

NerdioCon

2025

— PALM SPRINGS





From Citrix champion to AVD pioneer: The Ossur success story



Agenda

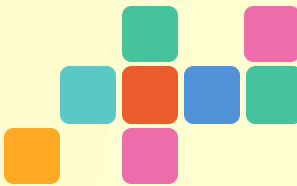
Introductions

Migrating off Citrix: Why, when, and how

How did Nerdio help?

The learnings and takeaways

Panel questions



Neil McLoughlin

Principal Technical Account Manager EMEA
Microsoft MVP for Windows and Devices

<https://www.youtube.com/@virtualmanc>



Nomi Rabhan

Customer Success Manager



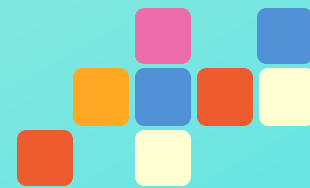
Róbert Sigurðsson

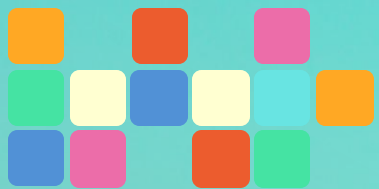
Senior System Administrator



Friðrik Gunnarsson

Senior System Administrator





Background on Nerdio and Ossur



Customer trends in EMEA

Existing AVD



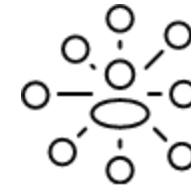
26%

Legacy VDI migration



41%

New DaaS



33%



Global DaaS market is projected to reach \$50.5 billion by 2030*

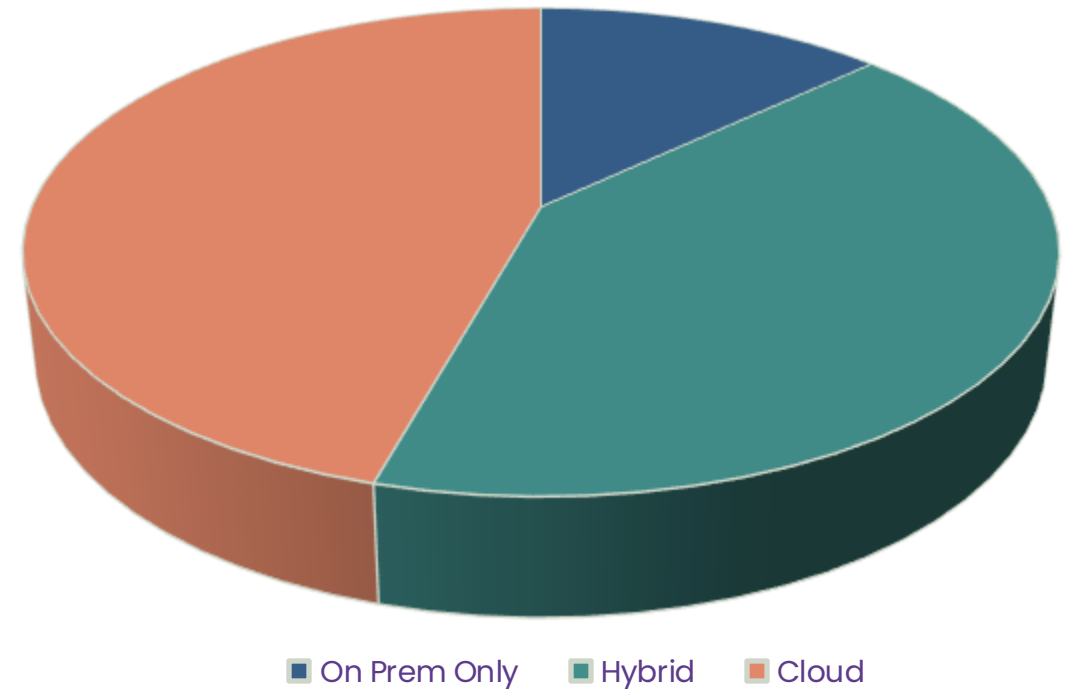
UK IT leaders identified several primary motivations for migrating to a cloud VDI or DaaS setup:

- Reducing the risk of data breaches (76%).
- Lowering the company's carbon footprint (76%).
- Reducing costs (81%).
- Facilitating flexible working (86%).
- Enhancing productivity (85%).

