3 MANUFACTURERS DRIVING INNOVATION WITH GOOGLE WORKSPACE

Increasing productivity & supercharging collaboration
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Changes in the manufacturing sector are leading many forward-thinking companies in the industry to reassess their approach to collaboration in order to stay competitive in a global market and meet aggressive efficiency and market goals.
Two key changes driving the need for enhanced collaboration solutions in the manufacturing industry are:

Massive consumer demand across the globe
The global economy has been solid for years, and consumers want to spend. More goods are being developed and delivered to meet the desires of consumers in an environment where trends and fashions change more rapidly than at any other time in history. This demand has led to increased time-to-market pressure and the need for more rapid development and launch cycles. One recent study, which assessed more than 100 global manufacturers, found that 75% claim to be under increased pressure to reduce production time of new products.¹

Distributed manufacturing and geographically dispersed teams
The supply chain is no longer concentrated in a single factory. Goods are built with parts from different areas of the world, by an increasingly broadening web of suppliers and distributors, all of which require tight integration among workers and ideas, and a way to share data. With these conditions, modern manufacturers can easily encounter costly communication gaps amongst dispersed teams.

To successfully meet these changes and take advantage of them, manufacturers need tools that support coordination among people and companies and enable better collaboration for decision-making. In addition, manufacturers are requiring more efficient ways to share data and best practices. In an industry with complex projects and so many moving parts, integrating the input and expertise of numerous teams in various locations and sharing massive amounts of data can be difficult. In response, many organizations are turning to Google Workspace to support and facilitate the changing dynamics of modern manufacturing organizations. Google Workspace, an integrated set of secure, cloud-native collaboration and productivity apps, gives manufacturing teams all-in-one-place access to the documents, plans, deliverables and people needed to execute projects. The easy-to-use set of tools enables them to drive innovation and respond to continuously changing business requirements.

¹ https://www.manufacturingglobal.com/logistics/manufacturers-are-struggling-meet-product-demand-without-digitisation
Google Workspace combines a variety of elements and functionality that support and improve the manufacturing activities required to be competitive. Google Workspace addresses key changes in the industry by giving manufacturers collaboration tools that help to bring new products to market faster and enable deskless mobile workers and dispersed teams.

As a Google Cloud Premier Partner, SADA leverages over a decade of experience in IT consultancy and strategic cloud-based solutions for manufacturers. Partnering with SADA ensures expert consultation, deployment, implementation and training for your business to ensure a seamless transition to the cloud. Read on for 3 inspiring examples that showcase how SADA and Google Workspace are helping manufacturers enable their employees and partners to seamlessly work together and meet productivity goals.
Empowering global collaboration with Google Workspace to better serve millions of families worldwide

1. Colgate-Palmolive

The Colgate-Palmolive Company (Colgate) is a true American success story of how a small soap and candle business grew to become one of the largest companies in the world, offering many well-known brands in oral care, personal care, home care, and pet nutrition. Coming in at #182 on the 2017 Fortune 500 list, Colgate products are sold in more than 200 countries and territories, and the company has approximately 38,000 employees in more than 130 offices worldwide.

For more than 200 years, Colgate has worked to make the world a better place by introducing products that help people lead healthier, happier lives. From developing an oral rinse to prevent tartar buildup to improving the effectiveness of whitening toothpaste with its Optic White brand, Colgate builds upon a rich heritage of innovation.

The company also gives back to the communities it serves, providing children with free dental screenings and oral health education through its Colgate Bright Smiles, Bright Futures program. Colgate’s Clean Hands, Good Health program in the South Pacific and other regions works to encourage children to wash their hands by providing handwashing educational resources.
To grow profitably and responsibly in the 21st Century, Colgate must constantly innovate with new products and keep up with a fast-changing landscape for consumer packaged goods. For most of Colgate’s workforce, collaboration with coworkers and partners is very important, and every department—IT, procurement, R&D, marketing, supply-chain, finance, and HR—must come together for the company to deliver.

Challenges
Seeking a productivity advantage

As a standards-based organization, Colgate looks to keep its strategic IT partners for the long haul and maintain consistent systems and processes across regions. In 2015, the company decided it was time to modernize its approach to collaboration.

Colgate leverages many cross-functional, geographically dispersed teams to get work done. The company needed the flexibility that only cloud-based collaboration could provide. It also wanted a productivity suite that current and future employees would embrace, and that would regularly offer new features without requiring IT involvement to upgrade.

