

Nerdio Manager for Enterprise:

Damart saves on resourcing and compute with Nerdio



Industry: Retail and Wholesale

Platform: Nerdio Manager for Enterprise

Region: EMEA

RESULTS

Saved approximately 50% on both licensing and labor costs.

Achieved rapid deployment, with production environments set up in under a month.

Avoided the need to hire 1–2 additional FTEs for AVD management.



Challenge

- Identified management gaps after transitioning from Citrix to Azure Virtual Desktop (AVD) and sought a more effective solution.



Solutions

- Implemented Nerdio Manager for enhanced AVD management. Gained automation and pay-as-you-go flexibility for AVD management.
- Gained scalability and cost savings through auto-scaling.
- Simplified administration for improved efficiency.

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With major markets in France, Great Britain, and Belgium, Groupe Damartex comprises eight brands in areas ranging from fashion to home décor to healthcare, all aimed at the 55+ market.

Damart, their largest brand, had been using Citrix, but during a major systems update, the company considered switching to Azure Virtual Desktop (AVD) to fill unmet needs. As a proof of concept, they began using AVD for certain desktop environments. However, Azure alone was not providing the capabilities or performance Damart sought.

"We quickly saw a gap between AVD and Citrix in terms of management features," said Romain Dupont, digital workplace manager at Damart. "It was clear that it would take ages to do the things that took much less time with Citrix. That's when our partner Roxys suggested we look at Nerdio Manager for AVD management and supported us on definition, architecture, deployment, and support. Adding Nerdio brought a lot of value compared to AVD alone. It fills the gap in terms of features and capabilities."

The missing pieces Nerdio provides include ease of management and administration, improved scalability, and provisioning on-demand. "It also gives us insights on the savings we gain using the scalability features," Romain Dupont added.

Savings on compute and resources

Dupont found Nerdio easy to implement, and adoption was quick. "We onboarded Nerdio, and we were able to create a production environment to meet our requirements in a month, maybe less," he noted. "We have put AVD with Nerdio Manager into production in five different areas of the business." AVD plus Nerdio, he said, "is very close to Citrix in terms of features, but much more cost-effective and easier to manage."

Through using AVD with Nerdio Manager, Damart saves approximately 50% on licensing costs and 50% on labor and resourcing costs. Nerdio Manager's Auto-Scaling has also resulted in significant cost savings.

"The scaling features in Nerdio allow us to fine-tune when to turn on and turn off resources," Romain Dupont explained. "We can scale up and down instantly. I can adapt depending on the business requirement and the business uses." Nerdio Manager's Auto-Scaling is the source of their significant compute cost savings.

Optimizing resources for a mid-sized IT team

As a mid-sized organization with an IT department of about 100, Damart does not have the resources to dedicate FTEs to managing individual pieces of software.

"It saves a lot of administrative time," Romain Dupont stated. "If we were using AVD without Nerdio Manager, I think we'd need at least one or perhaps two additional employees. We'd need to recruit staff to manage it full-time."

Dupont was excited to see that Nerdio was named Microsoft Partner of the Year for 2024. "That's a very significant distinction," he muses, "and I'm interested in seeing what they'll be able to bring to the table to even further differentiate themselves from the competition and make AVD more valuable."

About Damart

Groupe Damartex is comprised of eight companies dedicated to the needs of those 55 and over. With a presence in nine countries and principal markets in France, Great Britain, and Belgium. Damart is a women's fashion brand with a focus on fun, vitality, and comfort based on quality fabrics and sustainable practices.

About Nerdio

Nerdio is a leading provider of powerful, simplified cloud management solutions for businesses of all sizes. Trusted by managed service providers (MSPs) and enterprise IT departments alike, Nerdio equips organizations with seamless, cost-effective management tools for Azure Virtual Desktop (AVD), Windows 365, and comprehensive Modern Work solutions.

With thousands of customers worldwide, Nerdio accelerates cloud adoption, enabling companies to thrive in an era of hybrid work by providing modern, future-proof technology that adapts to evolving workplace needs.

For more information, please visit www.getnerdio.com.



WEB www.getnerdio.com
EMAIL hello@getnerdio.com