

Magna leaves Citrix for Nerdio, cutting costs and admin time



Industry: Manufacturing

Platform: Nerdio Manager for Enterprise

Region: Global

RESULTS

€1 million

in licensing savings
over three years.

~40%

reduction in Azure
compute costs.

30%

less admin time required
for VDI management.

1,000

users migrated in
just four weeks.



Challenges

- Existing Citrix licensing increased sixfold, forcing an urgent evaluation of alternatives.
- Native Azure Virtual Desktop lacked centralized management, automation, and speed needed for global teams.
- Complex multi-tool administration slowed operations and increased overhead for IT staff.



Solutions

- Migrated 1,000 users to AVD in four weeks with Nerdio, eliminating all Citrix licensing costs.
- Implemented Auto-Scaling and right-sizing to reduce Azure compute spend by roughly 40 percent.
- Consolidated management into one unified portal, freeing 30 percent of admin hours for strategic work.

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get started?**

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Overview

Magna International is a mobility technology company and one of the world's largest automotive suppliers, with operations spanning 28 countries and a global team focused on advancing vehicle design, engineering, and manufacturing.

Facing a sixfold Citrix licensing price increase, Magna migrated 1,000 users to Azure Virtual Desktop in only four weeks with Nerdio. The move eliminated €1 million in licensing over three years, cut Azure compute by 40%, and freed up 30% of admin time.

The challenge

VDI is mission-critical at Magna: GPU-backed CAD workloads, global contractors, and strict data security mean desktops must be fast, secure, and accessible from anywhere. When Citrix proposed a license price increase, the team needed a more sustainable path. As a Microsoft-first organization, Azure Virtual Desktop (AVD) was the obvious direction, but running AVD natively in Azure wouldn't provide the management, optimization, and speed they needed.

Finding the right partner

Freddy Lau, IT Manager for VDI Services, looked for a platform that would accelerate migration, centralize operations, and cut spend. After seeing Nerdio Manager in action, especially its Auto-Scaling feature, the cost-savings model, and having one portal as a single source of truth, Freddy's takeaway was immediate: "We need that."

"After evaluating alternatives, Microsoft recommended Nerdio as the best fit for speed, cost control, and scale."

Freddy Lau, IT Manager, Magna International

Migration in four weeks

The Nerdio team worked to provide live, in-environment support to the Magna team during the migration. Together, they stood up the target architecture and migrated 1,000 users from Citrix to AVD in just four weeks, replacing anxiety with confidence.

What changed with Nerdio and why it works

Financially, Magna eliminated Citrix licensing entirely, saving €1 million over the next three years. On top of that, Nerdio's Auto-Scaling and right-sizing cut Azure spend by roughly 40%. Combined, those gains turned a hard pivot into an obvious upgrade.

The business felt the impact of the migration, improving day-to-day operations significantly. With one portal functioning as a single point of truth, admins stopped bouncing between tools and can now manage AVD end-to-end inside Nerdio Manager. That simplification freed up time, with approximately 30% of admin hours shifted from maintenance to higher-value work.

"If I didn't have Nerdio, I would spend 30-40% more on Azure compute cost."

Freddy Lau, IT Manager, Magna International

Project teams can now spin up a GPU-enabled desktop in about an hour—any region, no hardware. Flexibility improved, costs went down, and the user experience stayed strong.

Nerdio Auto-Scaling handles elasticity, policies and schedules enforce good hygiene, and a single interface keeps operations crisp and predictable. The result is less tinkering, fewer surprises, and ongoing savings that compound month over month.

"Now we have Nerdio as a platform, a single point of truth. Scheduling, patching, policies, it's all in one place. Nobody needs to sit at 11:00 pm to press a button," said Freddy.

Looking ahead

With costs down and operations simplified, Magna is expanding application delivery with MSIX App Attach to streamline lifecycle across host pools while continuing to leverage Nerdio's recommendations to keep environments efficient as usage patterns change.

The bottom line?

With Nerdio, Magna didn't just exit Citrix—they built a faster, leaner, and more future-proof VDI strategy.

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