“We set out to find an easy-to-use toolset that would support innovation across our teams and fundamentally change what people could accomplish,” says Mitch Cohen, Senior Manager Collaboration Services at Colgate-Palmolive, who looks after all collaboration and productivity tools used globally. “We wanted a solution that people would be excited about using—and something that we knew could support our company over the next 20+ years.”

Solution

To identify what was required of its collaboration tools, Colgate created a cross-functional team that included representatives from infrastructure and operations, site management, networking, and security. After interviewing employees and analyzing existing collaboration workflows, the team finalized a Top 10 list of end-user needs, including the ability to store files in a single location, conduct face-to-face video meetings, and minimize time spent logging into different tools.

Colgate debated whether to adopt a collaboration suite or use multiple standalone products, finally deciding on the former approach. “We wanted to avoid the big investment in the time and costs it takes to manage software full time,” says Mitch. “We wanted one system that would enable employees to work seamlessly across an integrated environment.”
Collaboration built for Cloud

Colgate teamed up with SADA, a Google Cloud Premier Partner, to leverage their expertise on how to conduct a successful migration to a cloud productivity suite. Working closely with Google, the three companies developed a plan to launch Google Workspace and meet Colgate’s collaboration and security requirements.

“In the end, we chose Google for three main reasons. Google Workspace stood out because it’s truly an integrated toolset, with single sign-on and one directory. Google Workspace is built for cloud, with no on-premises legacy,” says Mitch. “We also felt that Google would continue to be the biggest innovator in cloud collaboration and a partner we could grow with. Finally, after careful analysis, we were most comfortable with the security of Google Workspace.”

Adds Tim Booher, Chief Information Security Officer at Colgate-Palmolive: “Since Google thinks comprehensively about cloud security, we benefit from eliminating the need to patch and prevent productivity applications from compromising our ecosystem. Also, the emphasis on low-level security and extensive reporting in Google Cloud gives us sufficient confidence to focus our security team on enabling our business to confidently leverage emerging technologies.”

Migrating 28,000 users in 6 months

Given the importance of enabling efficient, effective collaboration across Colgate teams worldwide, the company worked with SADA to outline a strategy to achieve the most seamless rollout possible. Colgate worked with change management experts at SADA to lay out a four-phase approach for migrating to Google Workspace, making sure all internal teams were aligned. The company wanted to accomplish the migration quickly while minimizing disruption to the business, and set a six-month window to roll out Google Workspace worldwide.

“SADA suggested a phased in, launch and learn method, building on experience through waves of implementation across our global user base. Through this, we fine-tuned our training and change management to make each wave of go-live better each time,” says Patty Vollmar, Senior Director of Collaboration Services Worldwide at Colgate. “In addition to onsite training, we added online reference tools, webcasts, and training material in various languages. It was a positive experience that accelerated our Google Workspace migration.”

In just three months, Colgate transitioned its global IT organization to Google Workspace, beginning with 70 employees in IT service centers and followed by a second phase migrating the rest of IT—approximately 1,000 people globally. In the third phase, Colgate recruited volunteers who were excited to be early adopters and migrated 4,000 users over the next month. About 900 of the early adopters became Google Guides, acting as champions on the ground and training other employees during the rollout.
Executives and their administrative assistants received focused training, helping them adopt Google Workspace early and drive top-down change. Strong leadership support helped make the migration successful. Colgate’s top leadership committed to embracing Google Workspace and led by example.

“With help from SADA, our original go-live date never moved, and we migrated 23,000 users to Google Workspace over a single weekend,” says Mitch. “The transition was as flawless as it could get, with no disruption to the business. The Monday after migration was quiet.”

**Results and benefits**

**Bright smiles across the globe**

Colgate’s employees celebrated the migration worldwide, throwing launch parties, offering Google Workspace quizzes with prizes, and wearing “C-P is Going Google” T-shirts and hats. The anticipation and excitement worldwide was palpable, and Mike Crowe soon began receiving positive emails from employees. The input from employees ranged from emphatic “thank yous” to people talking about how excited they were to have new, familiar ways to work together with teams inside and outside the company.

“In just under three months, we saw people working differently,” he says. “Over 94% of users were actively using Google Drive, with over 57,000 hours of Google Hangouts Meet sessions conducted in one month alone, allowing our employees to collaborate while in the office and on mobile, connecting our global teams. We also saw faster uptake of Google Slides, Sheets, and Docs than expected.”

