

# Today's Agenda

**AD User Nerdio Optimization Enrollment strategies** Management Journey Why move to the Security for Modern **Exchange Online** 6 Work cloud? management Microsoft Intune **Unified Application** Pricing best practices Management policy management Packing your cloud Policy & CIS /17 8 Reception! baselines offering

# Traditional MSP Sales Cycle



# **Nerdio Cloud Sales Certification**



https://nerdio.co/Nerdio\_MSP\_Certifications





#### Goal #1

Discover the value of Modern Work and how to implement effective strategies



#### Goal #2

Discover Important cloud sales strategies and configuration details.



#### Goal #3

Why and how the cloud will work for you and your clients



# Who is Nerdio?



## **Nerdio's evolution**

2018

#### **Nerdio for Azure**

- Empower MSPs to build cloud practices in Azure with RDS
- WVD Private Preview

2019

#### **Nerdio for Azure & WVD**

- WVD Public Preview and GA
- Nerdio supports AVD on day 1 of GA

2020

#### **Nerdio Manager for AVD**

 Ultimate AVD deployment, AVD management, & auto-scaling for IT Pros

2021-2023

#### **Nerdio Manager for MSP**

- Unified management platform for DaaS
   & physical endpoints
- Windows 365 Cloud PC launch partner
- Intune integration

2024+

#### **Nerdio Manager for MSP**

- Beginning the journey into Modern Work with Intune
- Expand on Microsoft 365 management





SATYA NADELLA CEO OF MICROSOFT

# AVD: A virtual desktop revolution



# **Azure Virtual Desktop**

#### WHAT IS AVD?

A set of technologies that allow an individual to "stream" his/her own Windows 10/11 desktop to any device in any location.

#### **USE CASES**

#### **Easy access:**

· Remote access from anywhere.

#### Scalability and speed:

Quickly launch or tweak of infrastructure in minutes.

#### **Cost control:**

Drive budget consistency & planning.

#### **Simplification:**

Removes additional technology.



# Nerdio's key AVD management features



Host Pool Management



Session Host Auto-Scaling



Custom RBAC Roles



AVD Cost Estimator



Backup and Restore



AVD Lifecycle Image Management



User Profile Management



PowerShell Scripting



# Why AVD remains important

AVD remains a vital asset for MSPs due to its ability to deliver robust, scalable, and secure virtual desktop solutions to increasingly diverse and distributed workforces.



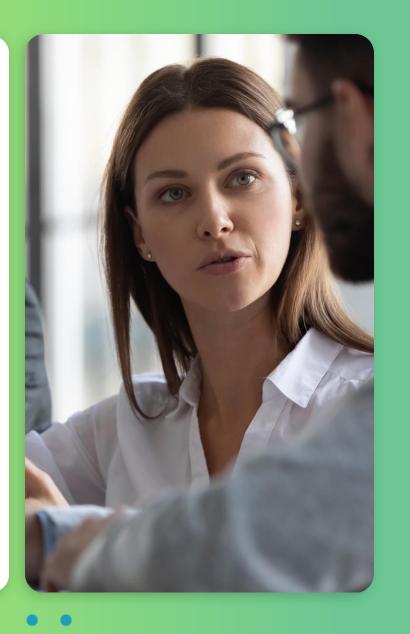
Robust & scalable



Simplified IT management



Competitive advantage





# The shift: More than AVD



## What is Modern Work?

Modern Work focuses on using technologies such as Microsoft 365 to enhance productivity, collaboration, and security for a flexible and hybrid workforce, enabling seamless work from anywhere.



















# Why Modern Work matters for you



Virtual desktops
Not always wanted or
needed



Distributed workforce
Existing tools don't offer Modern
Work management



Diverse environments
Protecting access to customer
data and systems



Security is key
Managing Modern Work is vital
for a strong posture



Return on investment
MSPs miss out on full M365 value,
leaving money on the table

## Windows 365

Windows 365 provides a personalized, powerful, simple, and secured full Windows 11 or Windows 10 experience

# Also called CPC or "Cloud PC"

Under the hood, both AVD and Windows 365 leverage a similar set of Microsoft Cloud technologies.

### Why use it?

- Personalized All your apps, content, and settings, streamed from the Microsoft
   Cloud to any device
- Powerful Scalable Cloud PCs bring the Windows 11 or Windows 10 experience to you, on any device.
- Simple Provision and deploy Windows on a Cloud PC today, right from
   Microsoft Intune or at windows365.microsoft.com
- Secured Enhancing the security benefits of Cloud PCs with new Windows 11 and
   Windows 10 security features

## Windows 365

Windows 365 provides a personalized, powerful, simple, and secured full Windows 11 or Windows 10 experience

# There are two versions -

Enterprise Cloud PCs are designed for organizations that have invested in Microsoft Intune and are using this powerful platform to manage their existing, physical Windows 10/11 desktops.

Business Cloud PCs are designed for individual users and very small businesses who typically go to their local Best Buy when they need a new PC.

#### The main difference?

- Enterprise requires an Intune license for each
- Enterprise require Entra or Hybrid joined (no Entra DS)
- Enterprise uses Windows 10 or 11 Enterprise version
- Business does NOT require Intune license
- Business are natively Entra-joined w/no AD or Entra DS
- Business uses Windows 10 or 11 Pro version

## **Microsoft Intune**

A set of technologies that securely manages identities, applications and devices (physical and virtual).

#### What is it?

## Why use it?

- Included in most M365 plans.
- Augments RMM.
- Helps to consolidate MSP tools.

## **Microsoft Intune**

A set of technologies that securely manages identities, applications and devices (physical and virtual).

# What are MSPs using Intune for?

#### **Eliminating Domain Controllers**

• Small businesses that have servers onsite may no longer need them.

#### **Replacing Group Policy**

Intune has now surpassed most of what you can do using legacy GPOs with Intune Configuration Policies.

#### **Implementing Zero Trust**

Set policies to never trust and always validate when accessing corporate data (conditional access).

#### **Endpoint Management**

Intune allows the MSP to offer RMM-like functionality out of the box.

#### **Enabling Work-from-Anywhere**

• Truly work from anywhere. Intune enables secure remote work without a use of a VPN client.

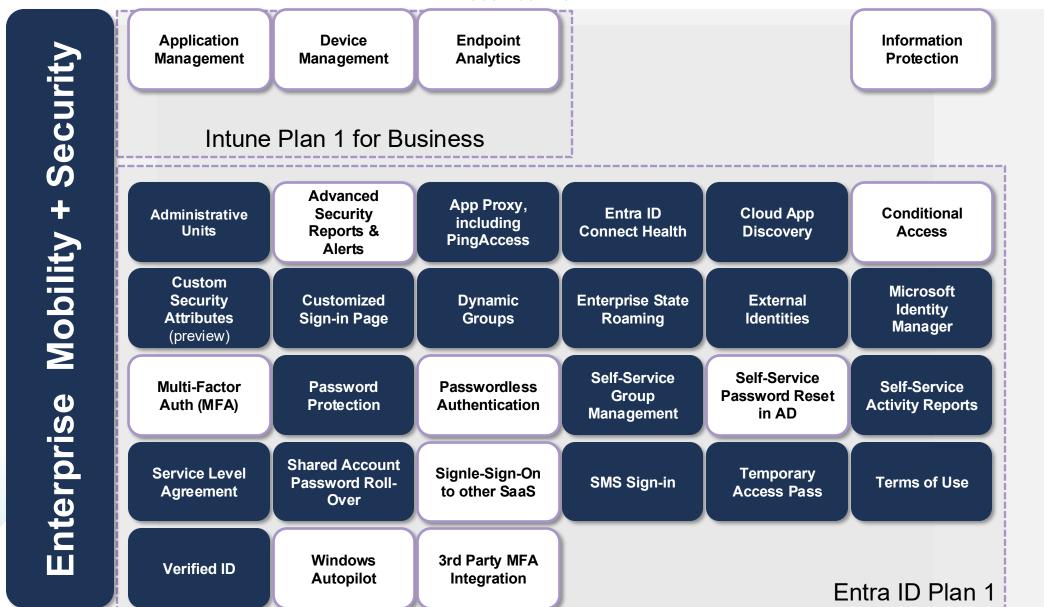
# **M365 Business Premium**

December 2024

	Activity Reports	Adoption Score	Alert Policies	Audio Conferencing (free add-on)	<b>Audit</b> (standard)	Basic Mobility & Security	
Office 365	Bookings	Briefing Email	Compliance Manager	Content Search	Data Loss Prevention	Defender for Office 365 Plan 1	
	eDiscovery (standard)	Exchange Online Archiving	Exchange Online Plan 1	Information Protection for M365	Message Encryption (basic)	Microsoft 365 Apps for Business (with SCA)	
	Microsoft 365 Mobile App	Microsoft Dataverse for Teams	Microsoft Forms	Microsoft Lists	Microsoft Search	Microsoft Teams	
	Microsoft To Do	Microsoft Whiteboard	Office for the web (incl. Visio)	OneDrive for Business Plan 1	Planner	Power Apps for Office 365	
	Power Automate for Office 365	Power Virtual Agents for Teams	Project & Roadmap View Access	Secure Score	SharePoint Online Plan 1	Stream for Office 365	
	Sway	Viva Connections	Viva Engage	Viva Insights – Personal (basic)	Viva Learning (basic)	Webinars	

## M365 Business Premium

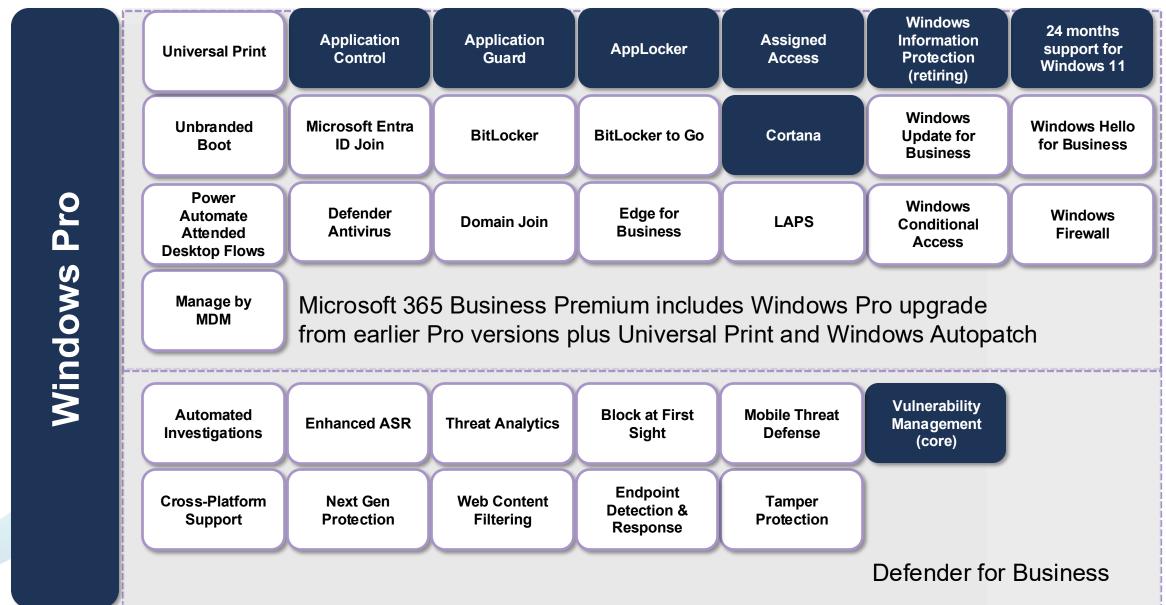
December 2024





## M365 Business Premium

December 2024



# **Layered Security**

Microsoft Business Premium

Identity and access controls

Device management

**Device security** 

Email and app security

Data security



















#### Microsoft Entra ID P1

Multifactor authentication to protect against password loss

Passwordless authentication

Self Service Password Reset

Conditional Access to provide access controls to work resources and applications

Cloud App Discovery to identify and discover "Shadow IT"

Microsoft Intune

Keep devices up-to-date with the latest OS

Protect devices from bad actors and misuse

Allow more secure access to sensitive data—even from personal devices

Remotely wipe data from lost and stolen devices

Pre-load access to Wi-Fi, VPN with certificate management

Microsoft Defender for Business

Ransomware protection with AI powered EDR with automatic attack disruption

Next gen-AV protection

Protection across Android, iOS, MacOS, Windows and Linux

Threat and vulnerability management

Monthly summary reports

Microsoft Defender for Office 365

Al powered LLM-based threat protection

Phishing and malware defense across email

Microsoft Teams, OneDrive and SharePoint

SafeLinks with time of click URL filtering

Safe attachments with real-time attachment scanning in sandbox

Microsoft Purview

Data Loss Prevention to protect sensitive data, such as credit card or social security numbers

Classify and label sensitive data

Apply protection, such as "Do Not Forward" or "Encrypt Email"

Audit, search, and legal hold



#### **Nerdio & Modern Work:**

#### THE BEGINNING





Intune & Endpoints





Defender XDR



Policies & Baselines



Microsoft 365 Apps



Unified App Management



OneDrive & SharePoint



Management





# **Nerdio numbers**

\$250M  Microsoft Azure influenced revenue for trailing 12 months	300+  New deployments every month	Global employees spanning 23 countries and 31 states	4.5  Average rating on G2	65%  Average Azure cost savings
1,000+ Channel partners	4.5M + Users worldwide	10K+ Customers	<b>5.0</b> Rating on Azure Marketplace	2018 Working closely with Microsoft Engineering



# NERDIO WINS!





# Nerdio Manager for MSP:

YOUR COMPLETE MICROSOFT MANAGEMENT TOOL







# **Nerdio Manager for MSP**

The ONLY complete
management platform for
Azure and Modern Work
technologies in the Microsoft
Cloud.

#### Microsoft 365 & Modern Work

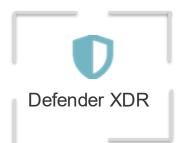
Modern Work (M365)

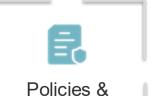




Endpoints







Baselines





Unified App Management





License Management





nerdio



# **Nerdio Manager for MSP**

**Modern Work Capabilities** 

**Console Connect CIS Intune Policies** 

**AD User Management Vulnerability Management** 

SharePoint & OneDrive Settings **Exchange Online Settings Baselines** Baselines

Microsoft Defender for Endpoint Microsoft Teams Settings Baselines

**Partner Center Integration** Unified Application Management (UAM)

User Onboarding/Offboarding

**Intune Management** 

**Entra ID Settings Baselines** 

Risky & Stale User Reports

Windows 365 Management

**Group Templates** 

Secure Score Management

**Configuration Drift Management** 

Microsoft Defender for Cloud

**Defender Settings Baselines** 

**Intune Settings Baselines** 

Multi-Tenant Microsoft Management

# Nerdio Manager For MSP automates, simplifies, and optimizes virtual desktops in Azure

#### **PRICE**



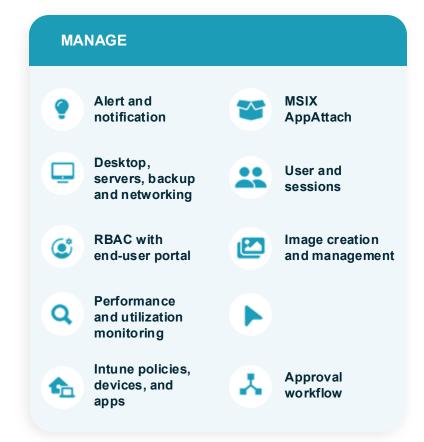
Best-Practices
Recommendations
on Ris, AHB

