

How SimplyBD Avoided a Long Migration from Google to M365 & Achieved Cyber Essentials Accreditation with labdesk’s M365 Accelerator

SimplyBD is a business development consultancy specialised in nuclear, supporting the supply chain to grow in the sector across new build, decommissioning, operations and fusion. Founded by Alix Johnstone-Morfoisse, a nuclear engineer named in the 2026 Nuclear Institute’s Power of Professionals Top 100 influencers, SimplyBD works to give ambitious suppliers a route into the growing nuclear market.

AT-A-GLANCE

INDUSTRY

Nuclear Supply Chain Business Development

LEGACY REPLACEMENTS

Google Business Workspace, replaced by a fully managed Microsoft 365 tenant with SharePoint and the 365 Accelerator

COMPANY SIZE

SME

PRIMARY ROI

“Having access to ongoing support and expertise made a significant difference, giving me confidence and reassurance as I developed the business.” — Alix Johnstone-Morfoisse



THE CHALLENGE (Before)

As SimplyBD continued to grow, Alix was managing much of the business using Google-based tools, while Microsoft was primarily used for document management and Teams meetings.

The Breaking Point: Over time, she recognised that adopting Microsoft more fully would make it easier to collaborate with customers and partners across the nuclear sector, where Microsoft 365 is widely used. Alongside this, she was looking to achieve Cyber Essentials certification.



THE SOLUTION (During)

labdesk moved SimplyBD off Google Workspace and onto Microsoft 365, taking the email, the files and the accounts across in one go. labdesk’s M365 Accelerator installed the correct security policies, controls and ongoing management behind it for Alix, supporting SimplyBD to achieve its Cyber Essentials Accreditation.

“labdesk’s support extends far beyond accreditation and Microsoft implementation.” A bespoke Microsoft SharePoint workspace was built so Alix and her team could work from the same documents in the same place, and new team members were onboarded with help from the labdesk team.

THE RESULTS (After)

Fully Managed

IT support and ongoing management

Cyber Essentials

Accreditation achieved

STRATEGIC OUTCOME

SimplyBD now operates fully through a modernised Microsoft 365 system without splitting its IT systems with Google. New starters can be confidently onboarded with their hardware, accounts and access already working, and Alix spends far less of her own time getting them up to speed with IT.



“It was really reassuring to have a partner who could help me put the right IT in place and manage the setup process. Knowing that everything, including training for new starters, was being taken care of gave me a lot of confidence.”

— ALIX JOHNSTONE-MORFOISSE, FOUNDER & DIRECTOR, SIMPLYBD