**Reimagining productivity and innovation**

Not only can Google Workspace help improve quality and time to market for Colgate’s products, it can also save time and costs previously spent on routine collaboration, while increasing employee engagement with customers, colleagues, and partners.

Using Slides, employees in different parts of the world can co-edit and put presentations together. Google Forms make it easy for non-technical users to collect responses and populate Sheets with the data. “People appreciate the simplicity of Sheets,” says Mitch. “With Explore in Sheets, everyone can bring data into their decision-making. Users can just type in a question and get an answer immediately about their data.”
Notes Patty: “Colgate employees who use Google Workspace apps on their mobile devices are able to create, manage, and accept meetings easier than ever. Joining a Hangout meeting takes one click on a smartphone, tablet, or PC, it really helps us remain connected. I’ve experienced having to leave work when a meeting ran over. Instead of signing off in the middle of an important discussion, I joined the Hangout on my mobile device with a headset and jumped in my car. If I’m at the airport and someone needs information I have, with a few clicks, I can share it from my mobile device. If I’m on the train and someone needs me to review a presentation, I can comment or edit to help when time is tight.”

**Breaking the mold**

More than a year after migrating to Google Workspace, excitement is still in the air at Colgate. Employees are engaged, empowered, and in no hurry to take down their “Going Google” signs.

“Some have said that moving to Google Workspace was unusual for a large enterprise company, but it worked well for Colgate,” says Mitch. “As someone once said: Don’t skate to where the puck is, skate to where it’s going.”
"We were encouraged by the positive responses from employees when we announced we were going Google. We knew it was going to be a major change management effort to go to a new collaboration platform. Working with Google and SADA, in one weekend in November we took 23,000 users live, and a total of 28,000 users live globally within six months."

Mike Crowe  
CIO, Colgate-Palmolive
Sunrider communicates worldwide in real-time with Google Workspace*

2. Sunrider International

The Sunrider Corporation, or Sunrider International, is a privately owned company headquartered in Torrance, California. Sunrider manufactures health, beauty, food, and household products at four manufacturing plants: Southern California, China, Singapore, and Taiwan. Sunrider does business in 42 countries and operates offices in 22 countries. The company has thousands of franchise stores and tens of thousands of independent business owners and authorized business owners internationally.

**Business challenge**

Sunrider’s major manufacturing occurs in the Los Angeles area. Prior to moving to Google Workspace, Sunrider’s US-based offices were running off Microsoft Exchange, while other countries operated off a simple email server. Sunrider’s IT team was managing their Exchange server personally, while affiliates in other countries managed their own servers independently. While this system was functional, Sunrider was soon faced with the prospects of an Exchange server upgrade which was very large, and a system that was not cohesively used across their corporate and franchisee system [PM1].

* Note: At the time of this case study, Google Workspace was known as Google Apps
The company was concerned with both the time it would take their resources to accomplish the upgrade, as well as the cost of the upgrade itself. Additionally, email e-discovery was troublesome to efficiently accomplish with their outdated server - in the case of an unsuccessful backup, Sunrider would face complications with their e-discovery process, an already rudimentary, time-consuming workflow prior to their Google Workspace migration.

Solution

Sunrider began to evaluate an email and collaboration solution that was both readily accessible and removed the burden of having to internally manage their own servers. After a product evaluation, Sunrider selected Google Workspace for its globally distributed servers and high availability, as well as its functionality via a web browser. Google Workspace offered an email solution that was readily available to Sunrider’s employees, who are dispersed throughout the world, and allowed Sunrider’s IT teams to redistribute the time they spent managing their server to other mission-critical tasks.

SADA worked closely with Jonathan Chen, Director of IT at Sunrider International, to implement Google Workspace across 1,300 users. From a technical perspective, the migration went smoothly, despite the fact that some of the systems their offices were running at the time were not supported by the migration tool. Sunrider also had massive amounts of data that had to be transferred to the new platform with fidelity. “We didn’t realize how much data we had to upload to Google Workspace,” said Chen. “SADA helped us set priorities for the migration and make it go smoothly so that it didn’t interfere with other business processes.”

Sunrider received on-site training, which the company found helpful as the migration rolled out. “It went quickly,” said Chen. “Many users already used Gmail as their personal email solution, so it made the transition simpler.”