* Gartner

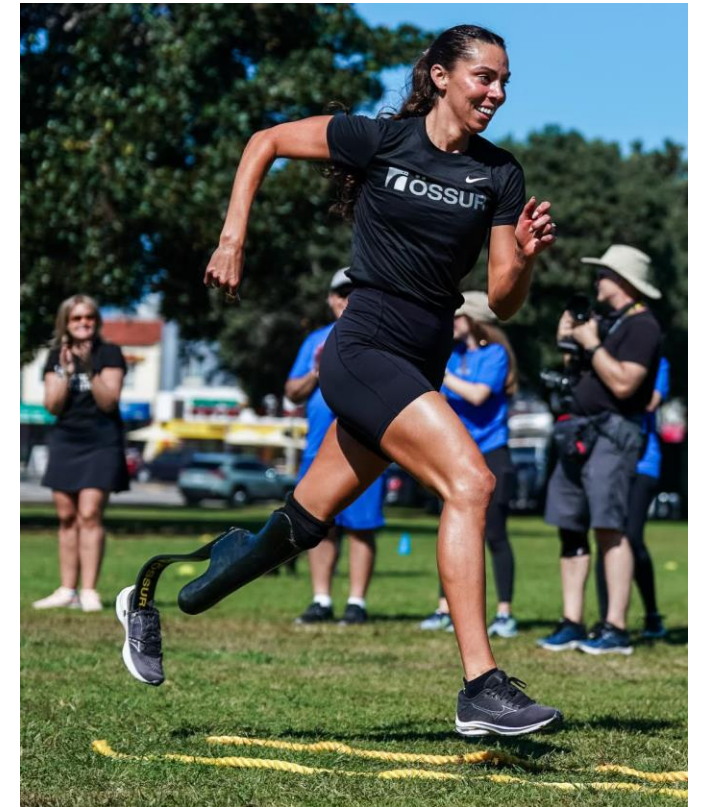
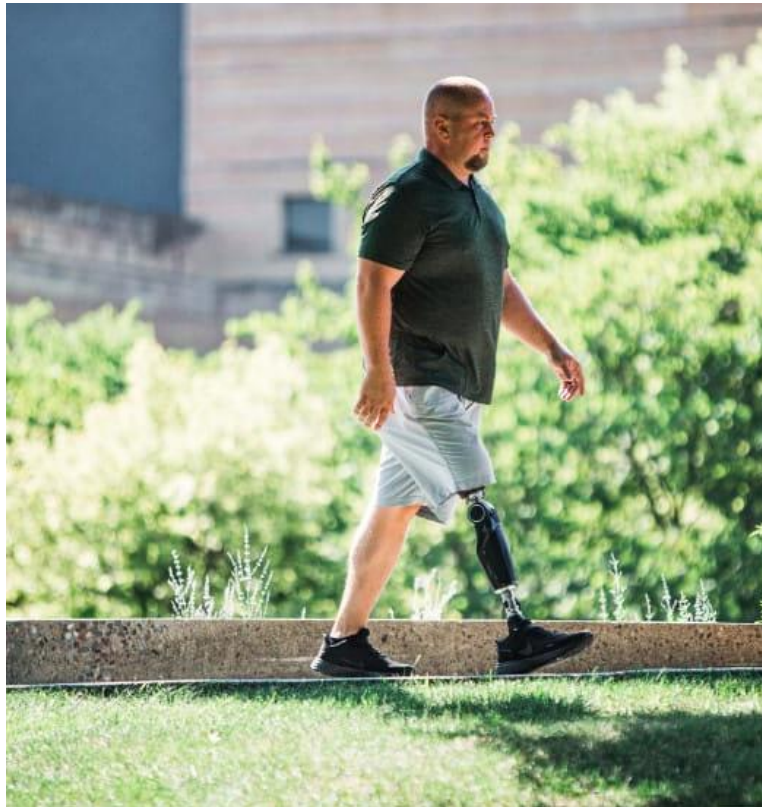
** Zion Market Research – June 2024

