

CASE STUDY

Scaling to New Heights: Greene Information Systems' Transformation With Nerdio

Learn how the MSP leveraged Nerdio to modernize their IT offerings, better serve their clients, and achieve rapid growth with streamlined M&A.



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Dedicated to simplifying client experiences through innovative technology solutions, [Greene Information Systems](#) is a catalyst for change in the industry. By challenging the status quo and embracing the latest tools and methodologies, Greene has positioned itself as a trailblazer in the realm of IT outsourcing.

However, a few years ago, the Greene team encountered significant obstacles that hindered their ability to scale and grow as a business. Like many MSPs, Greene began their journey using remote desktop services (RDS) environments, which served their needs adequately at the outset. But the COVID-19 pandemic revealed a pressing need for cloud-based desktop solutions, prompting the organization to explore Microsoft Azure.

“Our team initially faced challenges in deploying [Microsoft Azure Virtual Desktop \(AVD\)](#) due to a knowledge gap and the inherent complexities of the process,” said Skip Klemz, Director of Service Delivery at Greene. “We also encountered difficulties in planning and managing Azure costs effectively. However, after participating in Nerdio’s comprehensive training program, we gained the ability to efficiently plan, accurately forecast costs, and deploy solutions in a timely manner. Thanks to Nerdio, we are proficient in managing virtual machines, which has significantly enhanced our operational efficiency.”

As the organization looked to expand operations, both in acquiring other MSPs and offering migration services to clients active in the M&A sector, the need for streamlined processes that could facilitate growth became increasingly apparent.

FULL STEAM AHEAD WITH NERDIO

In 2021, owner Ben Greene attended NerdioCon and saw first-hand how leveraging Nerdio Manager for MSP could improve efficiencies for the business. Coupled with glowing endorsements from trusted industry veterans, Greene decided to implement the Nerdio platform immediately.

“The transition was remarkably swift and smooth,” added Klemz. “Within less than an hour, we had successfully set up our first AVD environment using Nerdio. From there, we were able to sell AVD to customer after customer because the seamless, uniform experience Nerdio provides just made it so easy.”

Some of the key features that enable this level of efficiency include scripted actions and the new unified catalog, which allow the team at Greene to effortlessly deploy applications and ensure they remain updated without relying on third-party tools.

Additionally, with Nerdio's Microsoft Intune integration, Klemz's team is not only able to manage Intune policies, but also develop a custom set of policies that can be deployed simultaneously to all Greene clients. Plus, the ability to track revision history ensures transparency and accountability in policy management, enabling the team to maintain consistency and compliance across its client base.

"Nerdio helps us fill in the gaps in Microsoft's technology," noted Klemz. "Where Microsoft offers a vanilla solution, Nerdio provides the ice cream toppings."

Moreover, Klemz has been incredibly impressed with Nerdio's user forum on Zendesk, which provides a vibrant, collaborative community where partners and users can exchange ideas, troubleshoot issues, and share best practices. The active participation of the Nerdio team sets this forum apart from other vendor offerings because they regularly engage with users, providing valuable insights that empower Greene to maximize the benefits of the technology.

"Without Nerdio, there's no way we could widely deploy AVD across our clients and stay profitable," Klemz marveled. "This enterprise-grade technology allows us to manage hundreds of nodes across dozens of clients with speed and efficiency."

REINVENTING THE MSP MODEL

Leveraging Nerdio's innovative technology, Greene has embraced a proactive approach to customer acquisition and service delivery, positioning itself as a leading player in the MSP landscape.

The Nerdio Total Cost of Ownership (TCO) calculator provides a granular look at costs and enables Greene to approach potential customers with competitive price points. Paired with the operational efficiencies that Nerdio solutions offer, Greene can maximize profit margins.

But Ben Greene's vision extends beyond traditional MSP models, aiming to become a "Platform MSP." This comprehensive approach

A SUCCESS STORY WITH FEDERAL COMPLIANCE

Greene Information Systems has a client in the mortgage industry that works closely with Fannie Mae and Freddie Mac, federal loan programs that necessitate adherence to strict federal guidelines for data access, including NIST (The National Institute of Standards and Technology) compliance requirements.

The challenge was significant, as achieving compliance using traditional individual computers would have cost hundreds of thousands of dollars. However, using Nerdio Manager for MSP, the team at Greene suggested they leverage an AVD environment tailored to meet the stringent federal mandates.

By migrating lending activities to the AVD environment, the mortgage company could easily conduct all transactions related to Fannie Mae and Freddie Mac loans while ensuring full compliance. And, in the event of an audit, the mortgage company could confidently demonstrate that all necessary requirements had been meticulously addressed, mitigating the risk of penalties or sanctions.

to outsourced IT entails acquiring other MSPs and seamlessly integrating their clients. The conglomeration of MSPs would then have all the necessary systems in place to enable massive growth for customers.

“Nerdio’s scalability will be key in achieving Greene’s BHAG (big, hairy, audacious goal) of becoming a Platform MSP,” Klemz stated. “Not only has the technology been instrumental in our ongoing M&A efforts, but without it, there’s no way we’d be able to manage AVD across our expanding client base. In fact, the efficiency we gain through using Nerdio essentially pays for the acquisitions Greene needs to make to meet our broader business goals.”

ABOUT GREENE INFORMATION SYSTEMS

Greene Information Systems started in 2012 because we wanted to challenge the status quo of what it means to outsource IT. We are actively adopting the latest technology tools to empower our customers to compete in a global economy. We are a Microsoft Solutions Partner holding many competencies and continue to lead in the SMB space with a continued focus on AI and cloud solutions.



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 and license optimization. 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.

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