

CASE STUDY

Cloud Innovation for MSPs: TeamLogic IT Naples' Powerful Partnership With Nerdio

Explore why this MSP chose Nerdio to simplify the management of Azure environments and build better, stronger customer relationships across the most demanding verticals.



Learn More At:
getnerdio.com/nmm

With hundreds of locations across North America, [TeamLogic IT](#) is an MSP that prides itself on keeping customers' businesses safe, productive, and profitable by leveraging best-in-class technology. In 2019, Scott Daniels purchased a TeamLogic IT franchise in Naples, Florida to continue that tradition of customer-first service and technology innovation.

"When I first bought the company, I knew we needed to scale and shift our focus," said Daniels. "As the industry evolves, hardware is becoming less relevant and, in turn, the importance of remote service and management grows. I knew the future of my business was in cloud and cloud infrastructure, but needed a tool that could enable my team to more easily provide and manage an Azure environment to a mid-size customer."

After reading about Nerdio Manager for MSP, Daniels immediately recognized that this was the missing piece of the puzzle that would make the cloud accessible to smaller companies.

BRINGING THE CLOUD TO THE CUSTOMER

After doing their due diligence and evaluating several different vendors, Daniels and his team chose Nerdio and Microsoft Azure Virtual Desktop (AVD) because of Azure's synergy with Office365 and Nerdio's engineering support and knowledge of the MSP space.

"Nerdio understood our business unlike any other partner," Daniels touted. "There are so many nuances in the MSP world; it's really more of an art than a science. Nerdio's roots in the MSP space uniquely qualify them to know exactly what we need to be successful and how to deliver it."

The primary challenge for MSPs lies in not only addressing the completely different, specific needs of each individual customer, but also in anticipating those needs in advance and properly educating the customer.

"The Nerdio support team was instrumental in getting my staff trained up and getting new business in the door," marveled Daniels. "Because of Nerdio's inherent understanding of the MSP space and common customer pain points, their team knew exactly how to best educate our prospects and clearly demonstrate the power of combining Nerdio and AVD. They even helped us with a number of quotes and proposals. The Nerdio team has been a critical part of our success."

KEY FEATURES FOR MSPS

From a service provider perspective, the trust built with the customer from the onset of the relationship is of the utmost importance. Often, the first test of trust comes with the initial cost estimate for implementation, so an accurate estimator tool is vital.

“When we price out these projects, the biggest fear is that we have to go back to the customer and tell them it’s going to cost 30% more than we had anticipated. It’s a bad first impression,” Daniels cringed. “But the Nerdio Manager for MSP estimator tool is shockingly accurate. Being able to operate with this level of certainty makes us a better, more reliable partner.”

Additionally, the ease of use of the platform has been a game changer for Daniels and his team. 98% percent of tedious tasks like rebooting a machine can now be done quickly through the Nerdio portal versus having to go into Azure. Plus, even non-technical executives are able to navigate the platform.

“Obviously Nerdio Manager makes a lot of administrative work much easier for the staff, but I was surprised by how accessible it was for someone like me who isn’t as hands-on,” mused Daniels. “The easily digestible dashboards in particular have been incredibly helpful in giving me, as a business owner, a snapshot of all our environments and a better understanding of what we’ve deployed. But while the platform can provide more visibility for a novice, there are still controls in place to ensure they can’t do any damage.”

PEAK PERFORMANCE FOR CAD/CAM CLIENTS

Industries like mechanical engineering and design often rely heavily on powerful CAD/CAM (computer-aided design/computer-aided manufacturing) software, but as the modern workplace has transformed, many companies have struggled.

To start, running visually intensive software like AutoCAD requires high-powered, sophisticated machines that cost around \$5,000 each. On top of that, while in-office employees used to be able to share these massive files on the on-prem server, now with the combination of remote employees, increased reliance on contractors, and the popularity of BYOD, that process has become exponentially more difficult.

“To be honest, I never thought we could achieve the level of performance necessary to accommodate this type of client,” Daniels admitted. “But with Nerdio and AVD, our CAD/CAM customers never complain about performance, speed, or file sharing — all we hear is compliments. While it’s a major, permanent change for these companies and how they operate, these are the folks who have experienced the biggest improvements to their businesses.”

In the future, as more small- to mid-sized firms digitally transform and migrate to the cloud, Daniels anticipates CAD/CAM will be a huge vertical for TeamLogic IT Naples.

A PRODUCTIVE PARTNERSHIP WITH NERDIO

The immediate benefits of implementing Nerdio Manager for MSP were clear to both TeamLogic IT Naples and its customers. They can replace expensive, bulky PCs and laptops with thin clients that cost \$200-250 each and know exactly what the bill from TeamLogic IT Naples will look like every month. Plus, the use of virtual machines ensures a uniform, reliable experience across devices anywhere a user may need access.

“The customers we manage with Nerdio are thrilled. From their standpoint, everything works seamlessly, and any problem that arises can be fixed across the company in real time,” said Daniels. “But for me, the real value lies in our relationship with Nerdio and how they’ve helped enable my vision for the company. Building new environments is a dynamic process that’s never truly done — it’s always evolving — and Nerdio’s in it with us for the long haul.”

ABOUT TEAMLOGIC IT

TeamLogic IT is a national provider of advanced technology solutions for companies of all sizes. Local offices provide clients with the IT support they need to run their businesses more efficiently by leveraging the latest technology solutions including managed IT services, cybersecurity, business continuity, cloud, data/voice/connectivity, and consulting and support. With more than 240 independently owned and operated locations across North America, TeamLogic IT helps companies minimize downtime and improve productivity. TeamLogic IT is owned by Franchise Services Inc. (FSI), a management company that also owns the franchise brands Sir Speedy, PIP Printing and Signal Graphics. For more information, visit www.TeamLogicIT.com. TeamLogic IT Naples was the recipient of the Best in Azure 2023 award from Nerdio.



ABOUT NERDIO

Nerdio adds value on top of the powerful capabilities in Azure Virtual Desktop, Windows 365, and Microsoft Intune by delivering hundreds of features that simplify management, ensure efficient operations, and lower Azure compute and storage costs by up to 80% via automation. Leveraging Nerdio, MSPs can manage customers' cloud environments through streamlined, multi-tenant, workflow-powered technology that allows them to create and grow cloud-based recurring revenue. For more information, please visit www.getnerdio.com.

CONTACT US:

Email: hello@getnerdio.com

Website: getnerdio.com/nmm

Find Nerdio in the Azure Marketplace: nerdio.co/nmm