82% of UK organizations use virtual desktops **



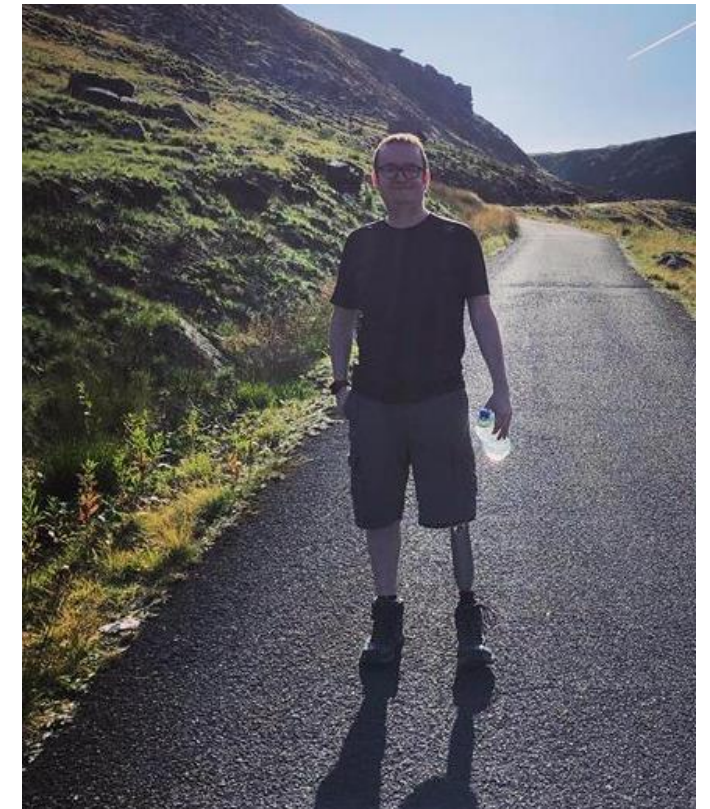
Embla Medical: Ossur Prosthetics

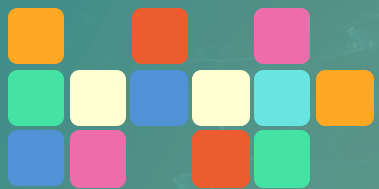
Embla's core competency lies within working with silicones, carbon composites, and mechatronics to help patients live according to its motto, "Life without Limitations".



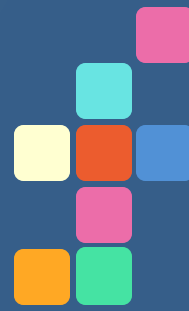
Embla Medical: Ossur Prosthetics

Embla's core competency lies within working with silicones, carbon composites, and mechatronics to help patients live according to its motto, "Life without Limitations".





Migrating from Citrix to AVD using Nerdio



Moving away from Citrix

Why:

Over the past 2-3 years, there has been a big market shift due to licensing changes from other vendors.

This is driving customers to move from legacy VDI providers to native solutions, such as Microsoft managed by Nerdio.

What challenges and questions are customers facing when making this decision?

When:

When is the right time to move?

License renewal dates and number of seats are major factors and determine how long the migration can take.

The customers also need to have an Azure landing zone in place before migration can begin.

In most scenarios, this happens alongside the applications.