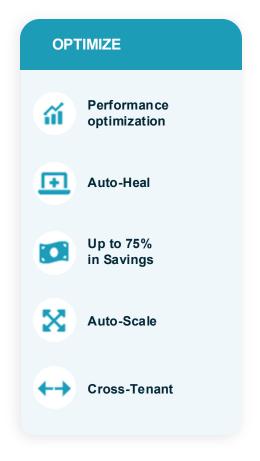
Per-user Azure cost reporting

Easy, wizard-driven cost estimates

# Overlay on top of existing deployments Best practices configuration Greenfield deployments 1- hour customer

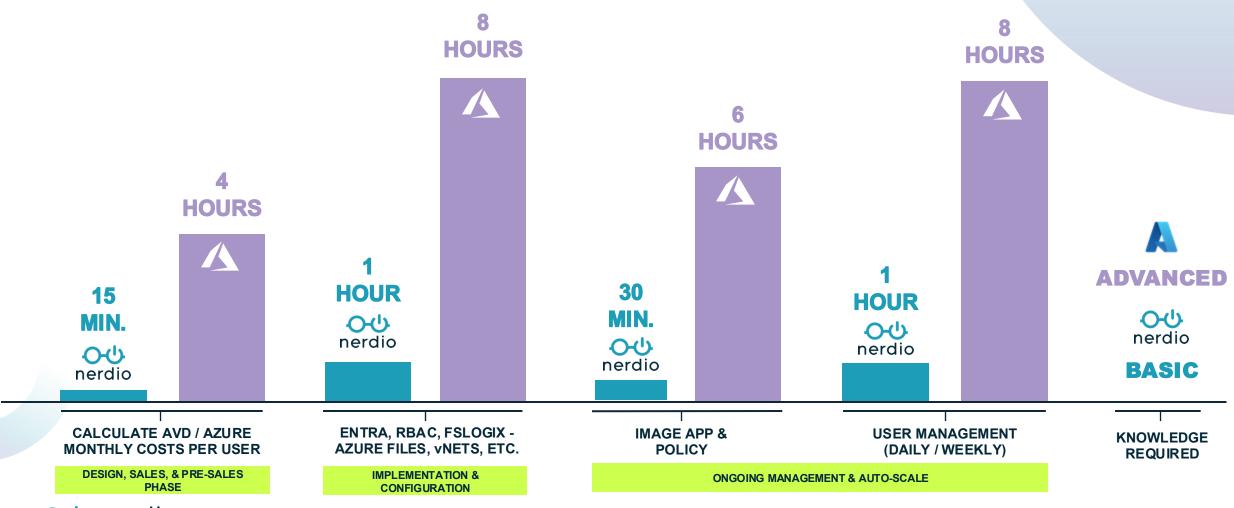
deployment



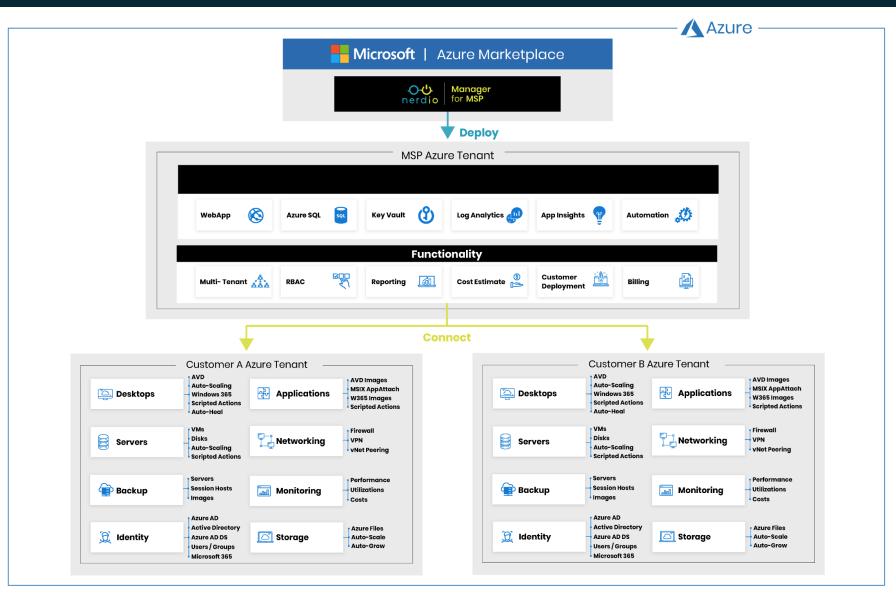


# Time savings comparison

Nerdio Manager vs Native Microsoft Azure



# Nerdio Manager for MSP deployment architecture





## Cost Reduction Strategies for Azure Virtual Desktop

	Azı	ure Component	Costs	Monthly Total	Per User Cost	%Savings
	Compute (VMs)	OS Disk (Storage)	FSLogix (Storage)	monthly rotal	10103010030	
Unoptimized	\$1006	\$79	\$160	\$1,245	\$38.91	\$N/A
#1 Auto-scale with Nerdio	\$541	\$79	\$160	\$780	\$24.38	38%
#23-Year Reserved Instances	\$387	\$79	\$160	\$626	\$19.56	50%
#3 Flip disk from SSD to HDD	\$387	\$24	\$160	\$571	\$17.84	55%
#4 FSLogix Auto-scale shrink 35%	\$387	\$24	\$102	\$513	\$16.03	60%

**Total Savings** 

60%

#### **Assumptions**

- Number of users: 32
- User type: **Duo** (2 users per CPU)
- Session host VM size: **E4s\_v5**
- OS disk: P10 (128 GB Premium SSD) Azure list pricing: South Central US
- FSLogix profile size: 20 GB
- FSLogix storage: Azure Files Premium 1TB
- Hours in work week: 50



#### Why MSPs choose NMM

Because it is AWESOME!









COST OPTIMIZATION
WITH AUTO-SCALING



SIMPLE & INTUITIVE

MULTI-TENANT INTERFACE

#### WHAT MSPs SAY

"By using Nerdio we were **able to shave days off an AVD environment setup** and also **reduce the amount of time** we have to spent managing and maintaining the environment as the automation processes do a lot for us."

"Nerdio has been a game changer for our organization. The platform is user friendly and has reduced the time our engineers take to deploy any Azure workload. From 3 to 5 users to hundreds of users in very little time. Even my three-year old knows how to use Azure by utilizing the automation that Nerdio offers."



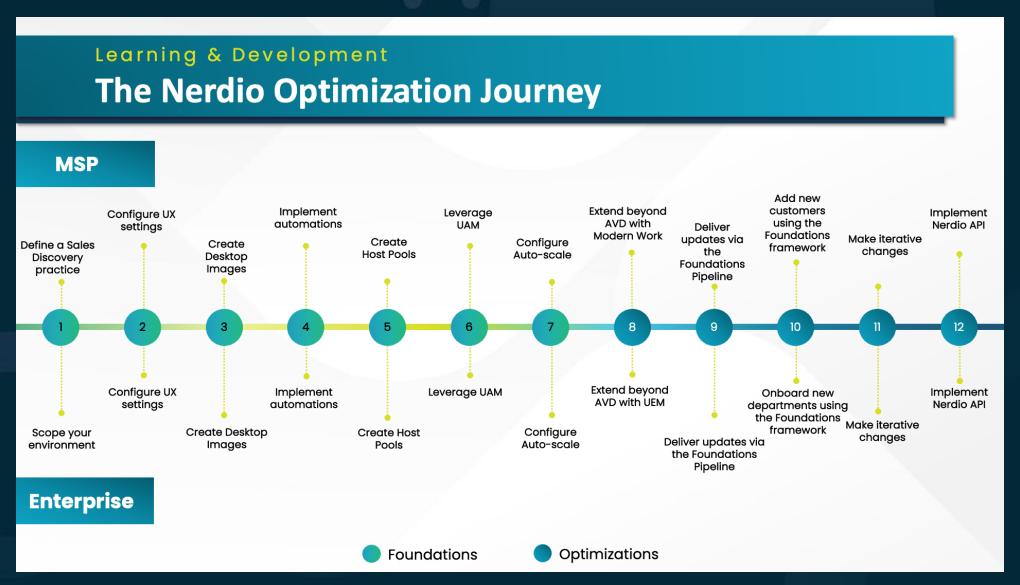


# The MSP Optimization Journey

Version 2.0



## Version 1



### **Environment types**

#### **Traditional environments**

(On-prem/Legacy technology-dependent)

**Traditional environments** are dependent on legacy technologies and the workflows that support them.

Common legacy technologies include:

- SCCM
- Group Policy Objects (GPOs)
- Manual administration efforts
- One-to-one workflows
- Domain controllers
- File servers
- Exchange servers
- VPNs
- Fragmented endpoint management and endpoint security practices/tools



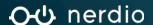
### **Environment types**

#### **Hybrid environments**

(Deprecating legacy dependancies)

**Hybrid environments** are actively evolving toward a cloud-native posture. Legacy technologies are being retired and replaced.

- GPO and SCCM dependencies are transitioning to Microsoft Intune.
- Automations are being built to allow common tasks to scale.
- One-to-one workflows are evolving into one-to-many tools.
- Endpoint management and security tools and practices are being consolidated.
- Exchange and file servers are retired in favor of cloud-based solutions.
- VPN dependencies are being reduced.



## **Environment types**

#### **Cloud-native environments**

(Fully operationalized Microsoft Solution stack)

Cloud-native environments leverage the modernized Microsoft cloud solution stack to meet the needs of the organization.

- Microsoft Intune and Microsoft Defender are fully operationalized for modern endpoint management.
- A fully realized and scalable suite of automations is implemented and evolves with business needs.
- Workflows are modernized by using Microsoft solutions as a central anchor.
- VPNs to access company resources are deprecated.
- The user experience is fully administered and served using cloud-based solutions.



## The MSP Optimization Journey

The steps to a cloud-native posture.



### Unify endpoint management

Define what an ideal endpoint looks like and capture this definition in policies to drive consistency and scale for configuration and ongoing management.

- · Configure AD User Management in Nerdio Manager
- Enable Exchange Online Management
- Enable Intune in Nerdio Manager
- Configure Microsoft Intune device policies
- Implement Windows Update for Business
- Implement policy backups
- Group policies into Policy Baselines
- Assign policies and Policy Baselines to groups
- Join endpoints to Intune
- Use Tenant Monitoring to assess current posture
- Use Solution Baselines to adjust Microsoft 365 solutions
- Use reporting to track and solve for drift
- Implement Console Connect



### Unify application management

Identify the application needs in your ecosystem – both generally applicable applications and applications specific to smaller segments. Then use policies to automate installation and ongoing updates.

- Connect private application repositories to package and deploy your own unique applications or deploy applications from public repositories.
- Create Unified Application Management (UAM) policies in Nerdio Manager to centralize the deployment of your application portfolio.
- Implement maintenance windows to automate application updates.
- Solve for unique needs between customers by assigning applications only where they're needed.

#### **Scope for DaaS solutions**

Use data to drive decisions when selecting the Microsoft VDI solution and infrastructure for your use case(s).

- Define a consistent discovery process for your Sales team.
- Develop packages and plays built on your tech stack.
- For existing traditional environments, use user behavior details, logs and reports to scope.
- For existing Azure environments, scope by combining user behavior details with data collected via Nerdio Tenant Monitoring.
- For new environments (greenfield), work with application developers to scope based on anticipated user and system needs.

#### **Implement Windows 365**

Centralize and create configurations for scale and simplified management of Windows 365 Cloud PCs.

- Use the outcomes from your scoping exercise to make data-driven decisions on cloud PC sizes.
- Create Windows 365 network connections
- Create Windows 365 provisioning policies
- Create Windows 365 user settings
- Configure restore point capture
- Deploy Cloud PCs
- Assign users Windows 365 licenses

## **AVD: Configure User Experience Settings**

Create centralized configurations for FSLogix and RDP settings to define the user experience when accessing AVD hosts.

- Create centrally managed FSLogix profiles to enable user profile routing for host pools.
- · Create centrally managed RDP settings profiles to define behaviors for user sessions.

## **AVD: Implement Image Lifecycle Management**

Use image source virtual machines for testing outside of production. Automate ongoing OS updates and more with scheduled image generation. Avoid costly recovery motions by leveraging image versioning.

- · Create image source virtual machines to consolidate common update and management tasks.
- · Reduce recovery motions for restoring environments with image versions.
- Automate updates to cascade throughout your host pool ecosystem.

#### **AVD: Implement Automations**

Leverage Scripted Actions to automate common functions on image source virtual machines, production hosts, and your Azure tenant.

- Create and/or connect GitHub repositories to create an automation toolbox.
- Leverage automations you've already built or create new automations in Nerdio Manager.
- Group individual scripts to run together to consolidate task management.
- Generalize scripts and use variables for specific outcomes based on the customer account running the script.

### **AVD: Configure Host Pools**

Create and/or connect workspaces, host pools and hosts to centralize the management of your AVD ecosystem.

- Use the outcomes from your scoping exercise to make data-driven decisions on host pool experience types.
- Refine resource utilization by defining session limits and load balancing.
- Create host pools and session hosts to deliver virtual desktops to end users.
- Optimize host pool properties.
- Leverage Nerdio Azure Business Reviews to identify areas to save on cost or enhance user experiences.

### **AVD: Extend UAM policies to cloud endpoints**

Use your unified application catalog to create Unified Application Management policies for cloud endpoints.

- Create deployment policies for:
  - AVD host pools
  - Personal AVD desktops
  - Azure servers

#### **AVD: Implement Auto-scale**

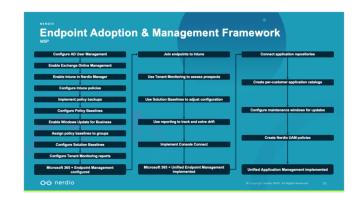
Use Auto-Scale to help control costs within your AVD environment

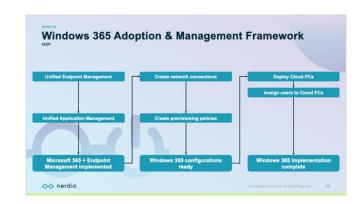
- · Combine individual host pool configurations with Auto-scale profiles to centralize management.
- Add capacity (scale out) to meet waves of demand and reduce capacity (scale in) to reduce unnecessary costs.
- Combine Auto-scale with Desktop Images to automatically update production hosts.
- Refine your infrastructure selections for host pools by reviewing Nerdio Auto-scale history.
- Enable Auto-heal to detect and remediate broken hosts.
- Optimize your storage spend by leveraging Auto-scale for Azure Files Premium.

