



10 WAYS

MSPS CAN INCREASE
MARGINS & MODERNIZE
THEIR CLOUD PRACTICE
WITH NERDIO

Nerdio Manager for MSP is built from the ground-up as a true cloud-native solution for MSPs. Older IT solutions that were created before the public cloud existed often must be retrofitted to handle modern technologies and a modern UI to provide a better user and management experience. All this and increased margins for MSPs, improved quality of life for their staff, and up to 80% Azure compute and storage cost savings for their end-customers are the reasons why MSPs have turned to Nerdio Manager for MSP for their Azure workloads.

As Microsoft continues to invest heavily in Azure, Azure Virtual Desktop (AVD) and Windows 365, Nerdio is in lockstep with their development teams to bring you the additional management and automation features needed to excel with the service and keep operational expenses low.

Learn ten ways how Nerdio allows MSPs to maximize their Azure investments and see greater ROI, with less red tape, than other options in the space.



1. SAVE UP TO 75% ON AZURE COMPUTE AND STORAGE COSTS WITH ADVANCED AUTO-SCALING

Our patented auto-scaling platform is the most advanced on the market and saves our customers on average 60-75% off unoptimized Azure compute costs. It is dynamic and creates and deletes hosts on the fly to control costs and ensure companies only pay for the compute they use. MSPs can fine tune and configure auto-scaling to best fit their organizational and user needs. For example, pre-staging hosts, configuring how aggressive / fast it kicks in, and determining the hours when it will not scale back in.

Additionally, Nerdio's storage auto-scaling is an industry first. Storage is expensive in Azure. Nerdio solves this by automatically swapping out OS disks from SSD to HDD when their VMs are not running, and automatically expands and reduces the Azure Files IOPS and sizes to meet storage needs based on usage.

The screenshot shows the 'MANAGE AUTOSCALE FOR PREMIUMFSLOGR01' interface in the Azure portal. It is divided into three main sections:

- 1. PROVISIONED SIZE (QUOTA):** Includes a 'Quota unit' dropdown set to 'Absolute (GB)'. It features input fields for 'Minimum size' (set to 'used capacity (64.10 GiB) + 40 GiB (100 GiB)') and 'Maximum size' (set to 'used capacity (34.10 GiB) + 500 GiB, less than 1024 GiB (335 GiB)'). A 'PERFORMANCE' table is also present.
- 2. SCHEDULED QUOTA INCREASE:** A section for scheduling quota increases, currently set to 'off'.
- 3. SCALING LOGIC:** Allows configuring auto-scale triggers. The trigger is set to 'Success Server Latency (avg)'. It includes rules for increasing and decreasing quota based on latency thresholds and durations.

A yellow warning banner at the bottom states: 'Provisioned size (quota) can be decreased only 24 hours after the last quota increase. Last quota increase: Jun 17, 2021 08:10 PM'. Navigation buttons 'Back', 'See', and 'Save & close' are located at the bottom right.

	MINIMUM	MAXIMUM
BASLINE IOPS	500	955
BURST IOPS	4000	4000
EGRESS RATE	66.00 MiBps/s	93.30 MiBps/s
INGRESS RATE	44.00 MiBps/s	62.20 MiBps/s

2. NO LICENSING COMMITMENT & LOWER PRICE POINT

It is a common practice for most vendors in the IT space to require commitments for a minimum period for a set number of licenses – VDI/ DaaS vendors are no exception. However, at Nerdio, we do not have any commitment buy-in, and Nerdio Manager for MSP customers may cancel at any time without penalty.

Nerdio also does not have the same overhead costs that larger competitors like Citrix and VMware have, therefore, we can offer a lower price point. Competitor pricing is on average \$30 per user for licensing. Nerdio licensing tops out at \$12/user, going all the way down to \$3/user depending on partner levels: 1/10th the cost of our competitor's licensing costs.

3. UNBEATABLE SUPPORT AT NO EXTRA COST

When you submit a support ticket with Nerdio, our award-winning support team, and more specifically a technical expert in Azure and AVD, will help resolve the issue at hand. We respond to every support request within four hours (often much quicker) and there is no tiered support system to go through. All Nerdio support is included for free with licensing. MSPs work with a go-live engineer for the first two deployments.

4. COMPREHENSIVE IMAGE MANAGEMENT

With most of our competitors, desktop images must be created manually or via tools like DevOps, Packer, etc. With Nerdio, organizations can fully manage the whole lifecycle of their images without the need for PowerShell scripting.

