

1 MSP: From a ransomware wake-up call to a thriving AVD business with Nerdio



Industry: MSP

Platform: Nerdio Manager for MSP

Region: North America

RESULTS

87.5% faster

AVD setup (8 hours to 45 minutes).

~75%

licensing savings on key components.

60%+

compute cost reduction using Auto-Scaling.

100%

customer retention for all Nerdio-based environments.



Challenges

- Manual AVD builds took 8 hours each and lacked consistency, limiting profitability.
- Azure's native tools defaulted to premium, higher-cost SKUs, inflating customer pricing.
- Quoting and pricing required multiple spreadsheets with no automation or repeatability.



Solutions

- Standardized AVD delivery with Nerdio, reducing build times from hours to minutes while ensuring consistent, repeatable deployments.
- Leveraged Auto-Scaling to cut compute consumption while maintaining performance.
- Adopted automated cost modeling and quoting through Nerdio Cost Estimator for real-time accuracy.

**Ready to
get started?**

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1 MSP is a managed service provider (MSP) founded by Enrique Resendez after a hard lesson: in October 2021, ransomware encrypted one of his companies and forced a costly recovery.

The incident reset his tolerance for risk and his expectations of partners. When he launched 1 MSP in January 2023, he made a simple promise to customers: to build secure, efficient Microsoft-first environments so no one else has to learn lessons the hard way.

At first, Enrique tried to stitch things together solo. He explored AWS and native Azure Virtual Desktop (AVD). These options worked, but processes weren't repeatable. An AVD build took a full-day workshop to reach only 92–94% completion. Pricing estimates meant juggling multiple calculators and tabs. And too many cloud components defaulted to premium SKUs the MSP and its clients didn't always need.

Enrique needed a way to make AVD delivery fast, predictable, and profitable... and a partner who would take ownership when he hit a wall.

Finding the right partner

Through his distributor, Enrique met Nerdio. What stood out first wasn't a feature list—it was the people.

"They never once told me, 'that's not a Nerdio issue.'" They understood the problem and helped me move it forward."

Enrique Resendez, CEO

That posture, paired with deep Microsoft expertise, made the decision easy. 1 MSP adopted Nerdio Manager for MSP to standardize its AVD practice.

What changed with Nerdio

- **AVD in minutes, not hours:** The eight-hour workshop shrank to ~45 minutes, an 87.5% time savings. 1 MSP could now deliver the same, reliable outcome in a fraction of the time.
- **Licensing without the gotchas:** Where the Azure UI nudges you toward pricier tiers (e.g., certain VPN gateways), Nerdio's automation still exposes lower-cost choices. In common deployments, 1 MSP sees ~75% savings on that component by selecting the right SKU instead of the default.
- **Compute that scales down when people go home:** With Auto-Scaling, 1 MSP plans for roughly 300 of 740 monthly hours active, delivering 60%+ compute savings for typical customers.

- **Simplified quoting at speed:** The Nerdio Cost Estimator pulls live Microsoft pricing via API, so the 1 MSP team can easily model VMs, storage, Azure Files, Windows/SQL licensing, Azure Hybrid Benefit, and one vs. three-year options in one place—then send a confident estimate, fast.

An early proof point: A healthcare client was considering Microsoft SQL Server. Previously, pricing that stack was a spreadsheet marathon. With the Cost Estimator, 1 MSP generated side-by-side scenarios in minutes, explained savings from Auto-Scaling, and won the work.

And when cloud quirks appeared, like quota or capacity limits in the chosen Azure region, Nerdio's VM fallback logic automatically retried with alternative sizes or families (v5/v4, AMD/Intel, even smaller footprints) until a compatible option was provisioned. "That kind of resilience just isn't practical to automate on your own," Enrique says.

He also noticed something subtle but important: updates. "I patch Nerdio Manager any time of day because it just works," he says. "They ship fast and the product keeps getting better."

The impact

For customers, the math is simple: faster delivery, lower costs, and clear options. For 1 MSP, the story is margin and momentum.

- 87.5% faster AVD setup (8 hours to ~45 minutes)
- 75% lower licensing on key components
- 60%+ lower compute with Auto-Scaling
- Accurate quotes in minutes with Nerdio cost calculator
- 100% retention for customers running on Nerdio to date

"For us, Nerdio means higher margins. For customers, it's better solutions that are more efficient and save money. Everyone wins."

Enrique Resendez, CEO

Looking ahead

With AVD standardized and profitable, 1 MSP is doubling down on its Microsoft-first strategy. The team uses Nerdio to codify best-practice baselines (like CIS Benchmarks) "with a simple click," and leans on the cadence of quality releases to stay ready for whatever the cloud throws at customers next.

The ransomware day still drives Enrique. But now the story ends differently: predictable builds, transparent pricing, resilient operations, and a partner in Nerdio that makes all three routine.

About 1MSP

1 MSP — Founded in 2023 by Enrique Resendez, 1 MSP builds Microsoft-first IT environments with a focus on security, efficiency, and resilience. Its mission is to help SMBs avoid the costly lessons of ransomware and thrive in the cloud.

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.