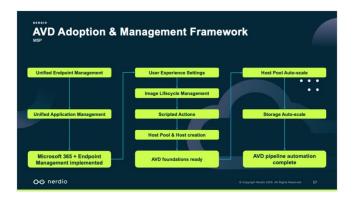
# 11

#### Manage via the Foundations frameworks

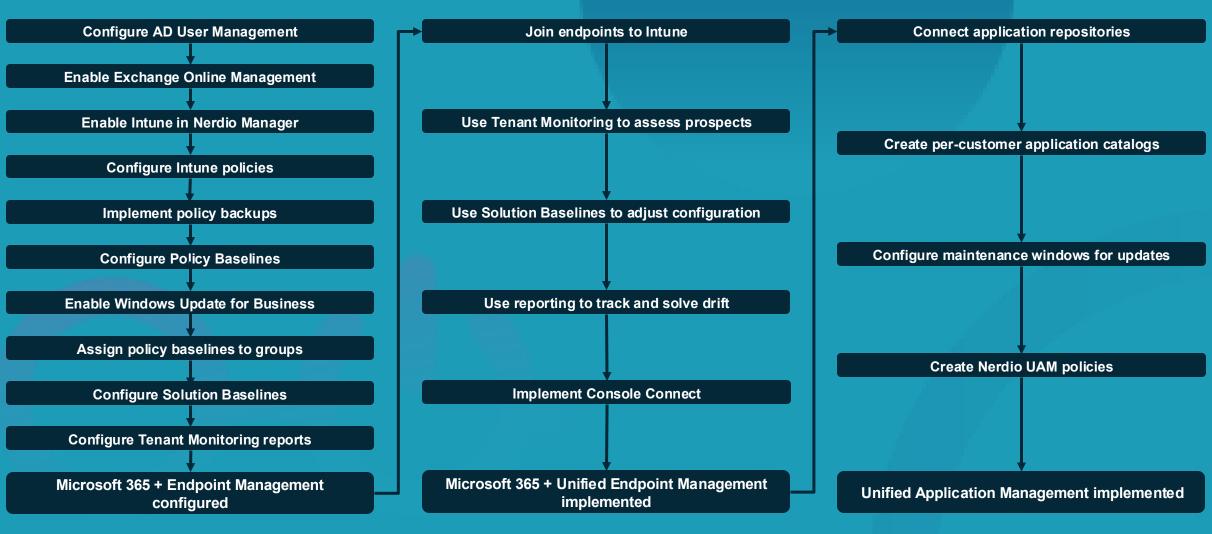
Endpoint Management, Windows 365 and Azure Virtual Desktop





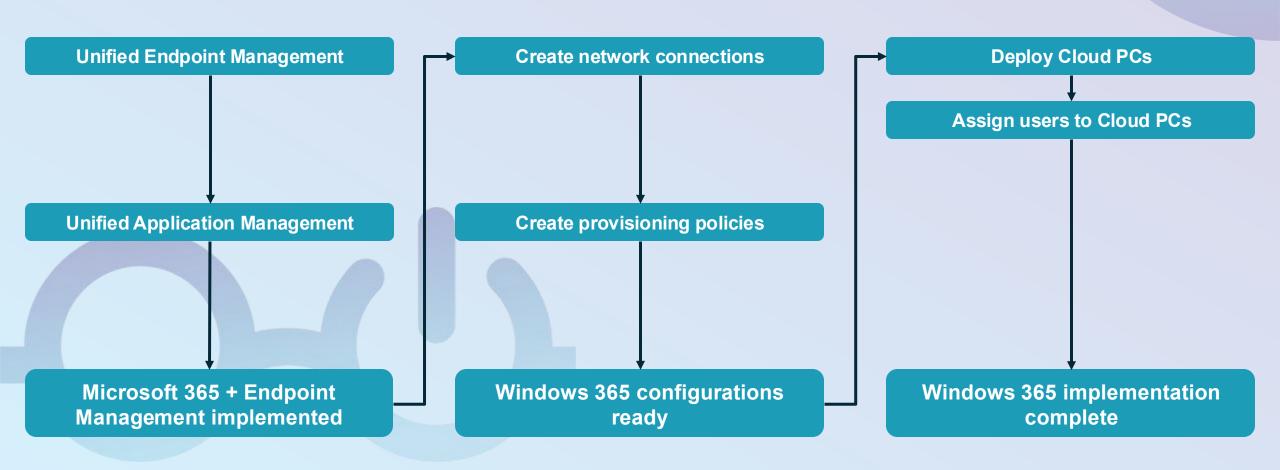


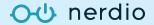
#### **Endpoint Adoption & Management Framework**



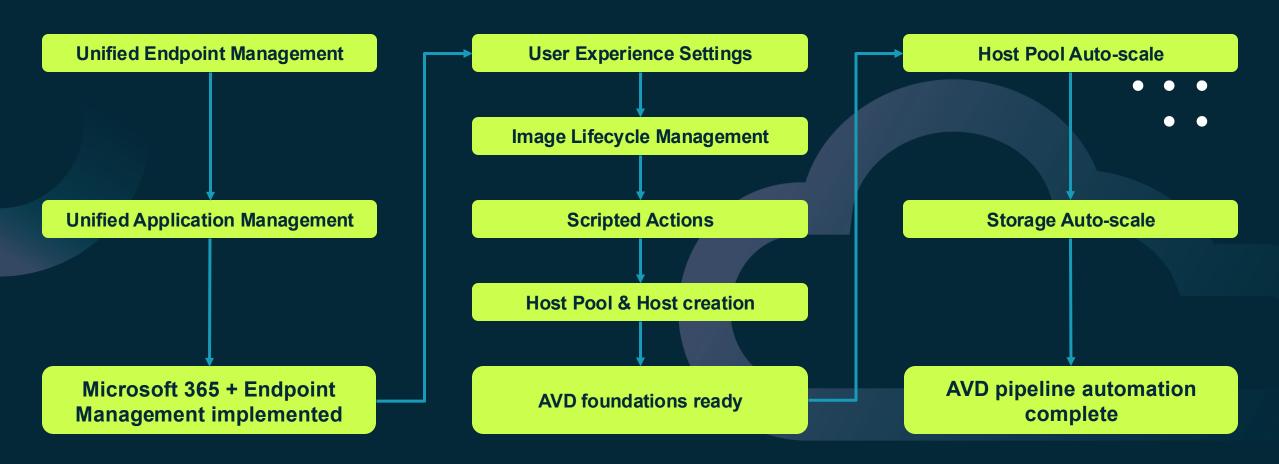


## Windows 365 Adoption & Management Framework





## **AVD Adoption & Management Framework**





#### Implement advanced optimizations

Take these advanced steps to optimize and advance your cloud practice

- Extend further into your tech stack with Nerdio API.
- Harden your Nerdio Manager install.
- Continuously improve automations.

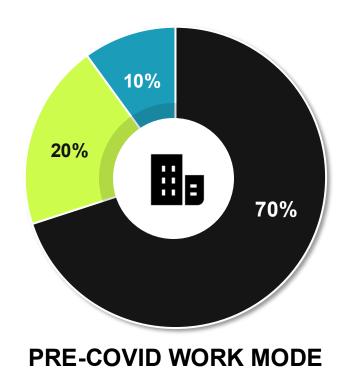
# Why use the cloud?



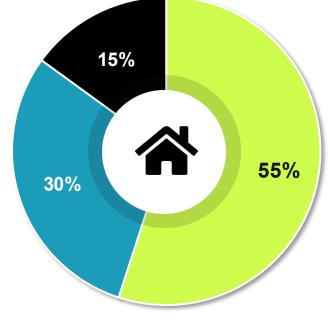
## SMB Computing in 2024

RAPID MARKET EVOLUTION









**TODAY'S WORK MODE** 



# Security

Challenges Solution

Hard to protect systems and data in a work from home environment.

- MS employs over 8,500 security experts that work 24/7.
- Modern work products keep data secure.
- Built-in security with Conditional Access and 2FA.



# **Scalability**

Challenges Solution

On-prem hardware isn't very upgradable or scalable. Which makes it hard to plan and budget, especially with shortages.

- Pay for just the right amount of compute and storage resources.
- Easily grow and shrink on the fly.
- Easier to budget and strategize for changes.

## Costs

Challenges Solution

Keeping IT costs low and predictable.

On-prem hardware requires continual

refreshes and costs \$ to support.

- Predictability confidently budget
- CAPEX vs OPEX.
- No more hardware or real estate costs.
- Fewer servers to pay to support.

## **Productivity**

Challenges Solution

Need high and consistent performance with accessibility of systems for users from anywhere.

- Use any different CPU / RAM / Disk combination in Azure to build the right environment.
- Access the environment from any device, anywhere, at any time.

# **Availability**

Challenges Solution

Need services to be available. DR /

BC is hard and expensive, esp with

local threats (fire, power, outages,

etc).

- MS enterprise level reliability built-in.
- Built-in DR / BC.
- Protected data centers & redundant setups.



## Management

Challenges Solution

Hard to securely manage multiple remote devices for staff with no corporate control over the user experience.

- Allow secure access to remote users on corporate and personal devices.
- Microsoft's Zero Trust rights help to keep the experience clean and consistent.
- Intune can create policies for applications, device settings and more.



## Support

Challenges Solution

Hard to support with technology changes, employee turnover, and specialized staff.

- Easier to stay up to date on AVD and Intune with Nerdio.
- Easier to learn and train using Nerdio -less technician expertise needed.
- Less staff needed with the automation, scripting and tools built into NMM.
- Fewer truck rolls



# Why Azure?



# DATACENTERS



1

- Rent a rack at your local datacenter.
- Buy hardware to mount to your racks.

2

- You fully manage your own rack.
- Replace hardware and manage maintenance windows and downtime.
- You build your own resiliency, backup and DR.

3

- If you need new hardware, you are responsible for procuring it, setting it up and planning around cutting over.
- You maintain and patch your own networking gear and hypervisors.

1

## 65+ Regions in Azure Globally

- Underwater fiber connecting all regions.
- Most regions have 3 or more datacenters.
- More datacenters than AWS and Google combined.

2

#### **Microsoft Security**

- Over 8500 security professionals work to secure Azure infrastructure.
- Shared Responsibility
   Model.

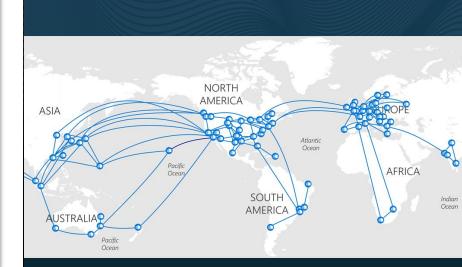
3

## We already use Azure every day!

- M365 and Exchange
- XBOX Online
- Teams
- ChatGPT

#### **AZURE**

## **REGIONS**

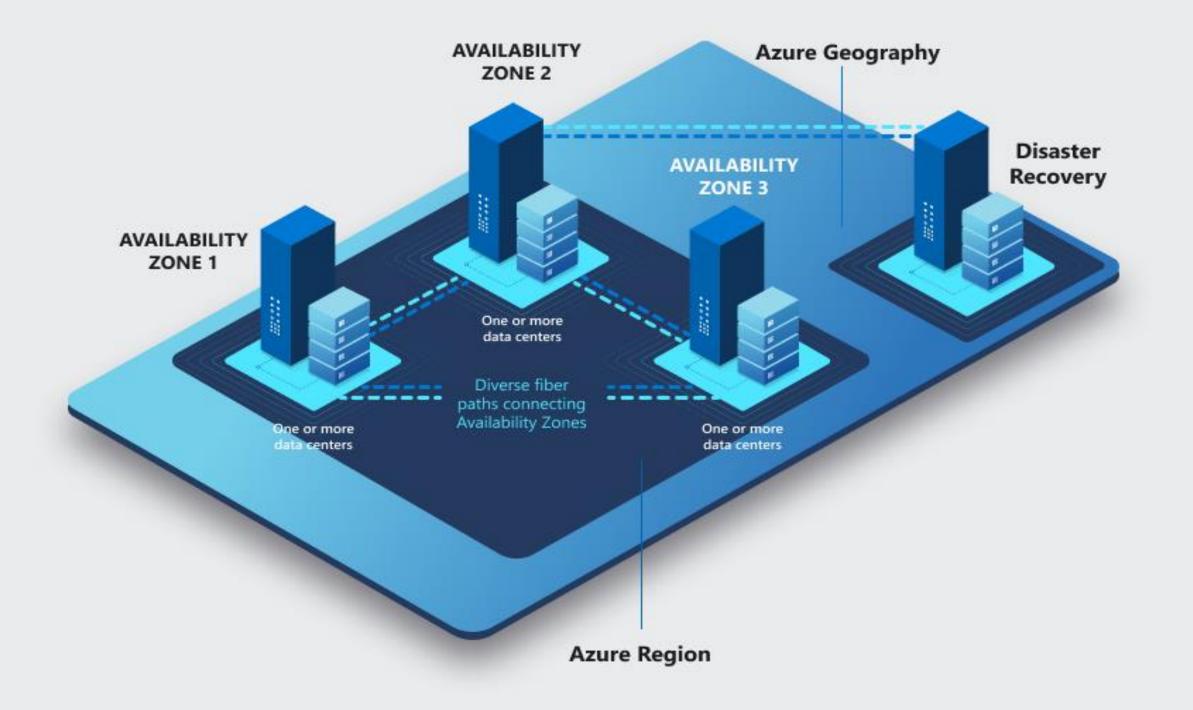


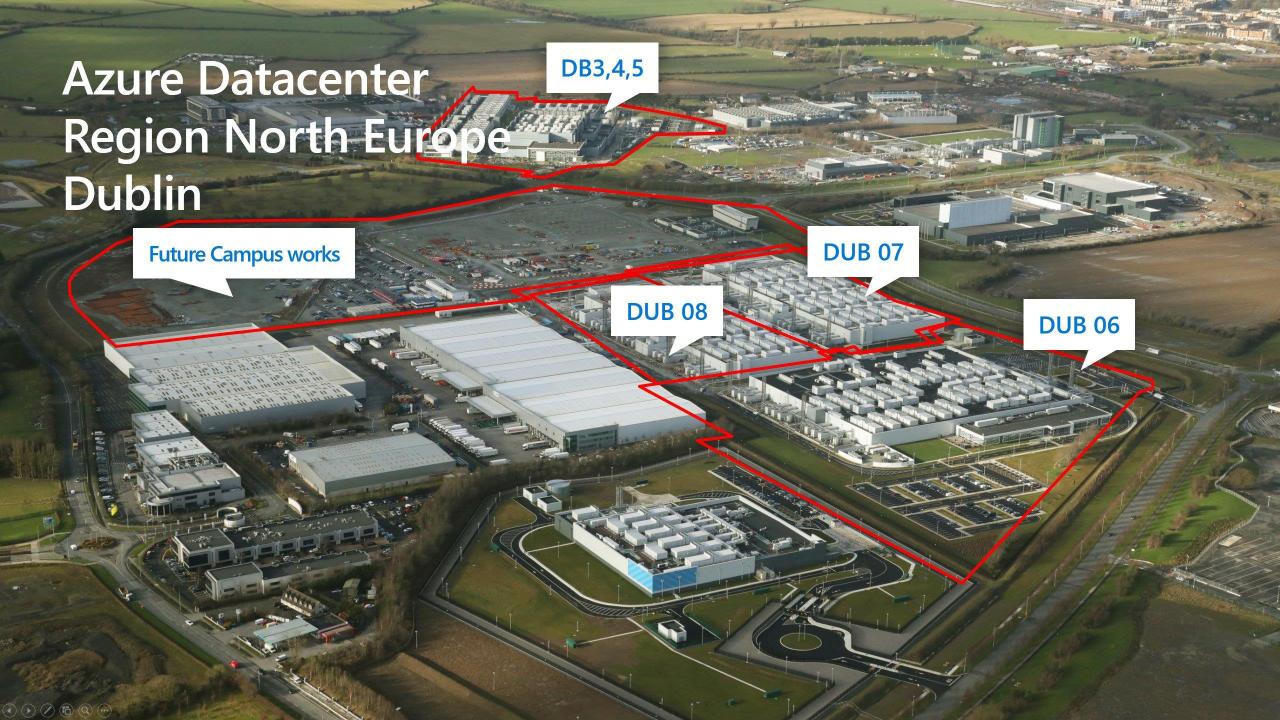














# THE #1 CAUSE FOR PERFORMANCE ISSUES IN AZURE ARE IOPS / LATENCY RELATED!







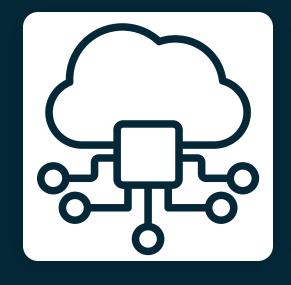
Why Azure over other cloud solutions?

Your Customers are *already* using Microsoft

# **Pricing Fundamentals**

#### 3 important topics

We will cover 3 important topics that relate to pricing and quoting the cloud.





You need to understand the various VMs, disks, and options.



#### **Margins**

Margin optimization is important for you and your client to save on costs.



#### **Pricing**

Understanding how to price is key to a successful cloud rollout.





## **Azure Infrastructure**

Before being able to quote or price an Azure environment, you need to understand the nuance of Azure resources.

#### **VM Series - Families**

Which one should you use?

