



**MANAGEMENT  
STUDIO**

# MANAGEMENTSTUDIO CASE STUDY

ManagementStudio Enables a Structured, Scalable  
Approach to a Highly Complex Organisation Migration  
at Guy's and St Thomas' NHS Foundation Trust

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## Overview

Following the 2021 merger of Guy's and St Thomas' NHS Foundation Trust with the Royal Brompton and Harefield hospitals, the organisation continued to operate across two separate email tenants. This created a range of collaboration challenges, including difficulties managing cross-site distribution lists, scheduling Teams meetings, sharing files, maintaining consistent identity management and global address books, accessing shared mailboxes, and covering the ongoing costs of Microsoft E3 licenses.

With over 27,000 staff affected, migrating the organisation to a single NHS.net Connect tenant became essential to standardise the email platform, improve Microsoft integration, and align with wider NHS communication standards. To manage user communications and track migration readiness, tools such as internal global distribution lists and third-party tools, such as MailChimp, were considered. However, to deliver this migration effectively and at scale, a solution such as ManagementStudio was needed to coordinate mass communications, provide user guidance, and support the collection of valuable user data.

## Why ManagementStudio

“ManagementStudio provides a trusted, established platform proven in previous Trust-wide programmes – such as our Windows 10 rollout. Its ability to manage complex, large-scale communications, share resources, provide insight through reporting, and enable visibility of user readiness made it the most efficient and scalable choice. The platform’s flexibility and alignment with our existing processes meant significantly lower operational risk,” commented Sophie Evans, Associate Business Analyst from the DT&I Transformation Team at Guy's and St Thomas' NHS Foundation Trust.

As mentioned, ManagementStudio had been used previously within the Trust for major programmes such as the Windows 10 migration, which required scheduling features, deployment tracking, connection to the AD and communication features to manage in-situ upgrades.

Its proven reliability and functionality meant a full proof of concept was not required; instead, the Trust validated its suitability through existing operational use and targeted testing within the proposed activities within the NHSmail Project.

## **Significantly Streamlining Processes via Automation**

The project involved migrating approximately 27,000 staff from two legacy email domains to NHS.net. The first phase focused on validating existing NHS.net accounts across the organisation. This required issuing a large-scale survey, followed by detailed data analysis and account mapping. Multiple rounds of Trust-wide communication were deployed, including global updates and targeted follow-ups informed by the analysis results.

Following validation, new NHS.net accounts were created for around 18,000 staff. Due to GDPR and data security requirements, user credentials were distributed in three separate communications: an initial awareness message, followed by the new email address and then the password. This phase alone accounted for more than 50,000 emails. The use of custom fields in ManagementStudio significantly streamlined the process by enabling automated population of individual user credentials.

Once accounts were issued, staff were required to complete several steps, including accepting the Acceptable Use Policy (AUP), setting up Multi-Factor Authentication (MFA), selecting an account secret and configuring their new profile. NHS England required an 80% completion rate for AUP acceptance before the NHS.net Connect would be greenlit for go-live.

Using structured communication, including credential and awareness emails, plus weekly reminders from NHSmail admin centre reports, GSTT achieved AUP and setup completion for 11,000 users (61% of new accounts). To move toward the 80% target, they introduced in-person support kiosks and issued targeted Directorate Management Team (DMT) emails to promote attendance and share kiosk details. ManagementStudio also coordinated a Trust-wide T-email campaign to prepare staff for the transition and signpost further guidance.

## Ease of Deployment

“ManagementStudio was straightforward to configure and integrate into our NHSmail workflows. Support from our mentor, Taire Agaga, was particularly valuable in helping us identify features that enhanced communication efficiency and strengthened our reporting. This included using Data Mining reports to monitor email open rates and developing ESM plans to support the deployment of T-emails,” commented Sophie.

The project communication workload was effectively managed by a small team of two to three staff at GSTT, supported by ManagementStudio. This made the process efficient and sustainable throughout the project lifecycle. “We also recognise that additional features, such as integrations with Azure or MECM, could further streamline future work once our Trust Active Directory and domains are fully merged.”

## Business Benefits Delivered

GSTT successfully transitioned to NHS.net Connect in March 2025, completing the migration within seven months of the initial communications and issuing over half a million emails in total.

While it was not possible to fully quantify all the benefits, the use of ManagementStudio within the NHSmail project delivered clear qualitative value. By removing the need for manual emailing and enabling Trust-wide data validation, the team saved significant time and resources that would otherwise have been spent on repetitive administrative tasks, which, due to the scale of the organisation, may not have been feasible.

In addition, using existing tooling avoided the need to procure additional third-party software, preventing unnecessary spending on solutions that may not have met operational requirements. Together, these efficiencies enabled the delivery of the project, reduced administrative burden, and ensured a more sustainable approach without incurring additional cost. In summary:

- Improved communication with users and easier access to guidance and resources
- Centralised tracking of AUP acceptance to guide email campaigns and support conversion targets

- Simplified collection of essential data
- Secure sharing of sensitive information
- Enhanced visibility of engagement through data mining reports

## **Project Recap**

“ManagementStudio enabled a structured, scalable approach to a highly complex organisational migration. It improved operational efficiency, ensured consistent communication, reduced risk, and supported a smooth transition to NHSmail for 27,000 users. Overall, it contributed to a more integrated digital environment aligned with Trust-wide and national standards, simplifying our user engagement, and improving our reach” – Sophie Evans, Guy’s & St Thomas’ NHS Foundation Trust