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Nerdio Manager For MSP:
BTM IT Solutions accelerates startup growth with Nerdio after legacy provider falls short for SMBs

BTM IT Solutions

Industry: Managed Service Provider
Platform: Nerdio Manager for MSP
Region: United Kingdom

RESULTS

50%
Increase in operational efficiency

Hundreds
Of labor hours saved annually

Zero
Upfront investment required to get started

Challenge

- Legacy provider Citrix was too costly, rigid, and SMB-unfriendly for a startup MSP.

- High operational overhead from manual patching, onboarding, and updates.

- Limited ability to scale services across clients without duplicating effort.

- Backend inefficiencies directly threatened per-user pricing model and profit margins.

Solution

- Adopted **Nerdio Manager for MSP** to replace Citrix with an automation-first, cloud-native platform.

- Leveraged Nerdio's **"build once, deploy many"** model to streamline operations across all clients.

- Achieved **massive time savings** through automated patching, user provisioning, and app delivery.

- Gained **predictable Azure cost** control tools to protect margins under a per-user pricing model.

Ready to get started?

BOOK A DEMO

"Don't worry about your IT. Focus on your business… We'll handle the rest—with Nerdio helping us do it better every day."

When the team behind BTM IT Solutions set out to launch their own MSP in late 2023, they knew the traditional legacy VDI tools they had relied on in the past wouldn't support the kind of business they wanted to build. As industry veterans, they had deep experience managing virtual desktop environments, but also firsthand knowledge of the limitations Citrix imposed on growing, cost-conscious organizations.

Increased licensing costs, a dismantled partner program, and limited support for SMBs made Citrix a risky foundation for a new business. "Citrix didn't want to deal with anyone under $50,000 in spend," said Andy, BTM IT's Technical Director. "That's just not viable for a startup serving SMB clients."

Instead, BTM IT turned to Nerdio—a partner that not only welcomed them with open arms but also provided the automation, scalability, and agility they needed to hit the ground running.

Starting from zero with Nerdio: speed and simplicity

The process of becoming a Nerdio partner was refreshingly straightforward.

"There were no barriers, no commitments. We said, 'We're a small startup. You've got a great product. We think this will work.' And Nerdio said, 'Let's go.'"

Gengiz Madakbas, Operations Director at BTM IT Solutions

Nerdio's startup-friendly approach allowed BTM IT to get hands-on with the platform immediately, without big upfront investments or complicated onboarding. This flexibility gave the team confidence to build their managed service offering around Azure Virtual Desktop and Nerdio Manager for MSP.

A better user experience, without the cost and complexity

From a technical perspective, the choice was clear. "We needed a reliable virtual desktop solution that just works for our clients—Teams, apps, performance," said Andy. "Nerdio delivered that."

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→ Where Citrix demanded time-consuming manual updates, Nerdio introduced true efficiency through automation. BTM IT estimates a 50% increase in operational efficiency since moving to Nerdio, with hundreds of labor hours saved annually from automated patching, onboarding, and app deployment.

One click, many clients: built for MSPs

"With Nerdio, we build something once and apply it across every customer," Andy explained. Whether it's onboarding new users or rolling out Microsoft Teams, scripts created in Nerdio can be reused and deployed at scale—without additional lift.

This "build once, deploy many" approach is critical for small but fast-growing MSPs like BTM IT. "It means we can scale without scaling the team at the same pace," Gengiz added. "That's everything when you're starting out."

Margin protection through smart Azure management

BTM offers a per-user, per-month pricing model—which means any backend inefficiency cuts directly into their margins. Nerdio's automation and cost-optimization capabilities help BTM IT control Azure costs and ensure profitability.

"We're not selling Azure or Nerdio as products; we're selling a service," said Andy. "And Nerdio is the backbone of that service. It lets us focus on the customer experience while keeping backend costs predictable."

Empowering sales through technical confidence

For Paul, BTM IT's Sales Director, Nerdio has become a key asset in conversations with prospects—especially those struggling with legacy platforms.

"A lot of our early wins have come from rescuing clients from Citrix," he said. "When we demo Nerdio and show them how it solves their performance issues, it's a lightbulb moment."

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A true partner for growth

Beyond the platform itself, BTM IT sees Nerdio as a strategic partner. Free training, accessible support, and shared momentum have helped the team stay ahead of the curve.

"We meet people at Nerdio who are genuinely excited about what they do," said Gengiz. "It's the kind of relationship you want when you're building something from the ground up."

The bottom line

For BTM IT, Nerdio wasn't just a replacement for Citrix—it was a launchpad. With Nerdio Manager for MSP at the core of its operations, BTM IT has transformed from a newly formed startup into a fast-moving, automation-first provider delivering modern IT services to SMBs across the UK.

"Don't worry about your IT. Focus on your business," Andy said. "We'll handle the rest—with Nerdio helping us do it better every day."

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