A-Series, Bs-Series, D-Series, Dp-Series, E-Series, Ep\_Series, F-Series, G-Series, H-Series, Ls-Series, M Series, Mv2-Series, NC-Series, ND-Series, NG-Series, NV-series

Bs	Burstable  2C 4GB, 2C 8GB, 4C 16GB, 8C 32GB About 56% Cheaper than D-Series, have threshold and builds cre		
D	Standard 2C 8GB, 4C 16GB, 8C 32GB, 16C 64GB Balanced CPU and RAM		
E	Memory	2C 16GB, 4C 32GB, 8C 64GB, 16C 128GB 8x More RAM than CPU. About 15% More Expensive than D	
DI/F	CPU  4C 8GB, 8C 16GB, 16C 32GB, 32C 64GB 2x More CPU ratio than RAM. F series machines have non virtual core		
N	6C 55GB 4GB GPU, 12C 110GB 8GB GPU, 18C 220GB 16GB GPU, 36C 440GB 24GB GPU AMD CPU, nVidia RTX GPU		



### Which N sub-family do I choose?

Family	Workloads	Series List
NC-family	Compute-intensive	NC-series
	Graphics-intensive	NCads_H100_v5-series
	Visualization	NCCads_H100_v5-series
		NCv2-series
		NCv3-series
		NCasT4_v3-series
		NC_A100_v4-series
ID-family	Large memory compute-intensive	ND_MI300X_v5-series
	Large memory graphics-intensive	ND-H100-v5-series
	Large memory visualization	NDm_A100_v4-series
		ND_A100_v4-series
IG-family	Virtual Desktop (VDI)	NGads V620-series
	Cloud gaming	
IV-family	Virtual desktop (VDI)	NV-series
	Single-precision compute	NVv3-series
	Video encoding and rendering	NVv4-series
		NVadsA10_v5-series
		Previous-gen NV-family

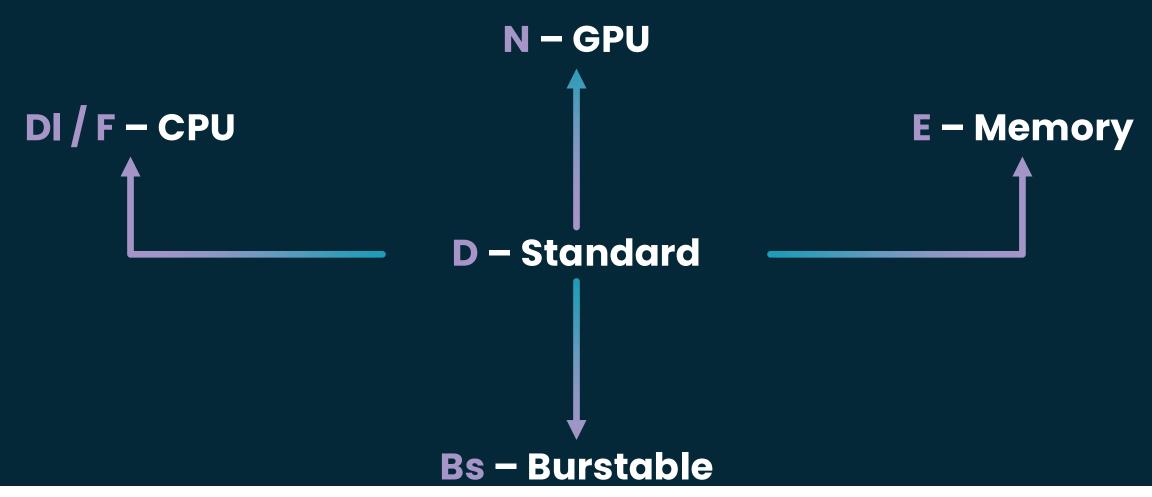
N-series has four different offerings aimed at specific workloads, offering single, multiple, or fractional GPUs:

- 'NC' sub-family is designed for compute-intensive workloads, such as Al and machine learning model training, high-performance computing (HPC), and graphics-intensive applications. (full GPU cards)
- 'ND' sub-family is designed for deep learning, AI research, and high-performance computing tasks that benefit from powerful GPU acceleration.
- 'NG' sub-family is designed for cloud gaming and remote desktop applications.
- 'NV' sub-family is designed for graphics-intensive applications such as graphics rendering, simulation, and virtual desktops. (shared card until NV36 exclusive access)



#### **HOW TO PICK?**

## VM Series – Families



### How To Read A VM Sku

D16ads\_v6

D16as\_v4

E8-4ads\_v5



#### [VM Family] + [# of Cores] + [Attributes] + [Gen Version]

B D E DI/F Nv 2 8 324 16 64

a d s -#

v3 v4 v5 v6

#### VM Family Legend

D - Standard

#### Attributes Legend

B – Burstable d - Has a local temp disk, used for EOSD, Page File, SQL Logs, etc

a - AMD CPU; AMD's have higher ACU than Intel

E – Memory s - Compatible with Premium SSDs

DI/F - CPU -# - CPU constraint VM; ideal for SQL workloads where CPU is not needed but

N - GPU high memory is required. Avoid paying high SQL licensing cost based on lower



## **POP Quiz!**



**D4\_v5** 

E8as\_v4

**D2s\_v3** 

#### VM Family Legend

B – Burstable

D - Standard

E – Memory

DI/F - CPU

Nv - GPU

#### **Attributes Legend**

d - Has a local temp disk, used for EOSD, Page File, SQL Logs, etc

a - AMD CPU; AMD's have higher ACU than Intel

s - Compatible with Premium SSDs

-# - CPU constraint VM; ideal for SQL workloads where CPU is not needed but

high memory is required. Avoid paying high SQL licensing cost based on lower

#### **Gen Version**

v3 –Haswell Q3'15, Broadwell Q4'16 Skylake Q1'18, Cascade Q2'19, Icelake Q2'21

v4 –Cascade Q219, Icelake Q221, EPYC 2 Q3'19 EPYC3 Q1'21

v5 – Icelake Q2'22, Q1'21



# O-Unerdio

## Why use the newer gen VMs?

#### **CPU Selection matters.**

 Even if you are utilizing an instance from the same underlying CPU manufacturer.

#### **Example:**

- Going from an Intel v4 VM in Azure to a v5 VM, can provide up to <u>24%</u> better performance in overall performance on Microsoft applications including Teams.
- In addition, you can go from 32 to 36 users on a single VM; <u>12%</u> more AVD users.

Think about the performance gains if you or your client were running on v3 and just moved to v6, the performance gains would be significant. In most cases gen to gen improvements are 25-30% range.

More often than not, newer VM's are the same cost or pennies difference. But offer better price & performance that often lowers your overall cost.

# Pay Attention to IOPS!

# Your workload is only as fast as your **lowest** common denominator!

#### **VM Series Family**

B2ms | 2vCPU | 8GB RAM | 1920IOPS/22.5MB/s | 4000IOPS/100MB/s max burst

D2s\_v3 | 2vCPU | 8GB RAM | 3200IOPS/48MB/s | 4000IOPS/200MB/s max burst

D2s\_v5 | 2vCPU | 8GB RAM | 3750IOPS/85MB/s | 10000IOPS/1200MB/s max burst

D4s\_v5 | 4vCPU | 16GB RAM | 6400IOPS/145MB/s | 20000IOPS/1200MB/s max burst

D8s\_v5 | 8vCPU | 32GB RAM | 12800IOPS/290MB/s | 20000IOPS/1200MB/s max burst

#### **Storage**

Disk Size	IOPS (Burst)	Throughput (Burst)	Price
P10 128 GB	500 (3,500)	100 MBps (170 MBps)	\$19.71
P15 256 GB	1100 (3,500)	125 MBps (170 MBps)	\$38.02
P20 512 GB	2300 (3,500)	150 MBps (170 MBps)	\$73.22
P30 1 TB	5000 (30,000)	)   200 MBps (1000 MBps	s)   \$135.17
P40 2 TB	7500 (30,000)	)   250 MBps (1000 MBps	3)   \$259.05
P50 4 TB	7500 (30,000)	)   250 MBps (1000 MBps	s)   \$495.57
P60 8 TB	16000 (30,00	0)   500 MBps (1000 MBp	s)   \$946.08

#### B series

Light workloads without constant use. Best for Domain Controllers, when not using AAD or Azure AD DS

#### **D** Series

Standard Azure VM with a 4 GB RAM to 1 vCPU ratio. Typically for File servers & app servers

#### E Series

Standard Azure VM with a 8 GB RAM to 1 vCPU ratio. Best for high memory usage workloads & AVD session hosts

#### N Series

GPU enabled VMs in Azure. Best for high graphics rendering workloads like Revit and AutoCAD

#### VM Selection

VM Size Averages \*\*\*

#### Domain Controller (VM)

- 1-40 users = B2ms
- 40-75 users = D2sv5
- 75-200 users = D4sv5

#### File Server

- 1-15 users = D2sv5
- 15-30 users = D4sv5
- 30-60 users = D8sv5
- 60-100+ users = D16sv5

#### AVD Pools

- 0-8 Users = E4sv5 or E4asv5
- 8-15 users = E8sv5 or E8asv5
- 15-25 users = E16sv5 or E16asv5
- 25-40 users = 2x E16sv5 or 2x E16asv5
- 40-60 users = 3x E16sv5 or 3x E16asv5



# **Microsoft Identity**



### What is Microsoft Identity?

Identity for MSFT is their Zero Trust model allowing and/or denying users access to resources based on who they are.



#### 1. Entra ID (AAD)

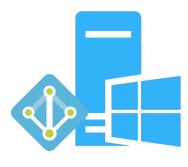
• This is the free service that is included with 365 and required for all Azure deployments.

#### 2. Active Directory Domain Services (AD DS)

- This is a server (physical or virtual) running the Active Directory role.
- The role is free but an MSP must pay for the server components (RAM, CPU, Storage, OS License) and is responsible for backup & support (security, updates, troubleshooting, etc.).

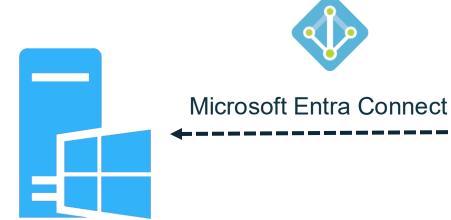
#### Entra ID Domain Services (AADDS)

- This is a serverless version (PaaS) of AD DS, delivered to the MSP as a service from MSFT.
- MSPs get less control than AAD but do not have to manage a server or Entra Connect.











Entra ID

One-Way Sync



**Active Directory Domain Services** (VM Domain Controller)

**PROS** 

- Full Featured Domain Controller
- Maximum Flexibility, Lowest Cost
- Multi Premise & Multi Cloud
- No Migration or New Install of LOB Apps

#### **CONS**

- Need to Patch/Backup/Maintain
- Still need to deal with Entra Connect

#### **PROS**

- Free to Use
- Intune Management
- Modern Cloud Auth

#### **CONS**

- No Group Policy
- No Kerberos
- No Legacy Auth Support

#### **PROS**

- Almost Full Featured Controller
- Managed GPO/Active Directory/DNS

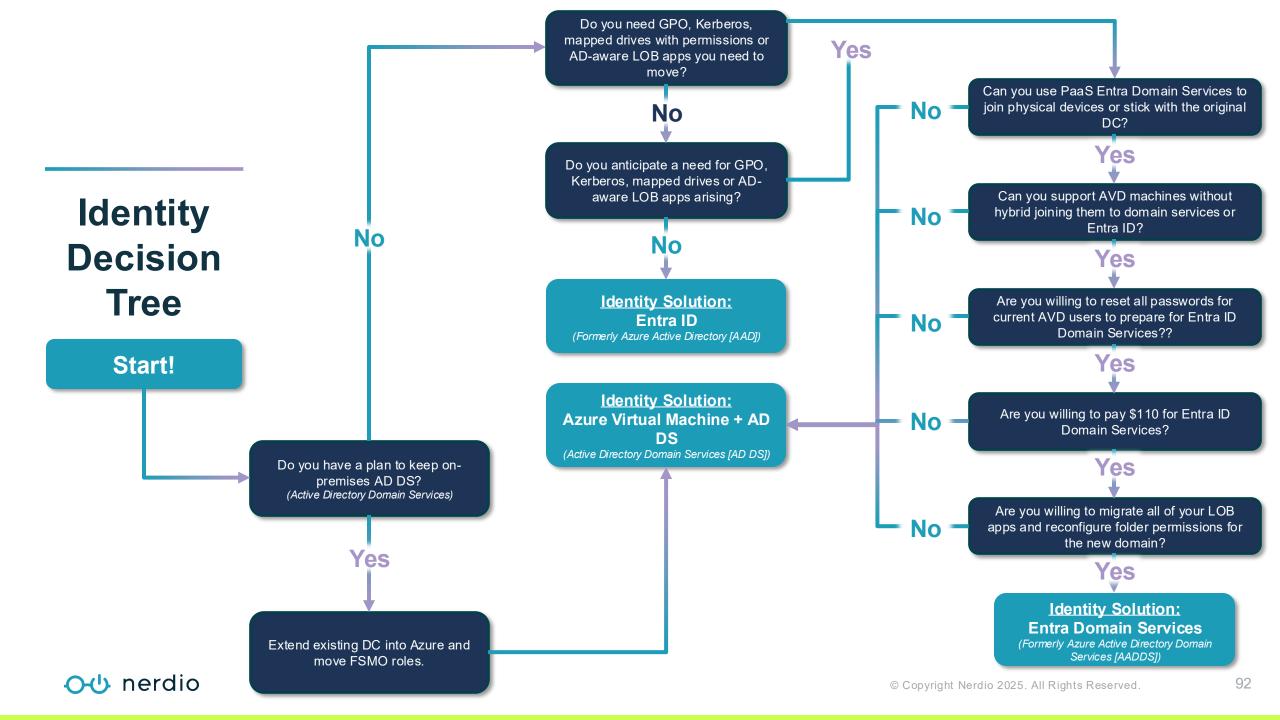
Microsoft Entra Domain Services

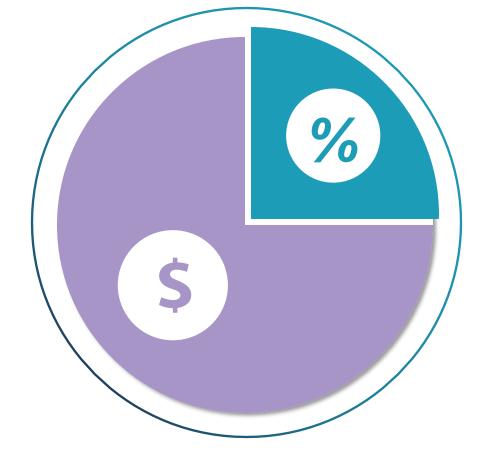
- MS Managed Replica Sets
- MS Managed Patching/Backup

#### **CONS**

- Multi-Region can be expensive for SMB
- Domain Rebuild Required for LOB Apps







# **Margin Optimization**

Many MSPs have limited knowledge before building an Azure practice, causing common pricing mistakes.



# Margin optimization methods

#### 1. USE COMPUTE RESERVATIONS

Azure Reserved Instances.

#### 2. LEVERAGE AZURE HYBRID USAGE

CSP Software Subscriptions.

#### 3. AUTO-SCALE WORKLOADS

Resize or turn off when not in use.



# What are the typical Azure Virtual Desktop costs?

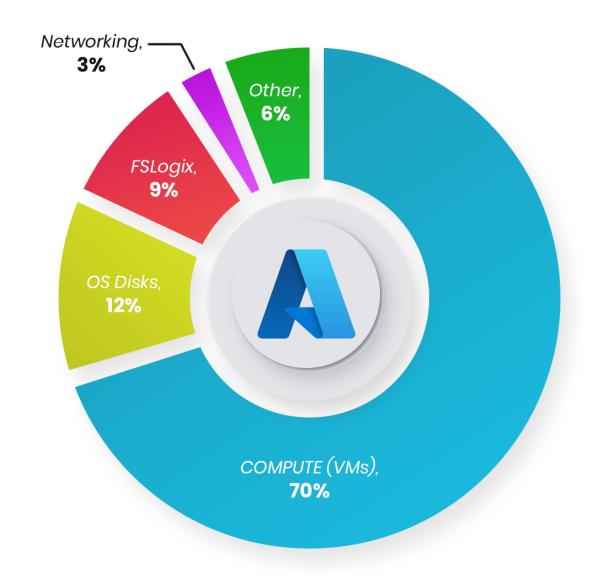
COMPUTE - 70%

OS DISKS STORAGE – 12%

FSLOGIX STORAGE – 9%

NETWORKING - 3%

OTHER - 6%





## MARGIN OPTIMIZATION

Azure Reservations (aka Reserved Instances)

Margin impact: increase of

20%-57% of Azure **compute** consumption

- ✓ Stops the base compute meter.
- √ 12- and 36-month terms.
- ✓ Monthly payments with no up-front payment.
- ✓ Cancel/return or reassign.
   Cancellation fee: 12% (Not enforced)
- ✓ Region and VM family specific.



#### HERE'S THE MATH ON CANCELLATIONS



Azure Reservations documentation

~ Overview

What are Azure Reservations?

