



Fandom Brings Acquired Brands Into the Fold with Google Workspace Migration

Pythian helped the entertainment platform quickly onboard new users and migrate critical business data to Google Workspace during the acquisition of brands under the Red Ventures umbrella.

Overview

Founded in 2004, [Fandom](#) is a platform that hosts wikis on entertainment topics, such as movies, TV series, and video games. Fandom started out with about 1,500 pages from a core group of enthusiastic fan contributors. Almost two decades later, Fandom encompasses more than 40 million content pages in over 80 languages on 250,000 wikis about every fictional universe ever created.

The challenge

Fandom acquired six new brands that were previously owned by Red Ventures, an American media company that offers premium content and consumer marketplaces for more than 25 brands and businesses. As part of the acquisition, Fandom acquired 130 users using collaboration and productivity services different from those used at Fandom.

Fandom's primary collaboration platform is Google Workspace, so Fandom needed to onboard these new users and migrate their data to Google Workspace. As part of this transition, Fandom needed to ensure that the new users from the recently acquired company felt supported and were integrated correctly into the Fandom environment and culture.

Pythian, a global services provider, has a long-standing relationship with Fandom, having worked with them on previous acquisitions. So Pythian was brought on to assist with the Red Ventures' migration and help the new users transition to Google Workspace as their primary collaboration platform.

Industry

Entertainment

Location(s)

San Francisco

Technologies

- Google Workspace

Overview

Fandom is a platform that hosts wikis on entertainment topics, such as movies, TV series, and video games. After an acquisition of two new companies, Fandom needed a partner that could help migrate new employees to Google Workspace, quickly.

Business need:

Fandom's primary collaboration platform is Google Workspace, so Fandom needed to onboard these new users and migrate their data to Google Workspace. As part of this transition, Fandom needed to ensure that the new users from the recently acquired company felt supported and were integrated correctly.

The solution

During acquisitions, time is of the essence, and Fandom needed a partner that could move quickly. The team at Pythian was able to turn around an estimate for Fandom and start the project within a matter of weeks.

Since Fandom was acquiring brands within a much larger platform, Pythian first had to determine which portion of the data should be migrated. From there, Pythian managed the migration, consolidating each user's email, calendar, and contacts into a single Fandom account on Google Workspace. Pythian also facilitated communications with the acquired employees throughout the entire migration process.

“Fandom’s partnership with Pythian during the Red Ventures acquisition not only streamlined our transition but also set the stage for better communications and collaboration, allowing our newly acquired employees to be integrated into Fandom faster.”

– Maciej Koska, Senior Manager of Global IT

Business outcome

By facilitating the migration to Google Workspace, Pythian was able to quickly onboard the acquired users and help Fandom streamline communications and collaboration. Now, with a uniform experience for all users, the company is able to keep employees engaged, run projects smoothly and increase overall productivity. At the same time, Fandom has also been able to simplify the management of its IT platform by maintaining a single vendor agreement.

Want to see similar results for your company?

[Get in touch](#) with a Pythian Google Workspace expert to see how our team can help.

About Pythian

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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Solution/What Pythian did:

Pythian determined which portion of the data should be migrated from the newly acquired companies. From there, Pythian managed the migration, consolidating each user's email, calendar, and contacts into a single Fandom account on Google Workspace. Pythian also facilitated communications with the acquired employees throughout the entire migration process.

Result/Key outcomes

By facilitating the migration to Google Workspace, Pythian was able to quickly onboard the acquired users and help Fandom streamline communications and collaboration. Now, with a uniform experience for all users, the company is able to keep employees engaged, run projects smoothly, and increase overall productivity.

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