second part of the provisioning process a schedule was established that allowed SADA and LSU to provision accounts in the second group into smaller groups, according to the requirements of the client.

To complete the email data migration component of the project, SADA helped the client plan, and then configure and execute an IMAP email data migration process. Additional local email data could be migrated on a per-user basis, making use of the Google Email Uploader tool-set.

Results and Benefits

With SADA’s assistance and the implementation of best-of-breed utilities for the deployment of Google Workspace, Louisiana State University was able to smoothly and effectively implement Google Workspace for over 40,000 users in their two groups. This implementation of Google Workspace will allow LSU to dismantle their hosted Outblaze/Qmail email solution, without interruption to email service for their students, faculty, and staff. Improvements to the level of administrative overhead have made it possible for the client’s IT department to free up resources and focus on critical objectives.

*Note: At the time of this case study, Google Workspace was known as Google Apps*
“We are pleased with the expertise and professionalism of SADA with helping our University move legacy messages from a Linux webmail system to our Google Workspace domain. There were a few hiccups due to corrupted messages, but our SADA consultant identified these hold ups and fixed each incident on a case-by-case basis. What attention to detail! Our University has gone through other email migration projects in the past, but this one by far has been the easiest with SADA on our project team.”

Janet Shih
Migration Project Leader, Louisiana State University

*Note: At the time of this case study, Google Workspace was known as Google Apps*
Virginia Commonwealth University improves user experience for students and educators with Google Workspace

3. Virginia Commonwealth University

Virginia Commonwealth University (VCU) is a higher education urban university with 32,000 students and 8,000 staff and faculty members.

Challenges

VCU’s faculty and staff members were using IBM Lotus Notes, a system that the University outgrew from many different aspects. First, VCU’s IT team found the system difficult to maintain, as well as expensive – after spending a considerable amount of money on infrastructure upkeep, VCU decided that their teams simply could not keep up with both the time and cost that Lotus Notes required, and began to evaluate other email and communication platforms. VCU had already moved their student body to Google Workspace for Education*, which had an extremely positive reception amongst users and was considered a very successful project. After some deliberation, VCU decided it was time to do the same for faculty and staff.
Solution

Knowing that faculty and staff had complicated workflows within Lotus Notes, Scott Davis, Director of Application Services at VCU and the University’s project manager for the Google Workspace implementation, decided to separate the migration into two different project aspects: the first being the technical migration itself, and the second being the support and communication strategies to supplement the transition. SADA worked closely with VCU for both the Google Workspace migration and change management aspects of the project, with a carefully crafted deployment plan and customized training services. The project kicked off in June 2012, first identifying the departments that were more eager to move to the platform in a phased rollout. Every week another group of individuals were migrated to the platform, a process that continued for approximately 8 months.

SADA focused on the technical migration by meeting with VCU’s IT team using Google Hangouts on a weekly basis. During these meetings, the two teams spent time reviewing any issues that may have occurred. Change management and training also played a critical role in the successful implementation of Google Workspace. VCU engaged in customized end-user training curriculum, focusing on VCU’s administrative assistants, the group who had the most workflow concerns with the Google Workspace transition. VCU also set up Google Sites, hubs of information and resources for future onboarding and assistance.

Results and benefits

The reception to Google Workspace has been very positive and VCU is continuing to discover different ways of utilizing the platform. While many faculty and staff members immediately picked up on the benefits of Google Drive, users are beginning to explore the capabilities of Google Docs more and more. “Our intention has been to make the user experience easier,” said Davis. Faculty and staff are also leveraging Google Hangouts to make face-to-face meetings fast and simple, and look forward to the frequent roll outs of changes and improvements to the platform.
Wagner College works with SADA to ensure a smooth transition to Google Workspace

4. Wagner College

Located in Staten Island, New York, Wagner College has distinguished itself for over 100 years. Founded in 1883 as a Proseminary for Lutheran ministers, Wagner College has grown into a national leader in Liberal Arts education. Today over 2,000 students in over 30 academic programs and four graduate departments attend Wagner.

Challenges

When the project with Wagner College started, SADA worked closely with the client to develop a set of requirements. At the beginning, the client had not yet configured a Google Workspace for Education* account, so the first order of business was to assist with the configuration of their account and setting up Google Workspace on their domain. In the discovery process for the project SADA and the client worked together to determine the following:

- The setup of the Google Workspace account would require configuring it to work with a pre-existing domain.
- The client required a dual delivery configuration during the transition period.
- Project coordination required the creation of a Google Site to manage all details.
Solution

After developing a clear set of requirements, SADA worked in partnership with the client to ensure the smooth transition of their existing mail solution to Google Workspace. Set up of the Google Workspace for Education account was completed through SADA's Quickstart service.

- Migration of contacts made use of our custom contact migration tool.
- Email migration was handled through IMAP.
- Calendar information was migrated using Google Calendar Connectors.
- To ensure that no messages were missed, SADA enabled dual-delivery to Google Workspace and Exchange.