- > Concepts
- Y How-to guides
- > Determine what to purchase
- > Buy reservations
- > Permissions, View and Manage
- > Utilization and cost reports
- Exchange and refund

#### Exchange and refund reservations

- > Renew reservations
- > Troubleshoot
- > Reference
- > Resources

#### Cancel, exchange, and refund policies

Azure has the following policies for cancellations, exchanges, and refunds.

#### **Exchange policies**

- You can return multiple existing reservations to purchase one new reservation of the same type. You can't
  exchange reservations of one type for another. For example, you can't return a VM reservation to purchase a
  SQL reservation. You can change a reservation property such as family, series, version, SKU, region, quantity,
  and term with an exchange.
- Only reservation owners can process an exchange. Learn how to Add or change users who can manage a
  reservation.
- An exchange is processed as a refund and a repurchase different transactions are created for the cancellation
  and the new reservation purchase. The prorated reservation amount is refunded for the reservations that's
  traded-in. You're charged fully for the new purchase. The prorated reservation amount is the daily prorated
  residual value of the reservation being returned.
- You can exchange or refund reservations even if the enterprise agreement used to purchase the reservation is
  expired and was renewed as a new agreement.
- The new reservation's lifetime commitment should equal or be greater than the returned reservation's remaining commitment. Example: for a three-year reservation that's \$100 per month and exchanged after the 18th payment, the new reservation's lifetime commitment should be \$1,800 or more (paid monthly or upfront).
- The new reservation purchased as part of exchange has a new term starting from the time of exchange.
- There's no penalty or annual limits for exchanges.

#### Refund policies

- We're currently not charging an early termination fee, but in the future there might be a 12% early termination fee for cancellations.
- The total canceled commitment can't exceed 50,000 USD in a 12-month rolling window for a billing profile or



#### HERE'S THE MATH ON CANCELLATIONS

#### If Microsoft were to enforce the 12% Penalty fee of remainder

D2as\_v4 – 2 Core, 8GB RAM Virtual Machine

	1 months	2 months	3 months	4 months	5 months	36 months
PAYG	\$ 70.08	\$ 140.16	\$ 210.24	\$ 280.32	\$ 350.40	\$ 2,522.88
3 Year Ri	\$ 26.89	\$ 53.78	\$ 80.67	\$ 107.56	\$ 134.45	\$ 968.04
Money Saved	\$ 43.19	\$ 86.38	\$ 129.57	\$ 172.76	\$ 215.95	\$ 1,554.84
Value of 3 Year Ri	\$ 968.04	\$ 941.15	\$ 914.26	\$ 887.37	\$ 860.48	\$ 26.89
12% Penalty	\$ 116.16	\$ 112.94	\$ 109.71	\$ 106.48	\$ 103.26	\$ 3.23

- ✓ The total amount of money saved by month 3 by Reserving that machine is \$129.57.
- At month 3 Penalty is \$109.71, I've already saved enough to pay off my penalty!



- Stops the OS meter.
- ✓ Windows Server Sold in 8-core packs, SQL in 2-core packs.
- ✓ **Upfront** payments for SQL & Upfront for Windows Server.
- Monthly CSP Software Subscriptions coming soon.
- CSP Perpetual licenses <u>DO NOT</u> qualify for AHB.
- ✓ Unlike Reservations There are no refunds for licenses purchased.

# Margin Optimization (cont)...

### **Azure Hybrid Benefit**

Margin impact: increase of 10%-49% of Azure compute consumption



# Auto-scaling for Host Pools

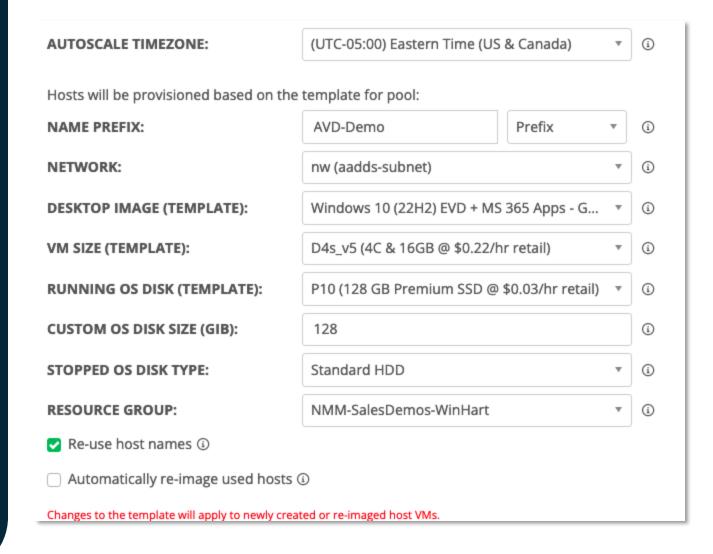
#### **Nerdio Auto-scaling**

Margin impact: reduce overall Pay-g cost by stopping VMs when not in use.

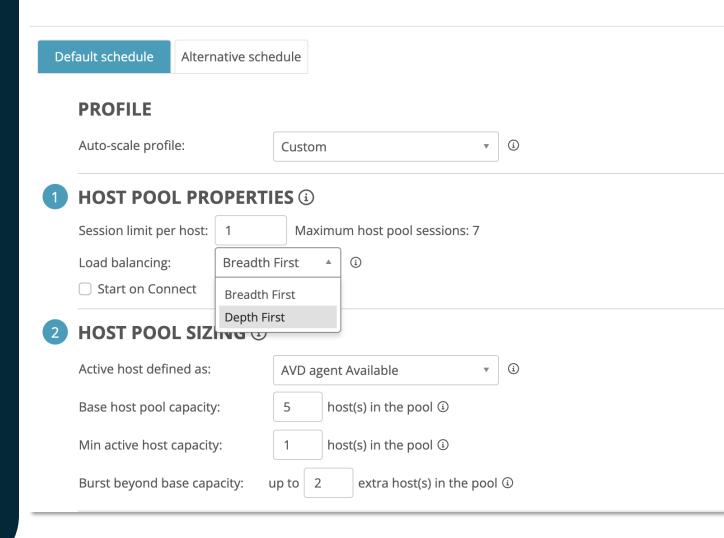
- ✓ Allows host pools to grow to serve current demand.
- Shrink when additional capacity is not needed.
- Auto-heal broken hosts.
- ✓ Save costs by switching from SSD to HDD
- Ability to run alternate schedules.
- Customized scaling logic for host pools.



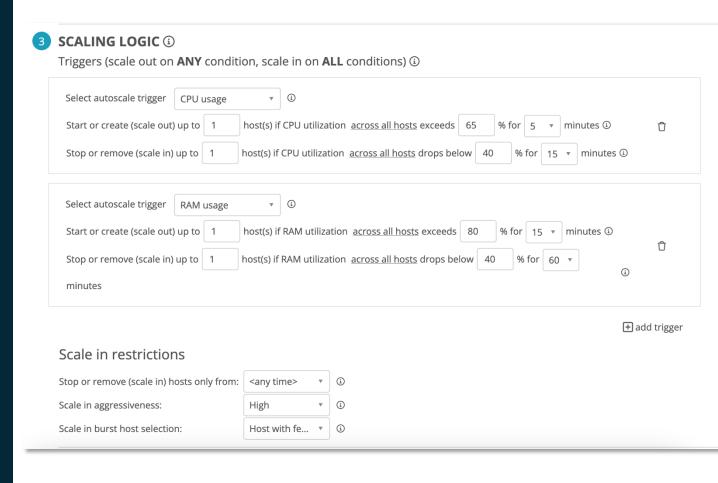
# O-Cherdio



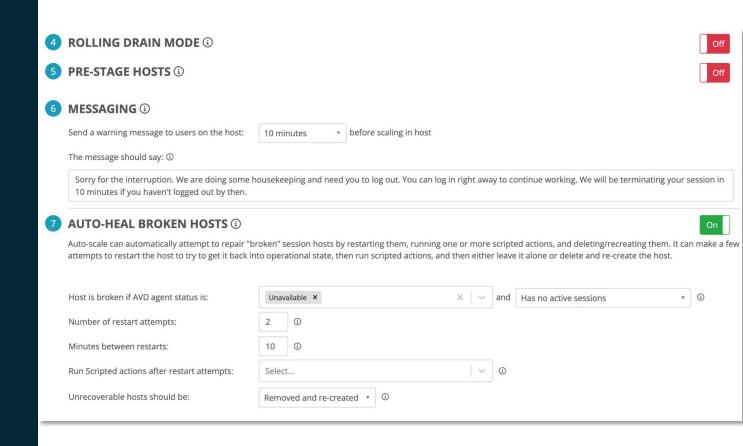
# O-Cherdio



# O-Clnerdio



# O-Cherdio



01

#### **Azure Hybrid Benefit**

Purchase CSP Software Subscriptions to take advantage of AHB.

# The Moral of the Story

02

#### **Purchase Reservations**

The penalty if enforced is nothing to be afraid of. Numbers don't lie.

03

#### **Utilize Nerdio Auto-scaling**

Check current NMM clients for auto-scaling setup or visit our KB article on how to setup new ones.





# PRICING

How to properly architect and price an AVD opportunity





## Considerations when pricing

You need to be able to translate what client has and needs, to the Microsoft products and solutions - **not all clients are fits for AVD.** 

- Some clients don't need infrastructure and can do just fine with SharePoint / OneDrive / Teams / Entra / Intune / Defender.
- The cool thing about NMM is that you can still use it to manage Azure / M365 clients without AVD.
- Augment existing tools by using NMM + Intune, Defender, App
   Management and Remote Control.

## Considerations when pricing

01

#### **Incorrect Identity Management**

Identity management has a huge impact on pricing, especially in the SMB space.

02

#### **Over-Spec**

Over-spec and reap the rewards.

03

#### **Instance Sizes**

Selecting the correct instance size for the correct workload.

04

#### Licensing

Selecting the correct license(s) and method of purchase.

05

#### **Fear of Reserved Instances**

Worrying about lock-in and early termination fees.

The top 5 pricing mistakes

MSPs make, whether they are

brand new or Azure veterans.

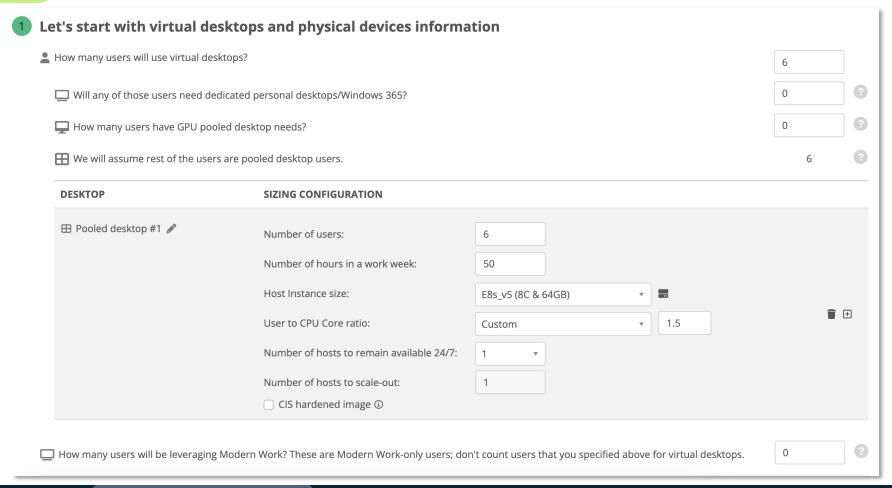
## **Customer scenario**

- Let's build this scenario in the cost estimator!
- 6 user CPA firm on the east coast
- Work long hours during tax season
- Two ageing on-prem servers— DC & App server (QuickBooks & File Storage)
  - Minimal resources needed for app, 2 cores 8GB RAM and 10GB storage +
     300 GB file storage in use
- Microsoft 365 Business Premium
  - Some files already in SharePoint & OneDrive



## Let's price Azure!

www.getnerdio.com

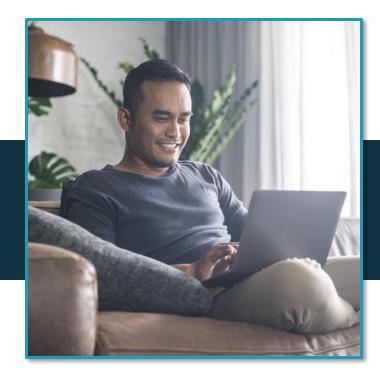


#### DEDICATED VS. POOLED

## **Assume Pooled Unless...**







**Local Admin Access** 

User needs/wants to install their own applications

**Resource Hog** 

Never enough compute

## **Application Restriction**

Rarely certain applications will not work for Win10 multi-session (rare)



#### REGULAR VS. GPU

## **Assume Regular Hosts Unless...**







**Autocad** 

GPU desktops are great for Autocad and other engineering apps

Adobe cs

If you have users who run Adobe CS, GPU may be best

**High-end video / streaming** 

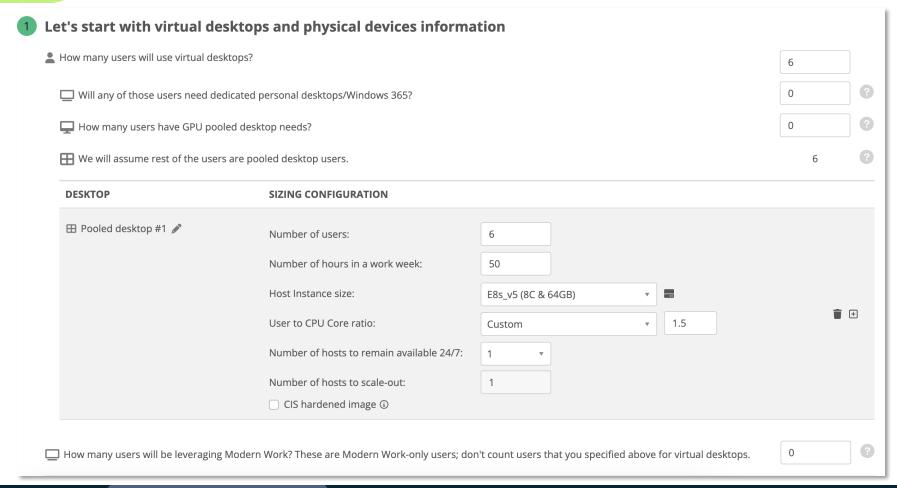
If high-end video and streaming is needed, try
GPU based machines for best results

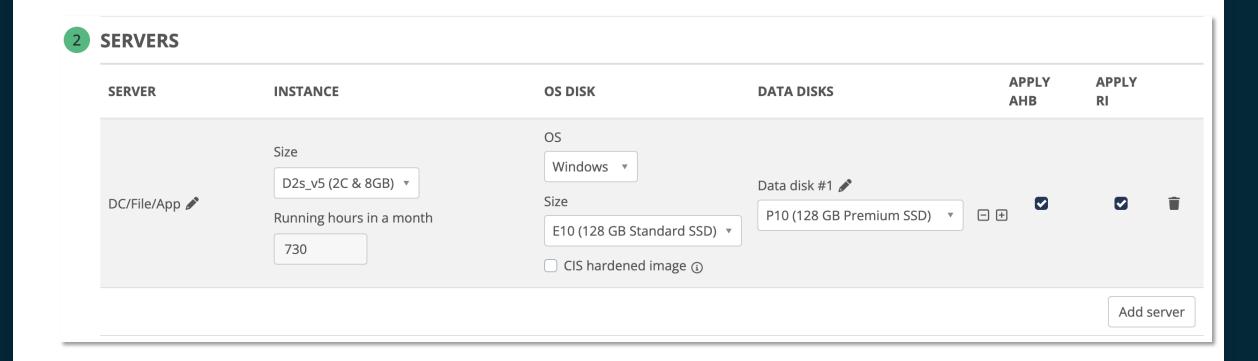




## Let's price Azure!

www.getnerdio.com



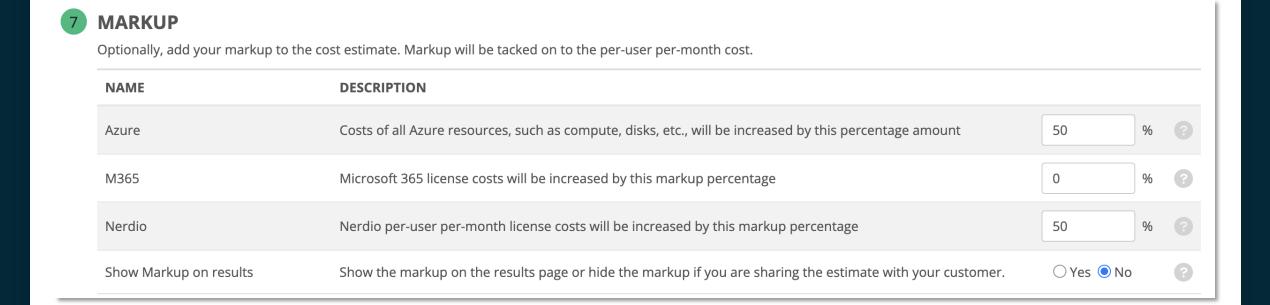


**Licensing options** Select the right Microsoft 365 and/or Office 365 and/or Windows desktop licenses for running a virtual desktop environment in Azure. **BUY OR OWN? HOW MANY? LICENSE** Monthly Microsoft 365 Already own licenses Microsoft 365 Business Premium + 6 user licenses Annual Defender for Endpoint Microsoft Defender for Endpoint Plan 1 Purchasing licenses Hosts + Intune Remote Help Purchasing licenses 6 user licenses Intune Remote Help + Windows desktop Purchasing licenses 6 user licenses Windows 11 E3 +Monthly SQL Server CSP Software Subscription - 1 Year 20 SQL Server Standard 2019 + cores Annual Monthly Office 365 6 Purchasing licenses user licenses Office 365 E3 + Annual Other Purchasing licenses licenses + \$ 1 per license