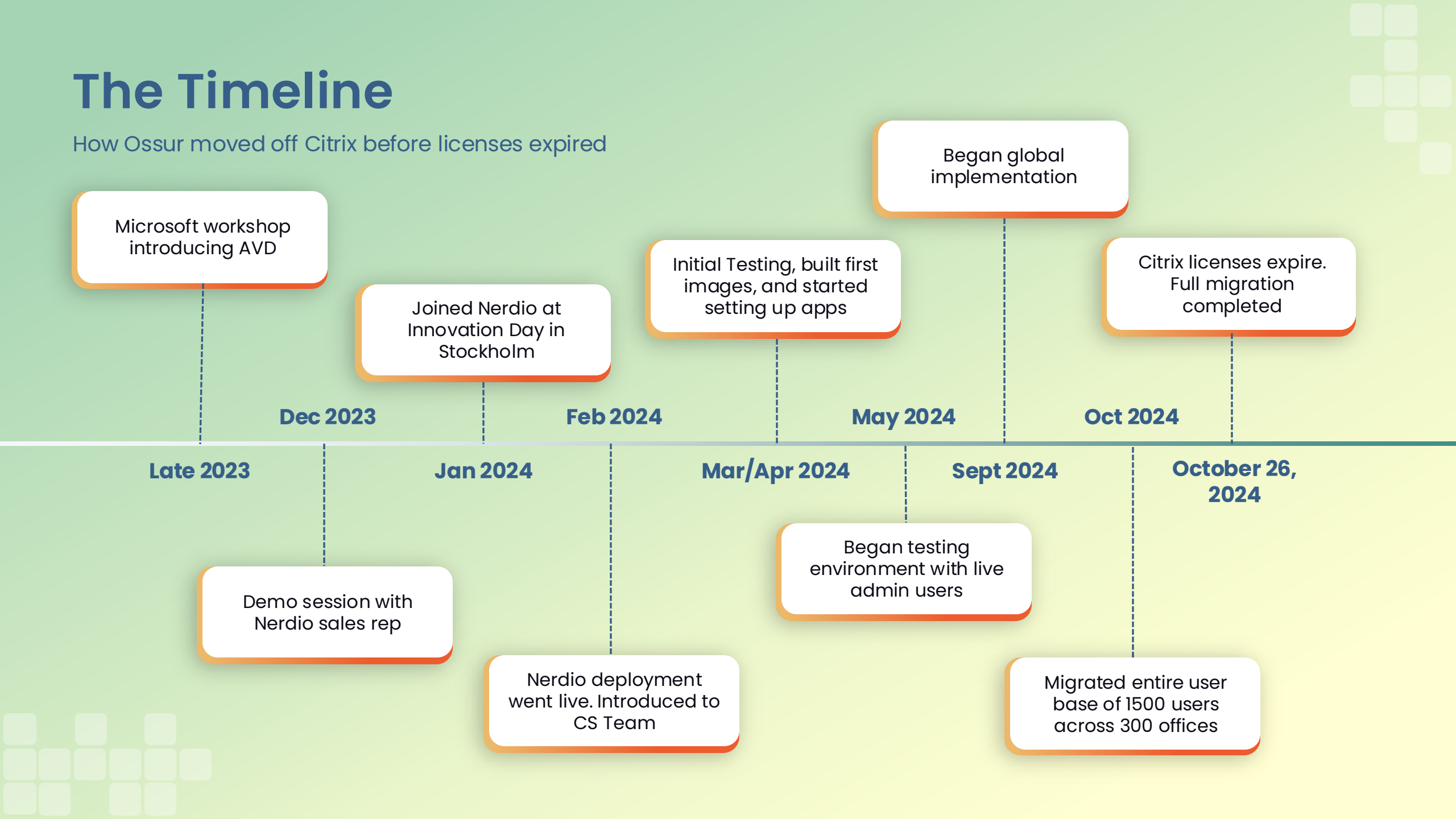
How:

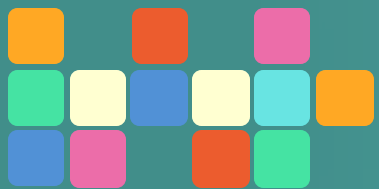
Nerdio can simplify the migration process by helping to "lift and shift" your existing VDI estate into Azure Virtual Desktop.

What made you decide to partner with Nerdio?

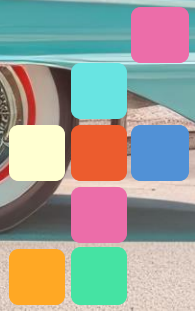
The Timeline

How Ossur moved off Citrix before licenses expired





Success using Nerdio



How Nerdio drives migration forward

1. Personalized migration strategy

- ✓ Your challenge: Every organization has unique infrastructure and challenges.
- ✓ TAM solution: Works closely with your team to design a tailored migration plan, identifying potential roadblocks before they happen.

2. Hands-on implementation support

- ✓ Your challenge: IT teams often face resource constraints and knowledge gaps when transitioning from Citrix to AVD.
- ✓ TAM solution: Provides step-by-step guidance, helping you set up Nerdio, optimize configurations, and avoid common pitfalls.

3. Automation & best practices for faster deployment

- ✓ Your challenge: Manual setups slow down deployment and introduce errors.
- ✓ TAM solution: Leverages Nerdio's automation tools and best practices to simplify image management, scripted actions, and auto-scaling—speeding up the process significantly.