Results and benefits

With SADA's assistance and the implementation of best of-breed utilities for the deployment of Google Workspace, Wagner College was able to smoothly and effectively implement Google Workspace for their students and faculty. This implementation of Google Workspace will allow Wagner College to gradually transition away from their Exchange mail system, while continuing to provide their users with email service.
“Today we concluded the migration to Google Workspace, and I wanted to express my sincere gratitude for the hard work and late hours that SADA’s engineers put in. They went above and beyond the call of duty on this project. This was a huge deal for us, and I always felt that we were in good hands. I know the SADA team lost quite a few nights and a few weekends to get this done on our schedule and I admire the personal responsibility they took to meet our needs.”

Frank Cafasso
Network Operations, Wagner College
SADA helps Massachusetts College of Art and Design move to Google Workspace for Education

5. Massachusetts College of Arts and Design

Massachusetts College of Art and Design is a public, independent college of art and design. The college’s academic and co-curricular programs prepare students from diverse backgrounds to participate in the creative economy as artists, designers, and educators, and to engage in the well-being of their society. As a national leader in visual art and design education, the college influences contemporary culture through the creative accomplishments of its students, alumni, faculty and staff.

Challenges

Massachusetts College of Art and Design (MassArt) in Boston, Massachusetts is the nation’s first independent public college of art and design founded in 1873. The college is state-funded, and as such has a unique set of technology needs and requirements. MassArt looked to move to the cloud in order to alleviate the dependency of having to maintain their on-premise Microsoft Exchange system, and looked to find a solution that would be less susceptible to power outages, or any other physical service disruption that could potentially bring email and other productivity solutions to a standstill.
With a high level of design and technology-savvy users, MassArt sent out a request for proposals (RFP) for a Google Workspace for Education* migration partner. MassArt selected Google Workspace after researching the platform’s ease of use, as well as Google Workspace for Education’s adoption across many higher education institutions. MassArt also found the real-time collaboration available through Google Docs, Google Drive and Google Sites compelling for the faculty and staff, but especially beneficial to their fine arts and design students. Shared documents, images, Google Sites and Fusion Tables are particularly useful in the critique and development of their work. Beyond the basic email, calendaring and tasks available through Outlook, they were able to offer a suite of tools that better served a collaborative fine art and design community.

**Solution**

Massachusetts College of Art and Design looked to migrate over 6,000 users from Microsoft Exchange to Google Workspace, and selected SADA as an implementation partner after initially trying to complete the migration independently. The partnership with SADA was essential: “There were specifics we wouldn’t have known to consider otherwise,” said Julie Barrett, Massachusetts College of Art and Design’s Assistant Director of IT and MassArt’s project manager for the migration. “There are nuances to the set-up of the domain(s), as well as intellectual property questions, and concerns about support and maintenance issues.”

The SADA team presented several options to MassArt for their migration needs, and in addition to migrating the faculty, staff and current student body to Google Workspace for Education, MassArt also decided to set up a separate domain for alumni accounts.

Despite a few technical glitches with MassArt’s LDAP transfer, SADA worked closely with the MassArt team in order to successfully move 7,000 users within 6 months from active kickoff to full rollout. “That was an especially aggressive timeframe for us,” said Barrett. “But our CIO and VP’s were very happy with how smoothly the migration went.”

In a process which involved close coordination between the two teams, multiple meetings a week, and several training sessions with SADA’s Google Workspace for Education certified team, MassArt’s move to Google Workspace was seamless.

*Note: At the time of this case study, Google Workspace was known as Google Apps*
“We were very impressed with the SADA team. They were supportive when we had questions, and brought issues to our attention that we hadn’t considered, and helped us assess the pros and cons of various options. It was a huge change, but an exceptionally successful one. I would highly recommend SADA to any other higher education institution.”

Julie Barrett  
Assistant Director of IT & Migration Project Manager,  
Massachusetts College of Art and Design
Northwestern University delivers a seamless user experience with Google Workspace single sign-on and customization

6. Northwestern University

Northwestern University is a private institution with campuses in Chicago and Evanston, Illinois.

Challenges

Northwestern University needed a seamless and integrated way to allow their students to “opt-in” to Google Workspace* email accounts via their own intranet system. This would have to be done in a way that would produce the least administrative overhead on their end, and allow students to provision and manage accounts themselves. The provisioning process would be based on various eligibility parameters pre-determined by Northwestern University.

They also needed a system to flag users who have opted in for FERPA protection – a federal mandate which protects the identity of students so that the accounts created for these students take a different form than those who have not selected such protection.

*Note: At the time of this case study, Google Workspace was known as Google Apps
Solution

SADA used Google Workspace APIs to create an opt-in process to check and validate a requestor’s eligibility, create the account if eligible, choose a password, and create nicknames. SADA’s application had to query Northwestern University’s LDAP and make a CGI call to determine eligibility and determine usernames for Apps. Northwestern University required an intricate process by which our system would check for duplicates and create names based on a schema they developed. There is also a management interface that allows the student to manage their account after it has been created.