**OTHER FEATURES** Will you be taking advantage of these other features? **FEATURE DESCRIPTION** Annual Take advantage of Azure Hybrid Benefit (AHB) Azure Hybrid Benefit (AHB) CSP subscription (3 yea... ▼ Triennial ● 3 years ○ 1 year ○ No Reserved instances Reduce compute costs with reserved instances from Azure Back up for all servers, desktops and Azure Files storage locations on a regular O Yes O No In-region backup basis. more... Establish VPN between Azure and your location. VPN Gateway type: O Yes O No Site-to-site VPN Basic Is this your first Nerdio Manager for MSP customer? Include PaaS costs of O Yes O No Include hosting costs running this management portal in your Azure subscription. Run Microsoft Entra Domain Services for scalable, high-performance, managed None **Entra Domain Services** domain services Include Hybrid Connection for managing AD users O Yes O No AD User Management Additional Azure Files storage customer may need for something other than FSLogix profile storage. Additional storage GB Redundancy: LRS ▼ Tier: Premium

**COST ASSUMPTIONS** There are a handful of cost assumptions we make in our calculations. Pricing is based on East US region prices. Feel free to change any of the following assumptions. ITEM **DESCRIPTION** Average size of users' FSLogix Profile Container file on Azure Files Premium storage. FSLogix Profile Size 10 GB per user Medium (10GB) Redundancy: LRS Access to public internet can be provided in multiple ways, each with different pricing. Choose which solution will be used for outbound Outbound connectivity connectivity. Type: NAT Gateway Estimated bandwidth usage for RDP connection, per-user-per-month. Typically it's \$1.00 for regular users and it's \$3.00 for graphically \$ 1.5 per user per month Bandwidth intensive users. Estimated standard storage usage per GB. For Standard storage only (S \$ 0.03 Storage operations per GB and E), does not apply to Premium (P). 5 GB data ingestion Store app insights and AVD diagnostics information. 5 GB of monthly Log Analytics Workspace data ingestion is free, up to 90 days of retention. days retention 30

**DISCOUNTS** Optionally, calculate discounts as part of your estimations. ITEM **DESCRIPTION** Azure CSP discount Discount available to you as a Microsoft partner for Azure resources. Discount available to you as a Microsoft partner for Microsoft 365/Office 365, Intune Remote Help, CSP software discount Windows desktop, SQL Server and Microsoft Defender licenses Windows 365 software discount Discount available to you as a Microsoft partner for Windows 365 licenses Azure CSP discount for RI Discount available to you as a Microsoft partner for Reserved Instances. discount to the estimated total. Custom discount 🥒 Nerdio discount License discounts for Nerdio Manager for MSP Yes ○ No Show discounts on results Show discounts on the results page or hide if you are sharing the estimate with your customer.



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#### ⊞ 6 Pooled desktops

<b>Licenses</b> No	In-region backup No
Site-to-site VPN No	Azure Hybrid Benefit (AHB) - Windows server licenses \$235 8 cores, 1 packs \$235
Reserved instances 3 years	

VM	INSTANCE SIZE	OS DISK	DATA DISKS	AHB (CSP SUBSCRIPTION (3 YEARS))
DC/File/App (three years reserved)	D2s_v5 (2C/8GB/Standard) 730 Hours running per month	128 GB (E10/Standard SSD)	Data disk #1 128 GB (P10/ Premium SSD)	Set 1 (2 of 8 cores)
Pooled desktop #1 (three years reserved)	E8s_v5 (8C/64GB/Standard)	128 GB (P10/Premium SSD)		

#### **AZURE COSTS BREAKDOWN**



\$470 average per month

Estimate only. All costs listed on this page are per month. Actual costs may vary depending on usage, price changes and other factors.

All costs listed on this page are rounded up. Turn off rounding

\$44 **Server compute** \$39 **Server storage** Windows servers Windows servers \$44 Storage operations (Standard only) \$6 Backup Bandwidth \$14 Site-to-site VPN \$293 Pooled desktops Desktops Pooled desktop #1: 1 hosts 50 hours/week, 1 hosts 118 hours/week, E8s\_v5 (8C/64GB/Standard), 1.5 users-core ratio FSLogix profile storage \$24 **GPU Pooled desktops** 100 GB, LRS Additional storage Hosting Log Analytics Workspace \$0 **Entra Domain Services** Monthly data ingestion of 5 GB and retention for 30 days \$50 **Outbound connectivity AD User Management** 1 NAT Gateway Discounts **Auto-scale savings** 0% Azure CSP discount Pooled desktop #1: 1 hosts 50 hours/week, 1 hosts 118 hours/week, E8s\_v5 (8C/64GB/Standard), 1.5 users-core ratio Azure CSP discount for RI 0% If considering paying for RIs upfront \$8,751 upfront and \$152 monthly Penalty paid to Microsoft if all RIs are canceled after one year \$701 Azure region East US Penalty paid to Microsoft if all RIs are canceled after 2 years \$351 See Microsoft's RI cancelation and exchange policies

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## **Choices YOU have to make**

For your AVD best practices or client environments



## Host pool setup

One large VM vs multiple smaller VMs

It's generally better to use more smaller VMs, than a few large VMs because it is easier to manage and maintain.

#### COST

Smaller VMs are less expensive to run than larger VMs

#### RESOURCE CONSERVATION

It is easier to shut down unused VMs to conserve resources (auto-scale)

#### PERFORMANCE

Smaller VMs CAN help eliminate bottlenecks or performance issues versus fewer larger VMs

#### LOAD BALANCING

It is easier to distribute users evenly across VMs

#### REDUNDANCY

If something goes wrong on 1, or you need to perform maintenance, you have the others available

#### **FLEXIBILITY**

Having more VMs to work with allows for flexibility in using auto-scale, Rls, and schedules



## **Choices YOU have to make**

For your AVD best practices or client environments



## Azure DC vs Entra DS

Which one is best for each situation?

It's generally better to use a Domain Controller in Azure vs Entra Domain Services – limitations of Entra DS below

#### INTUNE

No Intune enrollment (can have registered but not enrolled)

#### **APP ATTACH**

You can not use Entra DS with MSIX App Attach or App Attach v2

#### NO BACK-OUT OPTIONS

Must start from scratch if you need to move off or go to another domain

#### **ADMIN CREDENTIALS**

No Enterprise or domain account (cannot use smart card authentication)

#### **ENTRA HYBRID DEVICES**

No support for ENTRA hybrid joined devices (must move local devices to Entra DS domain)

#### **PUBLIC ACCESS**

Not available over public internet (must use a VPN)



## **Choices YOU have to make**

For your AVD best practices or client environments



# Other choices you must make

What will be your MSP's standards?

Some of these can be a standard, while others will be on a case-by-case basis

#### **BACKUP RETENTION**

Choose how long to retain your backups (daily/weekly/monthly/yearly)

#### **BACKUP POLICIES**

How often will you backup your resources? (once per day or every four hours)

#### **FILE STORAGE**

Will you use a file server or Azure File shares?

#### **FSLOGIX PROFILES**

How big will the FSLogix profile sizes need to be? (what are the user browsing habits)

#### RDP PROFILES

Choose the RDP settings needed for this client (redirections, drives, camera, sound etc.)

#### **AUTO-SCALE SETTINGS**

What will your Auto-Scale global profiles be set to and will you need to configure individually for certain clients?



## **Packaging Azure**

## MSP resale models

MSPs choose a wide variety of resale models when starting their Azure practice, but usually settle on these methods.





Focused on managed services and not Azure



**How MSPs Evolve** 

Use your margin optimization strategies



**How MSPs Win** 

Deliver a bundled solution at one price





# How MSPs start

Focus on your managed services and pass-through Azure costs with minimal margin; how we sold physical infrastructure

# The starting-MSP resale model



## Why it is helpful

- 1. Sell like you've always sold (just add line-item w/margin)
- 2. Easier & quicker to get started (no new changes in process)
- 3. Differentiation from competitors.
- 4. Easy to understand billing for you and your client.

## Keep in mind

- 1. Be accurate with your infrastructure proposals
- 2. Be ready for client questions regarding Azure spend
- 3. Be sure to add SOW or agreement on top of existing MSP
- 4. Optimizing Azure costs doesn't benefit you much

## Packaging

## BUILDING YOUR PROPOSAL

## Add Azure cost + Azure Markup

#### Example:

- Azure infrastructure costs = \$2000/mo
- Your markup = \$300/mo (15%)

Total price for client = \$2300/mo

Your Margin = \$300/mo



## Packaging

## UNDERSTANDING YOUR MARGIN

## **CSP + Markup**

#### Example:

- Azure costs = \$2,000/mo
- CSP margin = \$180/mo (9%)
- Added markup = \$300/mo (15%)

## Your Margin = \$480/mo





# How MSPs evolve

Maximize margins by selling at MSRP plus some markup, then using RI's, AHB, Auto-Scale, etc. to your advantage

# The Evolved MSP Resale Model







## Why it is helpful

- 1. Maximize return for your experience
- 2. Ability to sell at a fixed price.
- 3. Same approach as "start" model, but more margin
- 4. Differentiation from competition MSP IP

## **Keep in mind**

- I. Don't expose margin optimization to customers
- 2. Don't sell too far over Azure "MSRP" / Clients can go look
- 3. No MSP set and forget mentality
- 4. Provide ongoing value through continuous upgrades

Packaging

## BUILDING YOUR PROPOSAL

## **Add Azure cost + Azure Markup**

## Example:

- Azure infrastructure costs = \$2000/mo
- Your markup = \$300/mo(15%)

Total price for client = \$2300/mo



## Packaging

## UNDERSTANDING YOUR MARGIN

## **CSP + Markup + Optimization**

## Example:

- Azure costs = \$2,000/mo
- CSP margin = 180/mo(9%)
- Added markup = \$300/mo (15%)
- Optimization margin = \$700/mo (35%)

## Your Margin = \$1180/mo





## How MSPs WIN

Build a complete fixed per user per month SOLUTION with EVERYTHING included

# Why Build an Azure SOLUTION?



## For you - the MSP

- 1. Focus on customers who value your expertise
- 2. Standardize and automate delivery
- 3. Simplest buying experience
- 4. Highest MSP margin

## Keep in mind

- 1. Similar to previous model but MSP is included
- 2. Best when centering on Microsoft full stack where possible
- 3. You may need to still add a line-item on top of the bundling
- 4. Only works with you stand firm on bundling

Packaging

## BUILDING YOUR PROPOSAL

## Add Azure cost + Azure Markup

#### Example:

- Azure infrastructure costs = \$2000/mo
- Your markup = \$300/mo (15%)

Total price for client = \$2300/mo



## Packaging

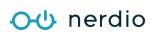
## UNDERSTANDING YOUR MARGIN

## **CSP + Markup + Optimization**

#### Example:

- Azure costs = \$2,000/mo
- CSP margin = \$180/mo (9%)
- Added markup = \$300/mo (15%)
- Optimization margin = \$700/mo (35%)
- M365 tooling + labor savings = \$150/mo (tools/soft costs)

## Your Margin = \$1330/mo





## **Offer Developtment**

Putting it all together

#### **Starting**

- + Azure Cost
- + CSP Margin
- + Markup

#### Example:

- Azure costs = \$2,000/mo
- CSP margin = \$180/mo (9%)
- Markup = \$300/mo (15%)

Azure Retail Price = \$2,300/mo Your Margin = \$480/mo

#### **Evolution**

- + Azure Cost
- + Optimization Margin
- + CSP Margin
- + Markup

#### Example:

- Azure costs = \$2,000/mo
- Optimization = \$700/mo (35%)
- CSP margin = \$180/mo (9%)
- Markup = \$300/mo (15%)

Azure Retail Price = \$2,300/mo Your Margin = \$1180/mo

#### **Solution**

- + Azure Cost
- + Optimization Margin
- + CSP Margin
- + Markup
- + Managed Services Margin (20 users)

#### Example:

- Azure costs = \$2.000/mo
- Optimization = \$700/mo (35%)
- CSP margin = \$180/mo (9%)
- Markup = \$300/mo (15%)
- M365 tooling & labor savings = \$150/mo

SOLUTION Price = \$240 per user Your Margin = \$1330/mo

This is used as an example. Please ignore the <u>made-up</u> pricing we are using for each.

The 2<sup>nd</sup> and 3<sup>rd</sup> solutions are up to YOU – there may be more risk vs reward in each

Our CE tool can be used in either scenarios - with RI, AHB, & Auto-scale or NOT



# • • •

## **Overview of Modern Work**



## Future of AVD + Modern Work with Nerdio



#### **AZURE INFRASTRUCTURE**















#### **MODERN WORK**































## Unify endpoint management

AD User Management



## **AD User Management**

Challenges Solution

Need a way to manage users
 across hybrid environments with
 on-premises Active Directory (AD)
 and Azure AD.

 A unified, automated approach to hybrid AD and Azure AD user management.

## **AD User Management**

## **Outcomes**

- Reduce security risks.
- Simplify the management of hybrid user environments.
- Automate processes to speed up user management tasks.



# **AD User Management**

#### **Notes**

There is no additional Nerdio cost to utilize AD User
Management, but Service Bus
Relay Hybrid Connections do have an additional Azure cost

It depends on which App Services plan your Nerdio Manager installation utilizes.

Each domain controller connected to Nerdio Manager counts as a single connection.

App Service Plan	Hybrid Connection Limit
Basic (Nerdio Default)	5
Standard	25
Premium (v1-v3)	220
Isolated (v1-v2)	220





# Unify endpoint management

**Exchange Online Management** 



# Exchange online management

Challenges Solution

- Frequent account switching for mailbox management is time-consuming and error-prone.
- Limited centralized control hinders consistent policy application.

 A unified, cross-tenant view that allows MSPs to configure, monitor, and update mailboxes without needing multiple logins.

# **Exchange online management**

#### **Outcomes**

- Centralized mailbox management across clients for increased efficiency
- Consistent policy application across tenants
- Reduce admin time with fewer manual steps





# Unify endpoint management

Microsoft Intune



## A match made in heaven!

# Microsoft Intune +



- Extend your management beyond AVD.
- Create policies to automate common functions.
- Modify policies and track changes with the changelog.
- Quickly revert to previous policy versions.
- Identify resources that are non-compliant.
- Monitor and mange policy drift.

# What is an Intune policy?

Intune policies are a set of rules and configurations that help manage and secure devices, apps, and data in an organization.

