



**SSID:**  
**MarriotBonvoy\_Conference**  
Password : greatness

# WELCOME TO



# YOUR HOSTS



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Senior Director,  
MSP Sales



**TONY CAI**  
Regional Director  
of MSP Sales

# AGENDA

## WELCOME & AGENDA REVIEW

### Azure Economics Fundamentals

- Understanding RIs, AHB & Azure Billing

### Ideal Customer Profiles

- Common AVD & W365 Benefits
- Customer Verticals

### Pricing Azure

- Cost Estimator Basics
- Pricing Labs

### Common MSP Resale Models

- Resale Model Overview
- Optimizing for Predictability
- Optimizing for Profitability
- Optimizing for Scalability

### Putting IT Together

- Common MSP Sales & Pricing Mistakes
- Tips & Tricks to Success
- Lab

## Open Q&A

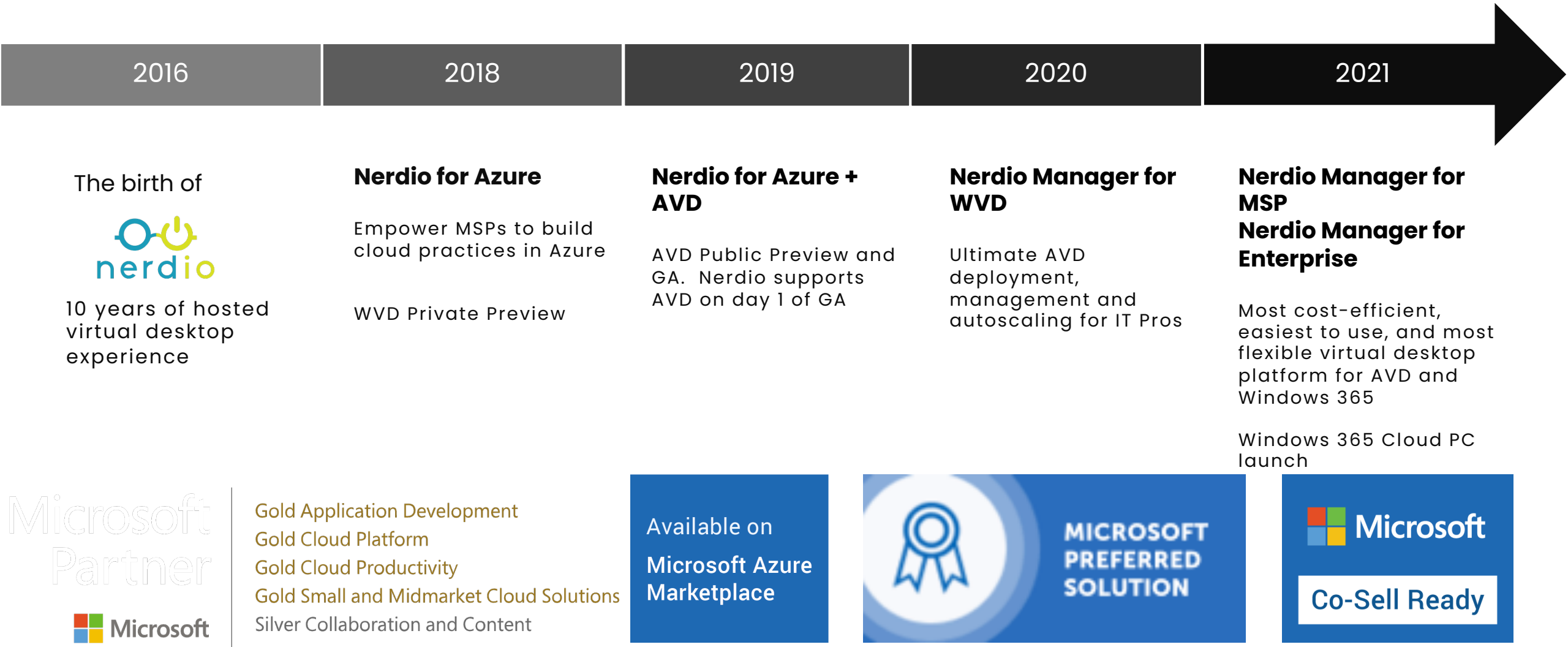
# GOALS

LET'S SET THE BAR HIGH  
AND HAVE SOME FUN!