Results & benefits

All incoming and existing students will have the ability to create their own Google Workspace accounts. Also, the existing Northwestern University identity management systems are fully integrated with the account management process. They dictate from a central, non-Google Workspace interface the parameters under which students can create accounts, and track back in their systems when and if these accounts are created.

This will allow Northwestern University to have Google Workspace as their primary platform for delivering email services to all of their eligible students, and to greatly reduce the administrative overhead of managing email in an on-premise system.
“SADA is doing a very good job on the Law School and single sign-on projects for Northwestern. The quality of the development work is very good, and I have found very few issues during testing. Both SADA’s Director of Web Development and SADA’s lead developer are sticking to the schedule as planned and we anticipate a very smooth deployment with these three new web pages before the next semester begins at Northwestern. Thanks for the good work.”

**Ron Blitz**  
Technical Services Analyst, Northwestern University

*Note: At the time of this case study, Google Workspace was known as Google Apps*
SADA migrates over 120,000 Kent State University students and staff to Google Workspace

7. Kent State University

Kent State University’s eight-campus system, one of the largest regional systems in the country, serves both the development of a true living/learning approach at the Kent Campus and regional needs on seven other campuses throughout Northeast Ohio. Kent State is ranked among the nation’s 77 public research universities demonstrating high-research activity by the Carnegie Foundation for the Advancement of Teaching.

Challenges

With over 120,000 users, Kent State’s migration to Google Workspace* presented a rare challenge in terms of scale, as the university wished to give each user the ability to migrate existing contact and email data from Kent State’s legacy platform to Google Workspace. Provisioning 120,000 Google Workspace users wouldn’t be difficult, but migrating their data in a batch process would be inefficient, and problematic.

*Note: At the time of this case study, Google Workspace was known as Google Apps
Kent State University requested SADA’s assistance with the following:

- Development of a self-service, on-demand mechanism where users can opt-in to migrate their existing email and contacts to Google Workspace.
- Consulting on Google Workspace deployment best practices, go-live checklists, as well as overall oversight around project success.

Solution

SADA worked with Kent State to develop a strategy that addressed the needs of their students, faculty, and staff, as well as the stringent requirements of their IT department. These included:

- Development of a secure, custom self-service solution that allowed users to migrate their existing email from the University’s legacy email platform to Google Workspace. In order to accommodate a significant number of users who could simultaneously use the self-service migration tool, SADA worked with Kent State to build a system to handle multiple simultaneous connections (up to 500), residing on a load-balanced and clustered, LAMP-based and virtualized infrastructure.
- Overall project management and consulting services, and guidance/assistance for Kent State University and their other vendors about Google Workspace deployment best-practices.
- Continual maintenance and support for the self-service migration solution following deployment.

Results & benefits

With SADA’s assistance and the development of a custom platform, Kent State University was able to smoothly and effectively implement Google Workspace allowing them to gradually transition away from their legacy email platform. Improvements to efficiency while streamlining administration have made big improvements to productivity, and freed up the university’s own IT department to focus on mission-critical and value-oriented projects.

“Kent State’s priority was to make sure our users had the option to move their own e-mail and contacts to their new Google account themselves. SADA’s extensive experience in the educational space made them the go-to partner for our unique situation,” said Ed Mahon, Vice President for Information Services and CIO for Kent State University. “SADA was able to develop an effective opt-in solution which allowed users to simply check a box to automatically migrate their old e-mails and contacts to their new [Google Workspace] accounts.”

*Note: At the time of this case study, Google Workspace was known as Google Apps*
“The Google Workspace migration and deployment process was extremely successful. With over 120,000 users migrated, Google Workspace has reduced the administrative strain on IT resources allowing us to focus on key objectives. SADA was extremely responsive during the entire implementation process and provided exceptional technical support to ensure a smooth and seamless deployment.”

**Ed Mahon**
Vice President for Information Services and CIO, Kent State University

*Note: At the time of this case study, Google Workspace was known as Google Apps*
About SADA

At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It’s not enough to migrate to the cloud, it’s about what you do once you’re there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we’re not an add-on, we’re a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It’s the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, financial services, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.

Your challenges are ours. We’re ready. Let’s go.

“SADA was a pleasure to work with. I am impressed by their relationship with Google, something I didn’t feel other vendors had. They brought experience and knowledge which was extremely important and helpful in getting us up and running.”

Jason Adams
Director of IT, Denver Seminary

“We wanted to throw everything into a data lake, and we had a unique approach to managing and leveraging it. We talked to Google, and they recommended SADA. SADA engaged their consulting and technical resources and delivered.”

Harrison Lewis
Chief Information and Privacy Officer, Northgate Market

“SADA was a guarantee that our GCP migration was going to work. We didn’t just get a bunch of help tickets and credits; we could actually pick up the phone and talk to someone — it’s a partnership.”

Jim Hefner
CTO, ME.ME

Let’s talk: 818.927.3660 / googlesales@SADA.com / SADA.com