#### **Device management:**

 Set rules for device settings, security, and compliance

#### **App management:**

 Control app installation, permissions, and updates

#### **Data protection:**

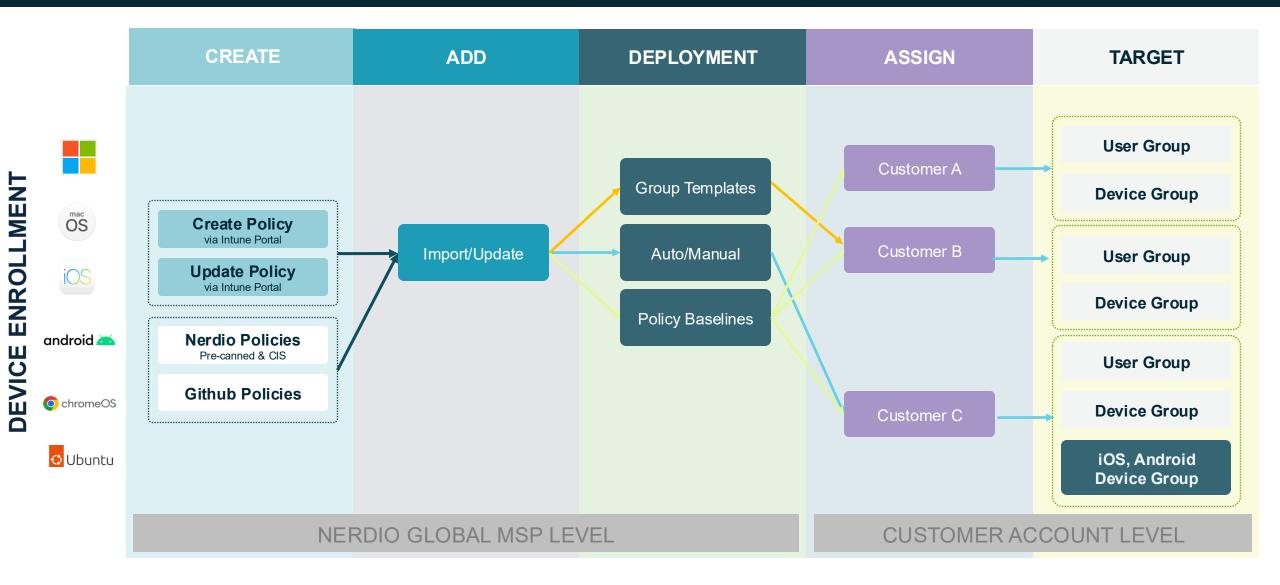
 Company data stays secure and compliant

#### **Automate with Nerdio:**

 Nerdio helps apply and manage Intune policies across multiple tenants quickly and efficiently



# INTUNE POLICY CREATION/UPDATE FLOW







# Templates for policy assignment to groups



Group Templates

# **Group Templates**

Challenges Solution

 Manually assigning policies to groups of users or devices can be time-consuming and prone to errors, especially in larger environments.

Pre-built templates for group policy assignments.



# **Group Templates**

#### **Outcomes**

- Policy assignments become faster and more efficient.
- Policies are applied consistently and reliably.
- MSPs reduce their administrative workload.



#### Variables in Nerdio

# **Secure Variables**

- Created at the global / MSP level or the customer level.
- Stored in the key vault. Only available for scripted actions (NO Intune policies)
- Cannot be shared between accounts or levels.

# **Inherited Variables**

- Created at the global / MSP level.
- Are inherited by customer accounts.
- Allow you to centrally manage common scripts and Intune policies.
- Can be overridden at the customer account level.



# Intune + Nerdio | core features

# Changelog

- Track changes between versions with a centralized log.
- · Use changelogs when available to keep track of "who did what".

# **Versions**

- Policy versions can be rolled back in Nerdio Manager.
- This is not available in native Intune.





# Unify endpoint management

Recovery Services



# **Recovery Services**

For your policies

Allows you to restore Intune policies, policy baselines, FSLogix, RDP Profiles and user/device assignments that have changed or were removed

- Daily snapshots of customer and MSP (global) level
- Includes custom policies, assignments, baselines, configs, and tags (MSP)
- Includes user/group assignments (customer)





# Unify endpoint management

Policy Baselines



# **Policy Baselines**

Group your policies together



#### What is a Policy Baseline?

 A group of policies you can use to make initial deployment consistent across all your customer accounts.



#### **Building your Baseline**

 Use Nerdio's pre-defined policies or your own custom policies.



#### Order your policies

 If multiple baselines are assigned, prioritize the order they apply.



# **Policy Baselines**

# **Enforced Policy Baselines**

- Assigned to customer accounts.
- Synced and enforced if the sync type is set to auto.
- Enforced policies with a **manual** sync type can be published on an as-needed basis.

# Report-only Policy Baselines

- Used to track configuration drift.
- Simplifies identifying customer endpoints that differ from the baseline status.
- · Operate on an always-on, ongoing basis.





# **CIS-Compliant Templates**



# Why partner with CIS?

- CIS is highly respected globally when it comes to defining security.
- Funded by the US Dept of Homeland Security and CISA to protect Federal, State, Tribal Territory interests.
- CIS Sets the Rules (Benchmarks).
- Compliance Frameworks align to Benchmarks.
- Help our customers reduce attack surface and achieve compliance in an easy manner.



# **CIS Baselines**

Challenges Solution

- Staying compliant is time-consuming.
- It can be difficult to apply security settings uniformly across clients.
- Limited resources make CIS policy management challenging.

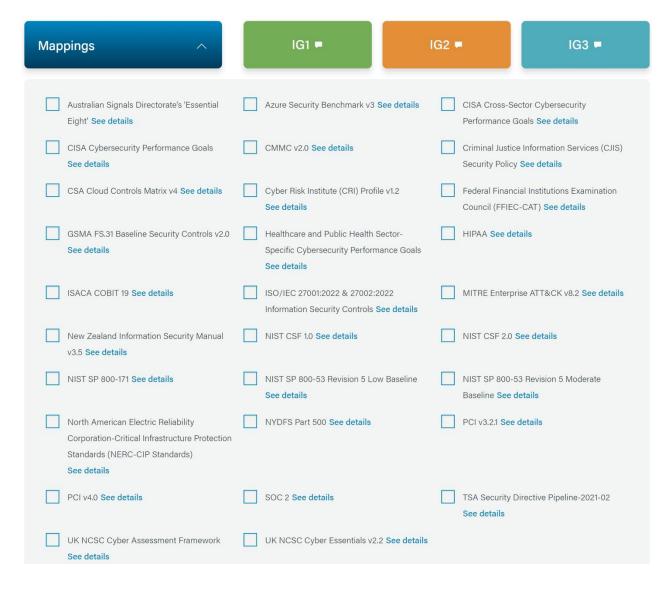
 Use pre-configured templates that align with CIS standards and automatic updates that keep policies CIS-compliant.



## **CIS Baselines**

#### **Outcomes**

- Pre-configured for easy CIScompliant deployment.
- Ensure consistency and reduce manual effort with centralized control.
- Keep policies CIS-compliant with automatic updates.



https://www.cisecurity.org/controls/cis-controls-navigator



# **Nerdio CIS Policy Packs**

All this goodness is not only for AVD and Hardened Images. CIS Policy Baselines in Nerdio also allow you to harden any Windows 10/11 Endpoint using L1 policies deployed by Intune and PowerShell.

#### This is FREE and at no cost, official policies from CIS.

- Tremendous time saved from not needing to implement manually.
- Support for Level 2 Windows, Edge, iOS, Android, Office coming soon.
- Faster User Acceptance Testing/Security Testing.
- Vanilla Windows is 24% Compliant, CIS Policy Baselines gets you to 97%.
- Nerdio CIS Policy Baselines gets you to CMMC, HIPAA, PCI-DSS, FedRAMP + much faster.

# CIS Benchmarks profiles

LEVEL 1

- Base recommendation, nonperformance impacting
- General corporate/enterprise environment usage
- Ensures functionality remains unaffected

**2** 

- Extends Level 1 settings
- For high-security or sensitive data environments
- More strict security controls
- May impact useability

1

 Used primarily by government agencies, DOD agencies, highly regulated industries





# CIS Microsoft Windows 11 Enterprise Benchmark

v3.0.0 - 02-22-2024

# Table of Contents CB Office Security Controls (CB Controls)



# Security Configuration Assessment Report for WindowsBuild

Target IP Address: 10.1.1.15

CIS Microsoft Windows 11 Enterprise Benchmark v3.0.0

Level 1 (L1) - Corporate/Enterprise Environment (general use) Thursday, April 18 2024 13:38:37 Assessment Duration: 1 minute, 45 seconds



#### Summary

Description		Tests					Scoring		
		Fail	Error		Man.	Exc.	Score	Max	Percent
1 Account Policies	3		0	0	1	0	3.0	10.0	30%
1.1 Password Policy	3	4	0	0	0	0	3.0	7.0	43%
1.2 Account Lockout Policy	0	3	0	0	1	0	0.0	3.0	0%
2 Local Policies	61	37	0	0	1	0	61.0	98.0	62%
2.1 Audit Policy	0	0	0	0	0	0	0.0	0.0	0%
2.2 User Rights Assignment		10	0	0	0	0	27.0	37.0	73%
2.3 Security Options		27	0	0	1	0	34.0	61.0	56%
2.3.1 Accounts		2	0	0	0	0	3.0	5.0	60%
2.3.2 Audit		- 1	0	0	0	0	1.0	2.0	50%
2.3.3 DCOM		0	0	0	0	0	0.0	0.0	0%
2.3.4 Devices		0	0	0	0	0	0.0	0.0	0%
2.3.5 Domain controller		0	0	0	0	0	0.0	0.0	0%
2.3.6 Domain member		0	0	0	0	0	6.0	6.0	100%
2.3.7 Interactive logon	2	5	0	0	0	0	2.0	7.0	29%
2.3.8 Microsoft network client	2	- 1	0	0	0	0	2.0	3.0	67%
2.3.9 Microsoft network server	2	3	0	0	0	0	2.0	5.0	40%
2.3.10 Network access	9	3	0	0	0	0	9.0	12.0	75%
2.3.11 Network security	2	9	0	0	- 1	0	2.0	11.0	18%
2.3.12 Recovery console	0	0	0	0	0	0	0.0	0.0	0%
2.3.13 Shutdown	0	0	0	0	0	0	0.0	0.0	0%
2.3.14 System cryptography	0	0	0	0	0	0	0.0	0.0	0%
2.3.15 System objects	2	0	0	0	0	0	2.0	2.0	100%
2.3.16 System settings	0	0	0	0	0	0	0.0	0.0	0%
2.3.17 User Account Control	5	3	0	0	0	0	5.0	8.0	62%
3 Event Log	0	0	0	0	0	0	0.0	0.0	0%
4 Restricted Groups	0	0	0	0	0	0	0.0	0.0	0%
5 System Services	10	10	0	0	0	0	10.0	20.0	50%
6 Registry	0	0	0	0	0	0	0.0	0.0	0%
7 File System	0	0	0	0	0	0	0.0	0.0	0%
8 Wired Network (IEEE 802.3) Policies	0	0	0	0	0	0	0.0	0.0	0%
9 Windows Defender Firewall with Advanced Security (formerly Windows Firewall with Advanced Security)	0	23	0	0	0	0	0.0	23.0	0%
9.1 Domain Profile	0	7	0	0	0	0	0.0	7.0	0%
9.2 Private Profile	0	7	0	0	0	0	0.0	7.0	0%
9.3 Public Profile	0	9	0	0	0	0	0.0	9.0	0%
10 Network List Manager Policies	0	0	0	0	0	0	0.0	0.0	0%
11 Wireless Network (IEEE 802.11) Policies	0	0	0	0	0	0	0.0	0.0	0%
12 Public Key Policies	0	0	0	0	0	0	0.0	0.0	0%
13 Software Restriction Policies	0	0	0	0	0	0	0.0	0.0	0%
14 Network Access Protection NAP Client Configuration	0	0	0	0	0	0	0.0	0.0	0%
15 Application Control Policies	0	0	0	0	0	0	0.0	0.0	0%
16 IP Security Policies	0	0	0	0	0	0	0.0	0.0	0%

#### **Profiles**

This benchmark contains 5 profiles. The **Level 1 (L1) - Corporate/Enterprise Environment (general use)** profile was used for this assessment.

Title	Description
Level 1 (L1) - Corporate/Enterprise Environment (general use)	Items in this profile intend to:  • be the starting baseline for most organizations;  • be practical and prudent;  • provide a clear security benefit; and  • not inhibit the utility of the technology beyond acceptable means.  Show Profile XML
Level 1 (L1) + BitLocker (BL)	This profile extends the "Level 1 (L1)" profile and includes BitLocker-related recommendations.
Level 1 (L1) + DilLuckel (DL)	This profile exterios the Level 1 (L1) profile and includes bitcocker-related recommendations.
	Show Profile XML
Level 2 (L2) - High Security/Sensitive Data Environment (limited functionality)	This profile extends the "Level 1 (L1)" profile. Items in this profile exhibit one or more of the following characteristics:
	<ul> <li>are intended for environments or use cases where security is more critical than manageability and usability;</li> <li>may negatively inhibit the utility or performance of the technology; and</li> <li>limit the ability of remote management/access.</li> </ul>
	Note: Implementation of Level 2 requires that both Level 1 and Level 2 settings are applied.
	Show Profile XML
Level 2 (L2) + BitLocker (BL)	This profile extends the "Level 2 (L2)" profile and includes BitLocker-related recommendations.
	Show Profile XML
BitLocker (BL) - optional add-on for when BitLocker is deployed	This profile contains BitLocker-related recommendations, if your organization chooses to use it. It is intended be an optional "add-on" to the Level 1 (L1) or Level 2 (L2) profiles.

#### Lab 4

# **Policy & CIS Baselines**

#### Walkthrough -

- Creating Policy Baselines
- Assign Policies to a Baseline
- Go over CIS Baselines







# Unify endpoint management

Device enrollment strategies



# Different ways your devices can be joined to Entra ID

**Device Identity** 



#### **Hybrid**

**Corporate Devices** 

- Joined to local AD DS domain two directories to manage
- Sign-in with Entra ID account SSO to cloud and on-premises
- Can use Group Policy Objects and Conditional Access
- Syncs from AD DS to Entra ID using Entra Connect



#### Registered

BYOD

- Not controlled by org belong to users
- Sign-in with local device account
- Can use CA and Intune
- Control access to company data and apps only



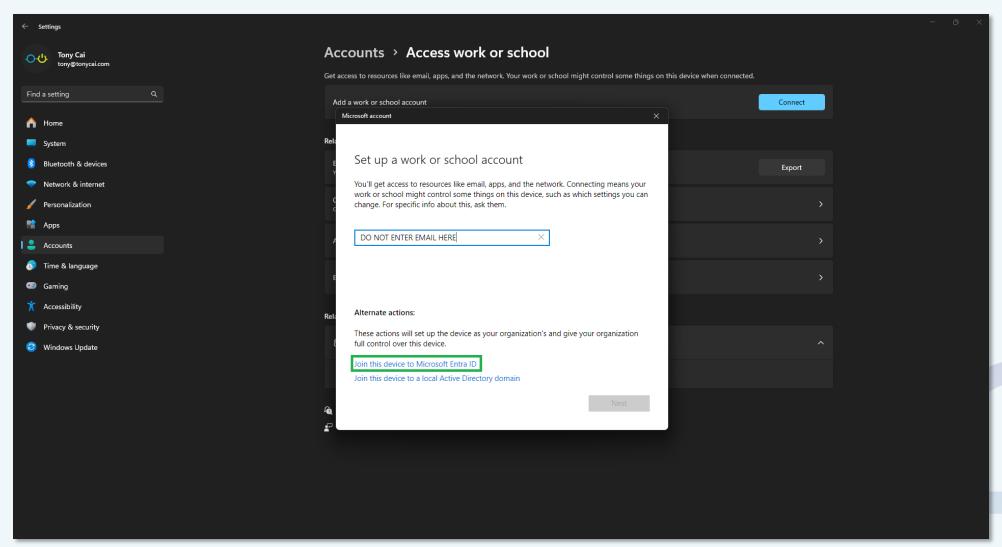
#### **Joined**

**Corporate Devices** 

- Joined to Entra ID
- Sign-in with Entra ID account
- Enforce configurations and control device
- Can use Conditional Access and Intune