Nerdio Manager utilizes Scripted Actions to easily enable MSPs to create images in less than 30 minutes and it can install required software without having to log onto the VM. We automatically create staging images and shared image galleries to make the release process easier and less risky.

ADD DESKTOP IMAGE ⓘ

Add desktop image from Azure image library.

NAME:	<input type="text" value="Financeimage"/>	ⓘ
DESCRIPTION:	<input type="text" value="Image for finance"/>	ⓘ
NETWORK:	<input type="text" value="WVDLAB-vnet (default)"/>	▼ ⓘ
AZURE IMAGE:	<input type="text" value="Windows 10 (21H1) EVD - Gen2 (multi-session)"/>	▼ ⓘ
VM SIZE:	<input type="text" value="D2s_v3 (2C/8GB/Standard)"/>	▼ ⓘ
OS DISK:	<input type="text" value="128 GB (E10/Standard SSD)"/>	▼ ⓘ
RESOURCE GROUP:	<input type="text" value="NerdioTest2"/>	▼ ⓘ

Join to AD

Do not create image object ⓘ

Enable time zone redirection ⓘ

Set time zone:

Install certificates ⓘ

Provide custom credentials for a local administrator user

USERNAME:

PASSWORD:

Geographic distribution & Shared Image Gallery ⓘ

SHARED IMAGE GALLERY:

AZURE REGIONS:

Run the following scripted actions: ⓘ

Windows scripts: ⓘ

1. Enable WVD screen capture protection (Individual with restart) [Nerdio]	x
2. Install Microsoft 365 Office Apps (Individual with restart) [Nerdio, Apps install]	x
3. Install Google Chrome via Chocolatey (Combined) [Nerdio, Apps Install, Chocolatey]	x
4. Install Python via Chocolatey (Individual with restart)	x
5. Install Remote Desktop Analyzer (Combined) [Nerdio, Apps install]	x
6. Virtual Desktop Optimizations (20H2) (Individual with restart) [Nerdio]	x
7. Install Microsoft Teams (Individual with restart) [Nerdio, Apps install]	x

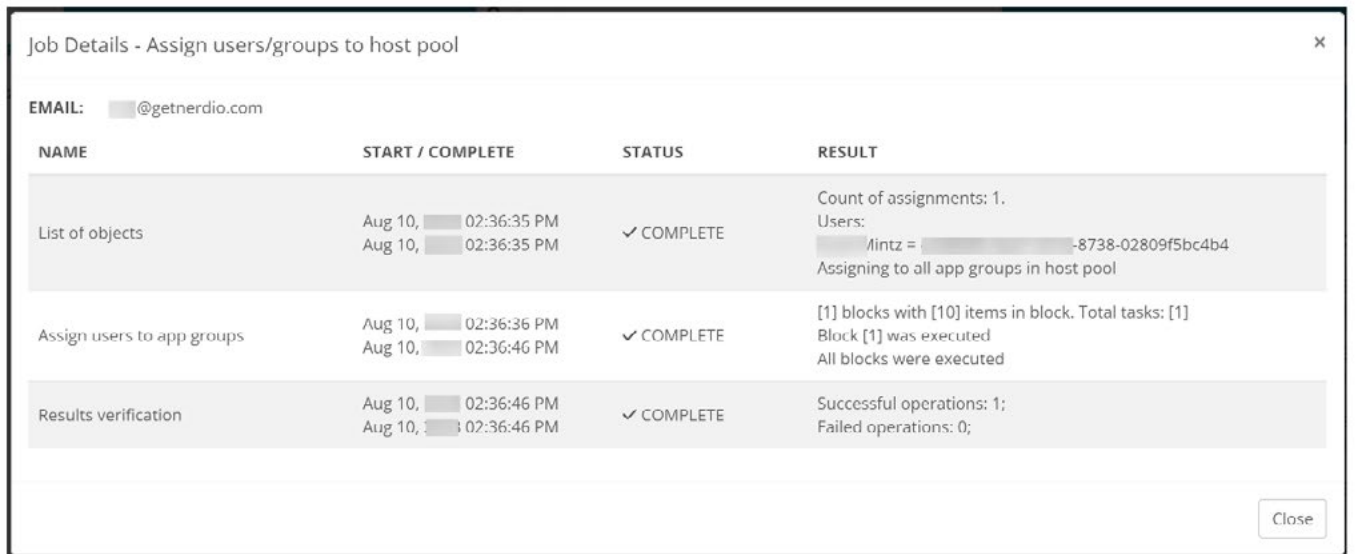
5. ONLY SOLUTION TO MANAGE ALL VIRTUAL DESKTOPS IN AZURE

Nerdio Manager is the only solution on the market that allows IT admins to seamlessly provision and manage AVD and Windows 365 side-by-side. This provides organizations unmatched flexibility for scaling and fine-tuning their cloud approaches for equipping employees with desktops, applications, and hardware.

