

SEAMLESS ENTRA ID MIGRATION FOR AUTOMOTIVE INDUSTRY MARKETPLACE



Case Study

At a glance

Client: Used vehicle marketplace

Industry: Automotive

Location: Australia

Services provided: Migrating users from a hybrid Active Directory over to Microsoft Entra ID

Number of workstations: 475

THE CLIENT

For over 25 years, our customer has been Australia's go-to place for buying and selling vehicles - connecting people across the country with confidence and ease.

The customer operates a diverse, modern workplace environment supporting a hybrid and remote workforce. At the time of the project, their environment included:

- Approximately 550 Windows devices (around 475 in scope for migration). The remaining devices would be refreshed with new machines.
- A hybrid Active Directory environment transitioning to Microsoft Entra ID-only
- Users working across office-based and remote locations

THE NEED

The customer embarked on a strategic initiative to retire its on-premises Active Directory infrastructure as part of a broader modernisation program. With a hybrid and remote workforce relying heavily on uninterrupted access to systems and data, maintaining business continuity throughout the transition was critical. They needed a migration approach that would minimise user downtime, eliminate the need for manual device rebuilds, and reduce the operational burden on IT teams. At the same time, it was essential that all user data, settings, and Windows profiles were fully preserved to ensure employees could continue working seamlessly post-migration.

Any solution also needed to support a smooth transition to a cloud-first identity model, while maintaining security, reliability, and a consistent user experience across hundreds of devices.

WHY POWERSYNCPRO?

The customer selected PowerSyncPro based on a combination of proven technical capability and overall customer experience. Key decision factors included highly responsive support throughout the project, clear and easy-to-follow documentation that accelerated deployment, and a cost-effective licensing model aligned to the organisation's scale.

PowerSyncPro's ability to perform true in-place device migrations, eliminating the need for disruptive and time-consuming rebuilds, was critical to meeting the project's tight timeline. In addition, the self-service migration experience, combined with enforced migration deadlines, enabled the customer to maintain control of the rollout while empowering end users to migrate at a time that suited their workflow.

Introducing PowerSyncPro

The solution they recommended to achieve the transition was PowerSyncPro – a robust tool designed to enable the synchronisation of hundreds of thousands of users, contacts, and groups between any number of Active Directories both quickly and effectively.

PowerSyncPro is designed to assist with key stages of the identity preparation piece and Active Directory synchronisation as the first step in the complex migration process. It has the ability to handle complex migration projects with no need for manual processes or scripts.

PowerSyncPro Migration Agent helped the customer complete their migration project:

PowerSyncPro Migration Agent

PowerSyncPro Migration Agent was deployed as a core component of the migration strategy, enabling a seamless transition of Windows devices from Hybrid Entra Join state to Microsoft Entra Join state. The solution ensured that user profiles, data, and settings were fully retained throughout the process, allowing employees to continue working with minimal disruption and no loss of productivity.

The project followed a structured yet flexible rollout approach, beginning with a proof of concept to validate the migration process. This was followed by four phased migration batches to manage scale and reduce risk, with user-initiated migrations carried out during business hours to minimise downtime and reduce the need for direct IT intervention.



If we hadn't used PowerSyncPro, we would have had to physically touch every machine and enforce downtime across the business. Users were pleasantly surprised with the reduced downtime and self-migration feature, allowing users to migrate at a time that suited them.

- Engineering Team Lead



CHALLENGES ENCOUNTERED

Although the migration proceeded smoothly overall, a few challenges arose. Some remote users experienced VPN and internal network constraints, while devices with large volumes of local data took longer to migrate.

There were also occasional user mistakes when following migration steps. These issues were promptly resolved through a combination of PowerSyncPro support and guidance from the internal IT team.

PROVIDING FUTURE READINESS

With the migration complete, the customer is now well positioned for the future, benefiting from faster and simpler user onboarding, Microsoft Entra ID as a single source of identity truth and improved support for remote and hybrid working models.

THE RESULTS

The project delivered strong results within the required three-week timeframe, successfully migrating approximately 450 Windows devices from hybrid Active Directory to Microsoft Entra ID.

Using the PowerSyncPro Migration Agent, typical migration times ranged from 15 to 60 minutes per device, with user profiles, data, applications, and settings fully preserved, eliminating the need for full device swap outs, fresh starts, rebuilds or extended downtime.

By following a phased rollout with user-initiated migrations during business hours, the team minimised IT intervention while maintaining business continuity. The retirement of the on-premises Active Directory reduced infrastructure risk, and the smooth, largely uninterrupted process contributed to high levels of end-user satisfaction throughout the migration.

About PowerSyncPro

Designed for organisations navigating mergers, acquisitions, divestitures, or consolidations, PowerSyncPro offers advanced solutions for directory synchronisation and workstation migrations.

Whether managing tenant-to-tenant (T2T) migrations, consolidating Active Directory environments, or synchronising hybrid setups, it guarantees precision, speed, and minimal disruption.

PowerSyncPro's user-friendly DirSync tool ensures seamless synchronisation between Microsoft 365 tenants and Active Directories, and is trusted by global market leaders to manage millions of objects and tens of thousands of devices without downtime. PowerSyncPro DirSync's advanced capabilities streamline operations, reduce risks, and preserve critical attributes like passwords and SID history.

The PowerSyncPro Migration Agent simplifies complex workstation migrations across Active Directory and Microsoft 365 environments. By preserving user settings, minimising downtime, and reducing operational costs, it is ideal for large-scale deployments during critical organisational changes.

Get in touch with us

Curious how PowerSyncPro can tackle your synchronisation and migration challenges?

Let's explore how we can address your unique business needs.

Book your exclusive free demo today!



Book your demo here



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