- Understand Azure Economics
- Articulate the Azure Value
- Determine your MSP Azure Sales Model

**Who is Nerdio?**

# Nerdio Evolution





## Nerdio's AVD experience

- ✓ Working closely with Microsoft Engineering since 2018
- ✓ 2M+ users under management
- ✓ 3,000+ customer deployments since GA (October 2019)
- ✓ 200 new deployments every month
- ✓ Evangelizing and educating the ecosystem on AVD and Windows 365



# Some of Our Notable Customers



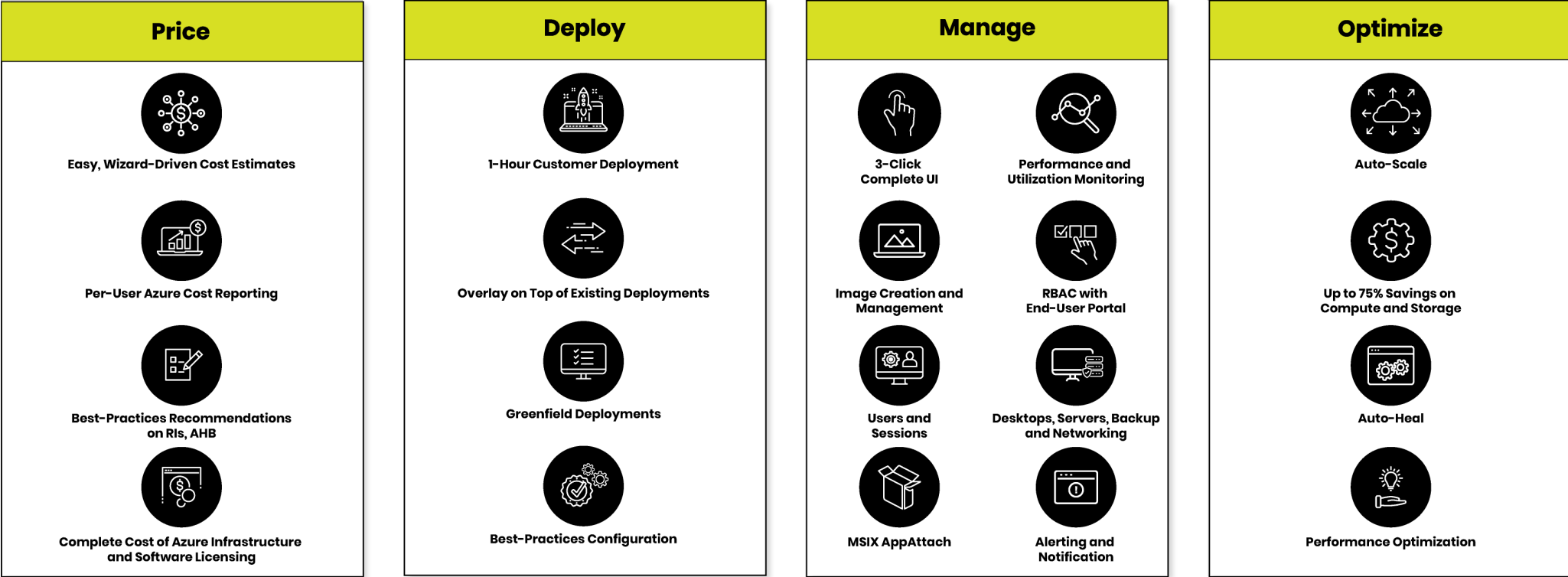
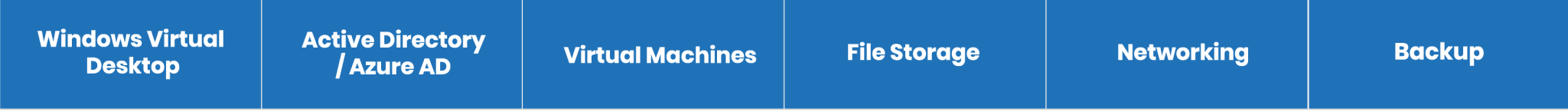
# WHAT IS AVD & W365?

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A set of technologies that allow an individual to stream his/her own Windows 10/11 desktop to any device in any location.

# **What is Nerdio Manager for MSP?**

# Nerdio Manager for MSP Simplifies, Automates and Optimizes Virtual Desktops in Azure



# Nerdio Manager for MSP Reduction Strategies for AVD

## Cost Reduction Strategies For Azure Virtual Desktop

	AZURE COMPONENT COSTS			Monthly Total	Per-User Cost	% Savings
	Compute (VMs)	OS Disks (Storage)	FSLogix (Storage)			
Unoptimized	\$882	\$72	\$123	\$1,076	\$33.64	N/A
#1: VM Power Management	\$262	\$72	\$123	\$457	\$14.28	58%
#2: Just-in-time Provisioning (50% Burst)	\$262	\$47	\$123	\$432	\$13.49	60%
#3: OS Disks Auto-Scale	\$262	\$30	\$123	\$415	\$12.97	61%
#4: OS Disks Shrink to 64 GB	\$262	\$15	\$123	\$401	\$12.52	63%
#5: FSLogix Shrink by 50%	\$262	\$15	\$61	\$339	\$10.60	68%

### Assumptions

- Number of users: **32**
- User type: **Heavy** (2 users per vCPU)
- Session host VM size: **E4s\_v4 4C/32 GB**
- OS disk: **P10** (128 GB Premium SSD)
- FSLogix profile size: **20 GB**
- FSLogix storage: **Azure Files Premium**
- Hours in work week: **50**
- Azure list pricing: **South Central US**

**TOTAL SAVINGS**

**68%**