6. ACCURATE MONITORING & REPORTING

Nerdio uses AVD Insights to enable in-depth monitoring of AVD environments. This enables customers to custom-fit the metrics they need to see to keep cloud resources and costs in check rather than having to use pre-built monitoring dashboards that competitors use.

All actions in Nerdio Manager are logged and can be easily exported for further analysis if desired. Nerdio Manager records actions so companies can monitor all accounts and tasks happening across the Azure environment. Actionable dashboards show users, hosts, and applications utilization and performance, and alerting via Azure Monitor can be triggered on any combination of logged events.



Job Details - Assign users/groups to host pool

EMAIL: [redacted]@getnerdio.com

NAME	START / COMPLETE	STATUS	RESULT
List of objects	Aug 10, [redacted] 02:36:35 PM Aug 10, [redacted] 02:36:35 PM	✓ COMPLETE	Count of assignments: 1. Users: [redacted] Mintz = [redacted]-8738-02809f5bc4b4 Assigning to all app groups in host pool
Assign users to app groups	Aug 10, [redacted] 02:36:36 PM Aug 10, [redacted] 02:36:46 PM	✓ COMPLETE	[1] blocks with [10] items in block. Total tasks: [1] Block [1] was executed All blocks were executed
Results verification	Aug 10, [redacted] 02:36:46 PM Aug 10, [redacted] 02:36:46 PM	✓ COMPLETE	Successful operations: 1; Failed operations: 0;

Close

7. PRIORITIZED PRODUCT INNOVATION

We pride ourselves on listening to our partners' feedback, recommendations, and requests. If an MSP has a suggestion, we take it seriously and set our engineering team to work on evaluating its feasibility and how quickly we can incorporate it into our next dev cycle. With over a dozen new features each month, our product is truly being driven by those who use it day to day.

8. NOTHING PROPRIETARY, EVER. GO TRULY NATIVE WITH AZURE VIRTUAL DESKTOP

Unlike competitors, we do not install any proprietary elements or agents into a partner's environment. Nerdio sits on top of the existing AVD service and does not stand in the way of a company's Azure investment. If a company decides to remove Nerdio, their synced services and environment would continue to run, and all data and logs would remain.

As newer features and improvements are made in the native Azure service, Nerdio users benefit immediately – often via increased security, better monitoring, faster VMs, and more. All with the added value that Nerdio brings from a management and optimization perspective that make native AVD the right option over proprietary VDI solutions.

9. MANAGE MULTIPLE CUSTOMERS WITH EASE

Nerdio Manager makes it easy to manage multiple customers' IT environments with significant cross tenant functionality. MSPs can take Intune policies from a global level and push them down to select customers in bulk. Nerdio Manager will keep these policies in sync over time. Global views allow MSPs to view the status of AVD desktops, Windows 365 Cloud PCs, servers, networks, across their customers' environments. Notifications, Workflows and RBAC controls all make it easy to push work down to junior techs and at the same time allow MSP owners and senior staff to maintain a level of control to prevent major issues for customers.

POLICY ASSIGNMENTS - DEFAULT ATTACK SURFACE REDUCTION

Select assignments.

Select...

Add ⓘ Overwrite ⓘ

Cancel Confirm

10. MADE FOR MSPS BY AN MSP

Nerdio Manager for MSP originated from an MSP. Nerdio's technical founder ran an MSP for over a decade before building a software solution for MSPs just like him. Servicing SMBs and MSPs is in our DNA. Our support team and go-live engineers have collectively worked with or at an MSP for several decades. With a strong presence in the MSP community, we can often be found at MSP conferences or sponsoring other MSP focused events. Our annual user conference, NerdioCon, hosted at exotic locations such Cancun and Punta Cana, attracts hundreds of MSPs, and is a great opportunity to learn the latest in Microsoft technology while doing some R&R at the same time.

Download Nerdio Manager for MSP via the Azure Marketplace today by heading to nerdio.co/nmm or schedule your own 1-on-1 demo with an expert today.

