

AIMCO ENGAGES ACROWIRE TO DELIVER SHAREPOINT MIGRATION AND BRANDING INITIATIVE

AIMCO BACKGROUND

Apartment Investment Management Company (Aimco) is a Real Estate Investment Trust (REIT), and one of the largest owners and operators of apartment homes and communities throughout the United States. Since its inception in 1975, Aimco has earned numerous awards, reached \$1 billion in revenue and recently celebrated its 20th anniversary as a public company. In 2011, Aimco launched a new brand identity to reflect a more contemporary “look and feel” as well as an enhanced focus on customer service.

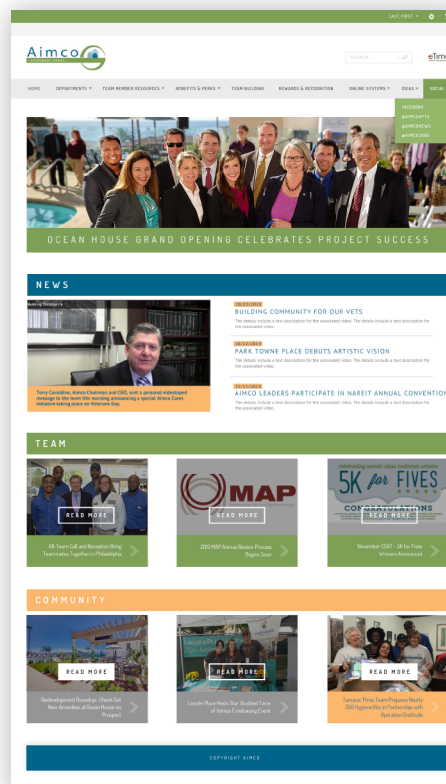
This modern, rebranding effort also played a role in Aimco's SharePoint environment and their desire to migrate from SharePoint 2010 to a more modern and recent release. Aimco approached Acrowire to migrate their SharePoint 2010 Farm to Office 365/SharePoint Online with a heavy branding initiative. Aimco was also having a difficult time managing their existing SharePoint environment due to outdated content and metadata, and oversized libraries which affected performance and employee morale. Their use of custom Managed Paths and Page Templates required a new Information Architecture and manual updates. This necessary expertise and project leadership required a dedicated SharePoint services firm, such as Acrowire.

THE APPROACH

Together, Aimco and Acrowire documented business objectives, established key deliverables and set milestones to prepare for the success of this yearlong engagement. Acrowire redesigned their Information Architecture and migrated only the relevant content Aimco wanted to retain. With the shift from SharePoint 2010 to SharePoint Online, Acrowire ensured proper rendering of Views within large lists for a seamless transition. Acrowire helped to elevate critical conversations and guide important decisions such as the proper use of large libraries that had been misused over several years. Doing so allowed for necessary clean up and restructuring which mirrored the process and organizational structure of Aimco. They worked extensively with the Marketing Department to ensure brand guidelines and standards were being met through the redesign of the new home page and numerous team sites.

THE OUTCOME

Migrating from SharePoint 2010 to SharePoint Online offered Aimco's 1,500 employees access to centralized information from anywhere and at any time, increased adoption as sites were designed with Aimco's organizational structure in mind, improved performance as content clutter was minimized and resources were freed up, and design opportunities reflecting Aimco's latest rebrand in an easy-to-use site navigation. Aimco could now leverage many of SharePoint Online's newest features such as: Search capabilities, Video Portal, and the continuous improvements available to Office 365 customers. Collaboration and communication increased among and across teams, and employees are more informed of corporate news and events. Moving to SharePoint Online eliminated server costs and management resources. This long-term engagement and ongoing relationship delivered significant value to Aimco's bottom line and the quality of team collaboration.



PROFILE



INDUSTRY

Real Estate

OFFICES

14

RESIDENTS

250k+

PROPERTIES

23 STATES