Results and benefits

Post-deployment, the reception to Google Workspace has been very positive. Many users are active in Google Drive, while Docs are used for note-taking and real-time collaboration. For users in accounting and legal who are still using Office programs such as Microsoft Word and Excel, Google Drive becomes a useful hub to place all important documentation in a single location, that can be quickly and easily shared. Sunrider also enjoys cost savings as a result of not having to worry about system upgrades, while IT resources no longer have to devote hours or extensive effort towards server maintenance and backups.
"The SADA team is very good at what they do - everything went smoothly, and it’s great that they still keep in touch with product updates. We strongly recommend SADA as an implementation partner, especially for medium-to-large sized companies."

Jonathan Chen
Director of IT, Sunrider International
SADA helps Aerotech collaborate seamlessly with Google Workspace*

3. Aerotech

Since their establishment in 1970, Aerotech Inc. has been designing and manufacturing high performance motion control and positioning systems for customers around the world in various different industries. Their headquarters are in Pittsburgh, Pennsylvania, but some of their 375 employees work around the globe in subsidiary sales and services offices in England, Germany, Japan, Taiwan, and China.

Business challenge

Before migrating to Google Workspace, Aerotech ran on Exchange 2003 with servers based at their home office in Pittsburgh. Company-wide outages plagued their network and they wanted a reliable system with 24/7 support to their local offices and their subsidiaries overseas. The situation was exacerbated by time differences with the overseas offices. If the England office woke up to no email, they waited 6-8 hours for the Pittsburgh IT team to repair it, reducing productivity and increasing frustrations.

Furthermore, they needed to eliminate expensive and time-consuming maintenance and dependency on local servers. Aerotech’s international footprint was growing, and the need to travel and be increasingly mobile called for cloud-based email and data storage systems.

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

Based on a recommendation from another organization, the team at Aerotech, led by David A. Holm, Director of IT, reached out to SADA for consultation and evaluation of Google Workspace. After carefully assessing Google Workspace, the Aerotech IT team was confident about transitioning from Exchange and Outlook to Google Workspace. On November 7, 2013, a date that Holm recalls with ease, Aerotech signed a contract with SADA and strategized a deployment plan starting in mid-December. From a technical standpoint, Holm affirmed that SADA “laid it all out clearly and we didn’t have any surprises.” Holm and the Aerotech IT team followed the SADA migration playbook carefully. No deadline or email posting was missed. Holm commends SADA on their clear support structure, nearly immediate response time to requests, and sensible resolutions to problems. By February 10th, SADA completed the deployment project and everyone at Aerotech was using Google Workspace with complete success. “I can’t imagine it going any better than it did,” said Holm.

Holm affirmed, “Some business leaders refer to the transition as a non-event, and completely painless. One person described Google Workspace as a godsend to our company.” SADA also assisted Holm in driving change management, and with on-site training to aid in the transition to Google Workspace. Holm said, “I have complete confidence in everything SADA does; the migration was fantastic and everyone I worked with was fantastic.”

Results and benefits

I haven’t looked back since,” said Holm with great relief. “A giant weight was lifted from our shoulders.” He joked, “We’re sharing files, people are dancing in the hallways. The people that really understand the business value for us, they all get it.” Holm ensured that the message of change management was driven loud and clear, and the Aerotech team quickly familiarized themselves with the new interface.

Google Workspace is a great value. At one third the cost of Aerotech’s previous system, Holm describes Google Workspace as having twice the functionality. With Aerotech’s previous system, half the users had only email, with no add-ons, and that was triple what it costs to have everyone using the full suite of Google Workspace for whatever they need including Calendar, Drive, and Docs. On maintenance, Aerotech saves about 20 hours a week by not having to manage on-premise servers.

Although Aerotech chose Google Workspace primarily because they needed a more reliable email system, since the transition they have been extremely pleased to recognize other benefits of their selection, and have realized an exceptional increase in efficiency.
"I spend less time doing email and support, and more time getting my job done using Google Workspace, and I am passionate about that."

David A. Holm
Director of IT, Aerotech

*Please 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.

“We love working with SADA, and we love Google Cloud. Google Workspace is really impacting how people work together, how we share information, and how we approach productivity.”

Chris Voigt
CTO
Privia Health

“SADA has been an instrumental partner for us, both from technical expertise and change management. They are available whenever we need them for consultative and support services, and we have a great working relationship with their team.”

Bob Kinney
VP of Information Technology
Digital First Media

“SADA really cares about our success, and from a training and change perspective, they are second to none.”

Justin Slaten
Senior Vice President of IT & Security
TRUECar