4. Ongoing optimization & troubleshooting

- ✓ Your challenge: Post-migration, unexpected issues can slow down adoption.
- ✓ TAM solution: Provides continuous monitoring, fine-tuning, and expert troubleshooting, ensuring your AVD environment is running efficiently from day one.



The Nerdio TAM Advantage

- ✓ Faster migration, fewer headaches, and a fully optimized AVD environment—without the trial and error.
- ✓ With Nerdio's Technical Account Managers, you're not just migrating—you're upgrading!

5 Nerdio features that enabled this migration

1. Unified Image Management

- ✓ Citrix challenge: Multiple golden images for different regions & configurations.
- ✓ Nerdio advantage: One image for everything—easier updates, less complexity, and lower management overhead.

2. Powerful automation & Scripted Actions

- ✓ Citrix challenge: Manual configurations, app installations, and maintenance.
- ✓ Nerdio advantage: Automated deployments, updates, and settings—saving IT hours of work.

3. Hassle-free profile & data migration

- ✓ Citrix challenge: Moving user profiles and storage can be painful.
- ✓ Nerdio advantage: Seamless integration with FSLogix & NetApp, allowing users to keep the same experience with zero disruption.

4. Smarter cost & resource optimization

- ✓ Citrix challenge: Expensive licensing, complex infrastructure, and over-provisioned resources.
- ✓ Nerdio advantage: Intelligent auto-scaling, optimized workloads, and cost savings—pay only for what you use.

5. Better stability & user experience

- ✓ Citrix challenge: Frequent connectivity issues and random failures with the Workspace client.
- ✓ Nerdio advantage: A more stable, responsive, and frustration-free environment—no more "Citrix is broken" tickets!

Problems with Citrix → Solutions with Nerdio

In Citrix

- In our Citrix environment, we had to manage multiple regions with different Unicode language settings. This required us to maintain several golden images and publish hosts accordingly.
- While our Citrix setup was stable, it came at a significant cost—both in terms of licensing and ongoing management.
- One of our biggest challenges with Citrix was the Workspace client. Users frequently encountered random connectivity issues with no clear cause, leading to frustration and inefficiencies.
- By contrast, the Windows App has proven to be far more stable, virtually eliminating these issues. For our users, this stability has been the most impactful improvement.

As we often heard:

"It's a Citrix problem."

In Nerdio

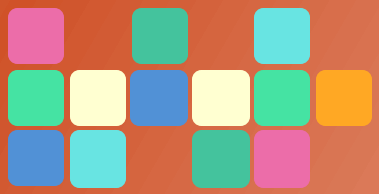
- With Nerdio, we now manage everything with a single image, leveraging scripted actions to handle settings and automation. In contrast, our Citrix environment required a bloated golden image, adding complexity and inefficiency.
- With AVD and Nerdio, we achieve the same or even better performance while streamlining previously manual tasks through automation. This means easier management, better stability, and reduced overhead compared to Citrix.
- We essentially replicated our Citrix environment using FSLogix and NetApp Storage, ensuring users experience a nearly identical setup—but with vastly improved stability, backend management, and automation.

The best part?

We no longer hear complaints like:

- ✗ "Citrix is broken."
- ✗ "I can't work due to Citrix."
- ✗ "It's Citrix's fault."

Instead, we have a seamless, efficient, and frustration-free environment for both users and IT.



Key learnings from this project



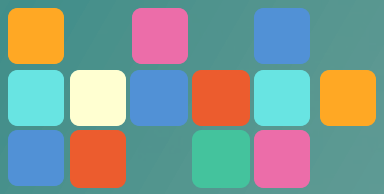
Key takeaways from this migration

The Nerdio side—what we learned:

- Plan upfront and understand specific customer needs before beginning a migration.
- Constant communication is key.
- The communication between the TAM, CSM, and Product Manager can really help the customer in a migration scenario where they have certain pain points that Nerdio can help unlock.

Customer perspective—key feedback and end user experience:

- The license cost in Citrix was very high, and we are saving over 70% by moving to AVD/Nerdio.
- We run a small Global Infra team (6 admins) that are located in Iceland, and we support all regions globally with over 4000 employees and 300 offices. Two of us are responsible for the AVD environment. The number of hours spent on maintaining the AVD environment monthly is around 50% of one headcount. So, we have much more time to do other stuff.



Any Questions?

