

Cloud Matrix IT boosts Azure margins by up to 30% and gains confidence selling Azure Virtual Desktop with Nerdio Manager



Industry: Managed service provider
Platform: Nerdio Manager for MSP
Region: North America

RESULTS

15–30%
margin increase through Azure optimization and reservation guidance.

Increased
confidence selling and scaling Azure Virtual Desktop services to SMEs.

50%+
time savings in virtual machine and Azure Virtual Desktop management through centralized administration.



Challenges

- Cloud Matrix IT had been managing Azure VMs manually for several years, relying on internal expertise but lacking centralized visibility and optimization guidance.
- A Windows 11 migration created urgency to modernize management while ensuring performance, scalability, and cost control.
- As a growing MSP, Cloud Matrix IT needed deeper Azure subject matter expertise and a scalable backend platform to confidently sell and expand Azure Virtual Desktop (AVD) services.



Solutions

- Cloud Matrix IT deployed Nerdio Manager for MSP within its own Azure tenant to centralize VM and AVD management across clients.
- Nerdio’s onboarding engineers provided step-by-step migration guidance, environment optimization planning, and cost-saving recommendations.
- Centralized management, automation, and ongoing proactive support improved efficiency by 50%+ and increased margins by 15–30% without changing client pricing.

Ready to get started?

[BOOK A DEMO](#)

From manual Azure management to strategic optimization

Cloud Matrix IT, a managed services provider supporting small and midsize businesses across the United States, had been gradually expanding its Azure footprint. For two to three years, the company had been manually managing Azure VMs for a key client. It worked, but it wasn't optimized.

"Our footprint with Azure VM management is relatively small," said founder and CEO Richard Stephens. "We've been doing it manually for probably two or three years now."

When a Windows 11 migration requirement surfaced, the need for a more structured, scalable approach became clear. Richard already knew Nerdio from industry events, but this time, the timing was right to finally make the move.

For a CEO selling Azure Virtual Desktop services to small and midsize businesses, expertise matters.

"The thing that really attracted me in the beginning was the SME aspect of it. Those guys are experts in Azure. They can help you with the planning and everything else required."

Richard Stephens, CEO of Cloud Matrix IT

Confidence to sell and scale

Azure Virtual Desktop is powerful, but management can be complex. Selling it requires confidence not only in the technology itself, but in the backend execution.

"The Nerdio team definitely makes you a lot more confident selling these types of services," Richard said. "There are a lot of technical pieces you have to translate. Having a group of folks that's wonderful to work with and that gives you confidence."

Nerdio Manager for MSP became the centralized layer Cloud Matrix needed. Instead of navigating multiple tenants and manual configurations, everything now lives in one place.

"Having everything in one place where you don't have to go into different tenants, that's probably the biggest piece for us," Richard said.

For his team, that consolidation alone created meaningful efficiency gains.



A 50%+ efficiency lift

Before Nerdio, scaling Azure meant manual processes, repeated logins, and fragmented oversight. Now, automation and centralized control are built in.

When asked about efficiency improvements, Richard didn't hesitate.

"I would say at least 50%," he said. "Definitely."

Nerdio Auto-Scaling and optimized resource planning reduced manual oversight, while step-by-step onboarding guidance ensured the platform was implemented correctly from day one.

"They walked through the entire process of bringing in our clients into the platform. Making sure everything was set up optimally; that step-by-step process is priceless for us."

Richard Stephans, CEO of Cloud Matrix IT

Even after deployment, support didn't stop. "They would just check in out of the blue," he said. "That's very rare — to have support that goes the extra few hundred miles."

Improving margins without raising prices

In addition to notable operational improvements, the Cloud Matrix IT team saw substantial improvements on the finance side. Through Nerdio's planning phase, Cloud Matrix IT uncovered optimization opportunities in its Azure environment, including reservation strategies that reduced monthly infrastructure costs.

"Just by moving to the Nerdio platform, our margin increased probably about 15 to 30%," Richard shared.

The pricing to clients didn't change. The value did.

"The Nerdio team said, 'Hey, you're paying for this every month without a reservation. If you implement one, here's how that affects your environment.' That expertise increased our margin."

Instead of simply keeping the lights on with Azure, Cloud Matrix IT began managing it strategically.



Hosting in their own tenant on their terms

One unexpected but important differentiator: Nerdio Manager for MSP runs directly within Cloud Matrix IT's Azure environment.

"We host it in our own Azure tenant," Richard said. "You're not at the mercy of someone else's data center. As long as Azure has uptime, we're good to go."

From a security perspective, that control matters.

"It's the same security protocols we already have in place for our tenant. You're in control of the triggers and access."

For an MSP selling trust, architecture becomes a competitive advantage.

A partner that enables growth

Looking ahead, Richard sees Nerdio as a foundational piece to Cloud Matrix IT's 2026 strategy.

"It really sets us up to push getting clients more into the cloud," he said. "Even if we run into hiccups, we've got somebody that we can call on easily."

For Cloud Matrix IT, Nerdio is a growth enabler.

And for Richard, the biggest differentiator remains simple:

"I just can't say enough about working with them from a support standpoint. That's the biggest positive of the relationship."

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