

PRESS RELEASE

New White Paper Reveals Binary Tree's SMART Approach to Managing Microsoft Exchange Migration Transformation Lifecycle

Co-Authored By Tony Redmond Of Windows IT Pro And Binary Tree's CTO, Vadim Gringolts, The Paper Describes How Exchange Migrations Are Evolving From On-Time Events Into On-Going Transformations

NEWARK NJ – (March 19, 2013) – Binary Tree, the provider of SMART Migration software and solutions for migrating to Microsoft Exchange and Microsoft Office 365, today announced the availability of a new white paper that describes their renowned SMART approach for managing Microsoft Exchange messaging migrations and the Exchange Transformation Lifecycle. The paper **"The Evolution of Exchange Migrations: From One-Time Events to Continual Transformations,"** which was co-authored by Exchange notable, Tony Redmond of Windows IT Pro and Binary Tree's chief technology officer, Vadim Gringolts, relates how The Binary Tree SMART Exchange Migration Methodology delivers a step-by-step framework for successfully managing the Microsoft Exchange Transformation Lifecycle.

"When one migrates Microsoft Exchange, it is important to recognize that their messaging infrastructure is undergoing a constant transformation involving and impacting a number of components: hardware, software, network, directories, servers, users, data and established business workflows," said Vadim Gringolts, chief technology officer of Binary Tree. The goal of this new white paper is to serve as a guide to a better understanding of how to utilize our SMART methodology to ensure that your migration is more predictable, manageable, and ultimately an ever-evolving transformation."

Tony Redmond, senior contributing editor at Windows IT Pro added, "when you consider all of the various drivers of migrations together, from upgrading the Exchange environment and migrating to the cloud to performance management considerations and on-going staff moves between departments and locations, you can only conclude that most organizations will soon reach a tipping point in how they need to manage migrations. The time has come to manage enterprise email migrations as a transformation lifecycle."

The white paper **"The Evolution of Exchange Migrations: From One-Time Events to Continual Transformations"** has been a part of many discussions, webinars and presentations in the past few months. Garnering evidence from existing Binary Tree customers, partners and prospects resulted in the broader distribution of this paper. Messaging migrations are serious business and having a proven, expert-engineered roadmap in the form of this whitepaper will make the consideration and discovery process a company must conduct less overwhelming and arduous. Best practices are critical in all facets of IT, but never more important than when evolving the root of all business communications and collaborations such as email. Migrate SMART today, continue to transform for all tomorrows.



To download this whitepaper, select one of the following links:

- Download from Binary Tree: www.binarytree.com/evolution
- Download from Windows IT Pro: <http://www.windowsitpro.com/whitepaper/exchange-server/evolution-exchange-migrations-145165>
- Download from TechTarget: http://searchexchange.bitpipe.com/detail/RES/1362586419_247.html

ABOUT BINARY TREE

Binary Tree is the provider of SMART Exchange Migration software and solutions for migrating to Microsoft Exchange and Microsoft Office 365. Since 1993, Binary Tree and its business partners have helped over 6,000 customers around the world to migrate more than 25 million email users including powering many of the largest email migrations in the world. Binary Tree's suite of software provides solutions for migrating from Exchange 2003/2007/2010/2013 and Lotus Notes to on-premises and online versions of Microsoft Exchange. Binary Tree is represented by business partners worldwide who provide specialized services and a proven methodology for guiding customers through complex transitions. Binary Tree is a Microsoft Silver ISV Partner, an IBM Advanced Business Partner, and is one of Microsoft's preferred vendors for migrating to Microsoft Office 365. Binary Tree is headquartered in

the New York metropolitan area with international offices in London, Paris, Stockholm and Sydney. For more information, please visit us online at www.binarytree.com.

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