

Commercial Real Estate Company in Chicago Finds CiraSync to be Essential for Employees

CASE STUDY

Executive Summary

Illinois-based **Sterling Bay** is a successful commercial real estate development company which transforms spaces, businesses, and communities by identifying and creating unique urban campuses. They have created headquarter space for top U.S. companies including Google, McDonald's, Uber, and Hillshire Brands. With developers, investors, builders, and innovators located all across the state of Illinois, they needed to find an automated software contact and calendar syncing solution to enable all employees—in and out of the office—to access the latest Office 365 GAL contacts on business smartphones.

Challenges

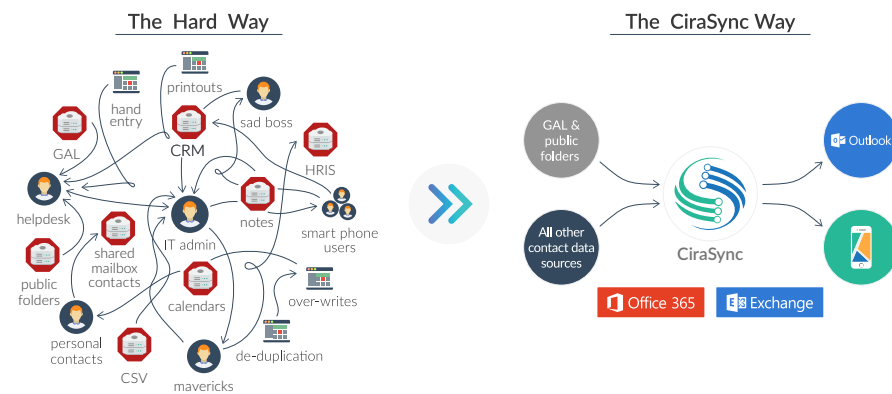
Sterling Bay has a small IT support team and every day they were faced with a manual and time-consuming challenge: they updated the company's Active Directory at 11 PM each night, and then pushed it out to hundreds of employees. The IT team felt there had to be a better way; a secure, Azure-based SaaS solution that could automate this laborious and error-prone task. They were also looking for additional functionality, such as associating contacts with specific properties so that employees could quickly and easily find the right contact for a particular property.



Company: Sterling Bay Chicago, IL
Industry: Commercial real estate acquisitions, land build, and leasing
Offices: 50 locations, 200 employees
Website: www.sterlingbay.com

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Lauren Whittaker,
IT User Support, Sterling Bay





Solution

With employees in so many locations working varied hours, plus the large number of vendors and customers associated with specific properties, Sterling Bay needed an automated software solution which would frequently sync Office 365 contacts and addresses of employees, vendors, and customers to business smartphones. Finding and deploying the **CiraSync SaaS solution** provided the Sterling Bay IT team with several wins: automated GAL sync to business smartphones multiple times a day, sorting contacts by property or address, and syncing employee photos to smartphones, making it easier to find the right person.

“We love using CiraSync, it’s so helpful and it allows our employees to have on-demand access to our contacts,” said **Lauren Whittaker**, IT User Support. “We’ve also allowed for the addition of employee photos which are also synced to help find people even easier.” She continued.

About CiraSync

CiraSync is a SaaS platform for enhancing Office 365 productivity for iPhone and Android business users. More than 6,000 companies benefit from the productivity gains and cost savings of contact and calendar automation. The company is headquartered in San Jose, California. Visit www.cirasync.com.