# How to: Enroll a Windows Device to Entra ID

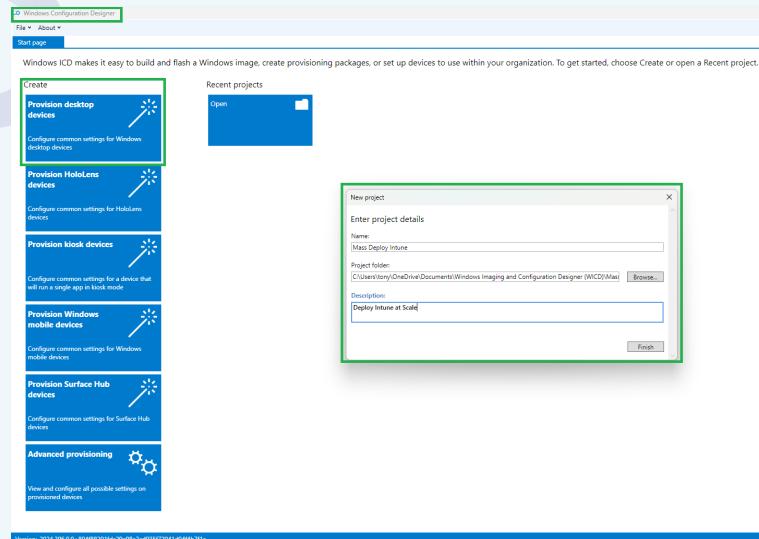
(via End User Enrollment - MANUALLY)

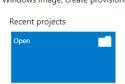


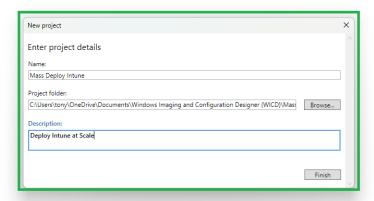


#### **Enroll a Windows Device to Entra ID**

(via USB or Network)



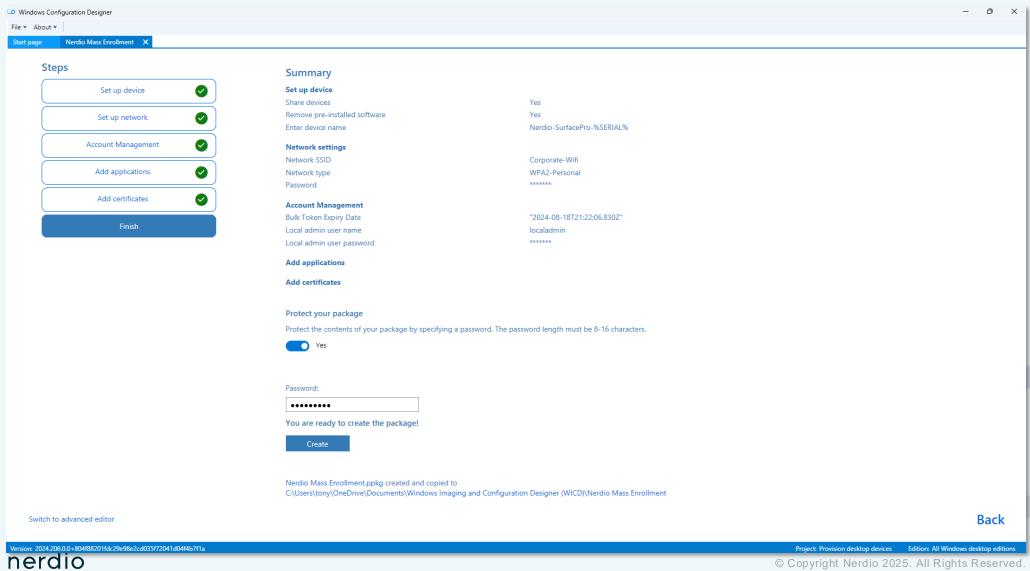






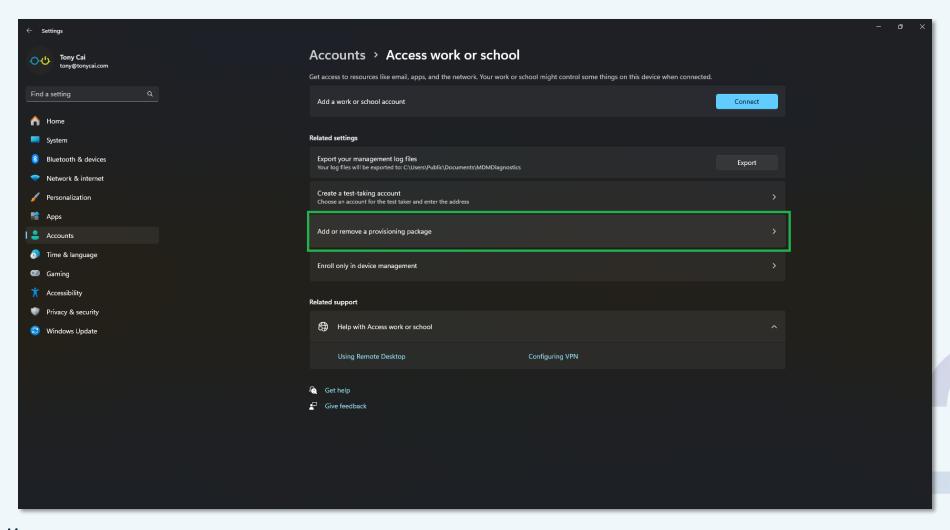
#### **Enroll a Windows Device to Entra ID**

(via USB or Network)

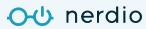


#### **Enroll a Windows Device to Entra ID**

(via USB or Network)

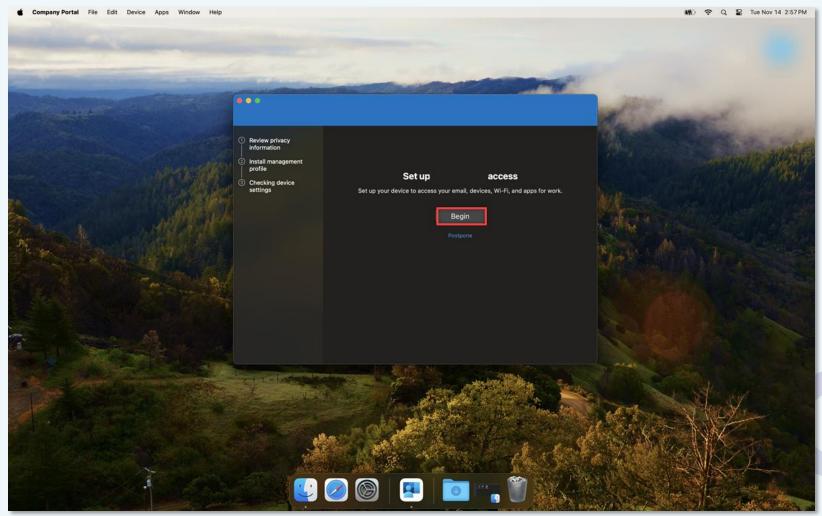






# **Enroll a Mac Device to Entra ID**

(via Company Portal app)

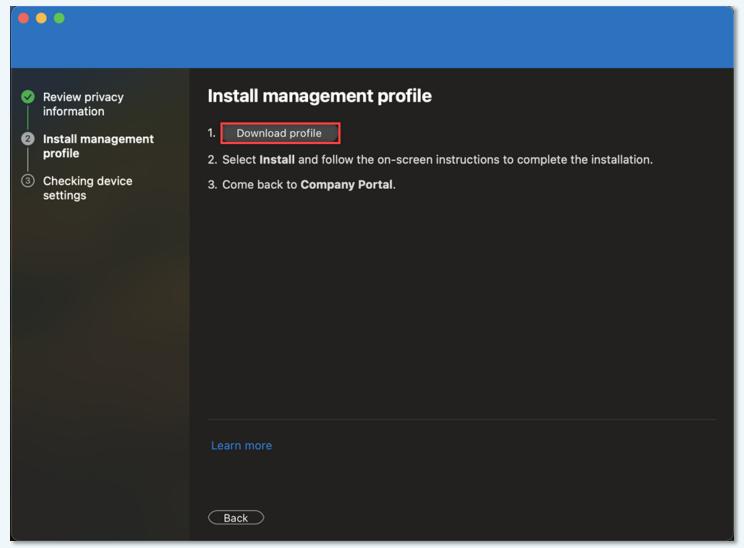




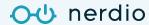


## **Enroll a Mac Device to Entra ID**

(via Company Portal app)

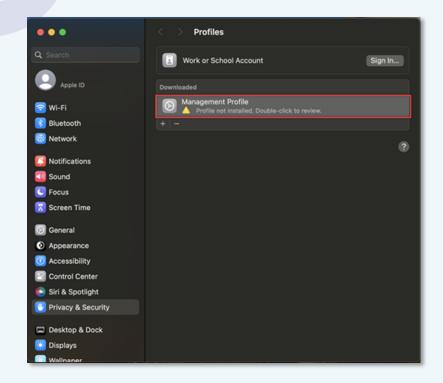


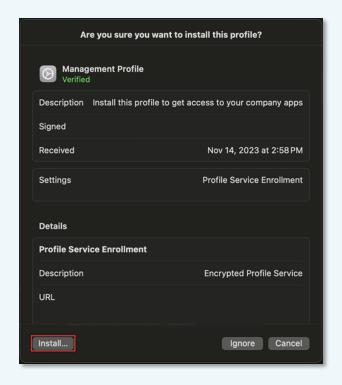




#### **Enroll a Mac Device to Entra ID**

(via Company Portal app)





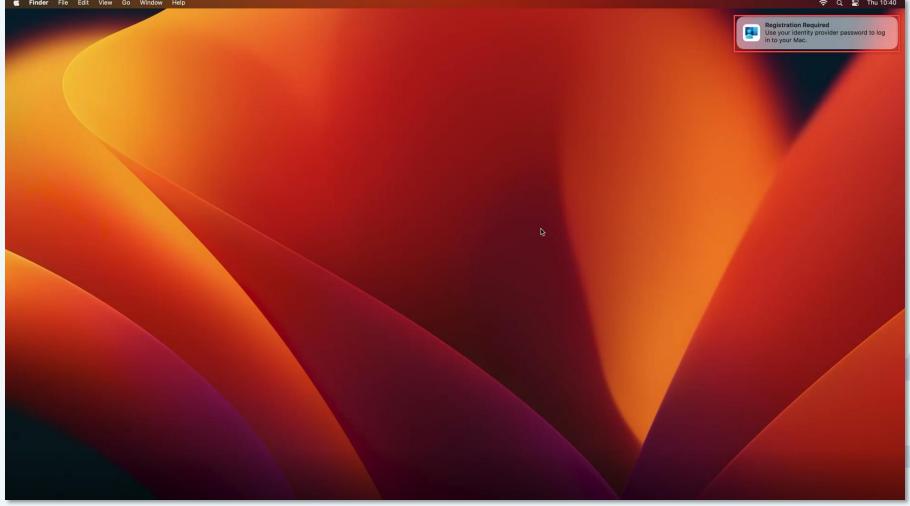






### **Enroll a Mac Device to Entra ID**

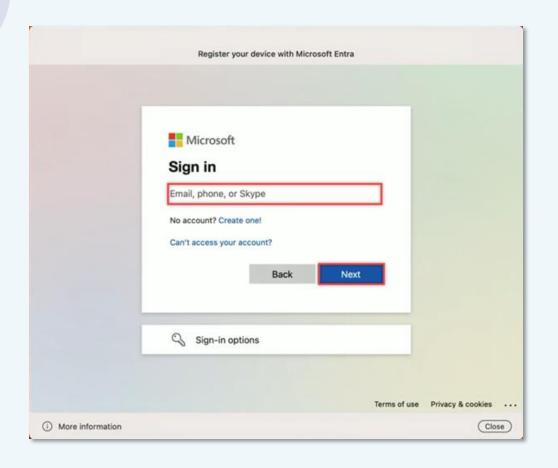
(via Company Portal app)





### **Enroll a Mac Device to Entra ID**

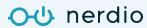
(via Company Portal app)











### **Enroll a Windows Device to Intune**

#### **Auto enrollment**

 Any time you are joining a device to Entra ID, you can have it auto enroll into Intune.

#### **Autopilot**

When you set this up and configure it, you can have it enroll into Intune.

#### **User enrollment**

- This is done manually through the OS on local machine.
- By clicking "Join this device to Entra ID" and then choosing "Allow my organization to manage my device".

#### **Group Policy**

Create a Group Policy that enrolls AD connected devices to Intune.

### **Use Windows Autopilot to provision devices**



#### What is it used for?

- Reset, repurpose, and recover devices.
- Setup "out of box" Windows devices to desired configuration.
- Intune license is required and to be assigned to user.
- Autopilot is the starting pitcher and Intune is the closer.



#### How to set it up?

- Create Autopilot profile inside Intune portal to control what happens when the device is being setup.
- Import into NMM and assign, edit, or clone.
- Create Enrollment Status Pages inside Intune portal to control what user sees while Autopilot is running.
- Import into NMM and assign, edit, or clone.

### **Mobile Device Management**

### **Need Intune license**

Used for managing mobile device apps, security, compliance, and configurations.

#### Difference between MDM and MAM

- BYOD = MAM (protecting apps and corporate data only)
- Corp device = MDM (protecting the device and all that is included)



## **Compliance policies**

Bring company and BYOD devices up to compliance before allowing corporate data access

# Settings will depend on MDM or MAM approach Some examples:

- OS Version Compliance
- Jailbreak/Root Detection
- Strong Passcode (minimum length + complexity)
- Auto-lock after inactivity
- Wipe on failed attempts

# Mobile Application Management



### Secure access

Ensure secure access to corporate applications and data on personal devices without full device enrollment.



### **Data protection**

Implement policies to
prevent data leakage, control
copy/paste functions, and
manage data sharing
between applications.



### Compliance

Enforce compliance
requirements to keep
devices and data secure
while providing a seamless
user experience.

# Creating App Protection & Configuration policies

#### App Protection policy (iOS/Android)

- Restrict copy/paste actions in the Microsoft Edge app.
- Enforce data protection by allowing only managed app data transfers.
- App Configuration policy (iOS only)
  - Managing data transfer between iOS apps in Intune.\*
    - \*Only applies to iOS devices
  - Reference Microsoft Intune iOS Data Transfer Guide.\*
    - \*See the QR code

Check the doc out below for more info!







# Unify endpoint management

Settings Baselines



# **Settings Baselines**

(Intune, Entra, Defender, OneDrive, SharePoint, Exchange Online & Teams Online)

Challenges Solution

- Management of identity and access across multiple clients is complex.
- A way to ensure consistent security standards across all environments.

 Standardized configurations across all client environments.

# **Settings Baselines**

### **Outcomes**

- Enforce consistent management across environments and simplify operations.
- Ensure configurations are evenly applied.
- Minimize misconfigurations.







# **Configuration Drift Management**

# Configuration drift management

Challenges Solution

- Inconsistent configurations create security gaps and non-compliance with standards.
- Tracking and correcting discrepancies manually is time-consuming and inefficient.

 The ability to monitor and correct discrepancies from defined configurations to maintain consistency across environments.

# **Configuration drift management**

### **Outcomes**

- Consistent configurations improve security and help meet compliance standards.
- Automation saves time and effort, fostering client confidence through reliable management.



# Unify endpoint management

Tenant Monitoring



### Tenant monitoring

Challenges

Solution

 Managing compliance across multiple tenants is challenging due to limited visibility and the need for manual audits, which increase the risk of errors and inconsistencies.

 A centralized tenant monitoring and reporting feature that allows MSPs to track, compare, and assess policy settings across customer tenants.



## **Tenant monitoring**

### **Outcomes**

- MSPs gain a clear, centralized view of policy compliance across all tenants.
- You can now Identify and highlight policy deviations, enabling timely fixes and reducing risks.



# Unify endpoint management

Group policy analytics



# **Group Policy analytics**

Challenges Solution

- Keeping up to date with current onpremises GPOs
- Understanding what cloud-based
   MDM providers support
- Manually configuring new GPOs into your cloud (no visibility).

 Use Group Policy analytics to import or analyze existing onpremises GPOs



## **Group Policy analytics**

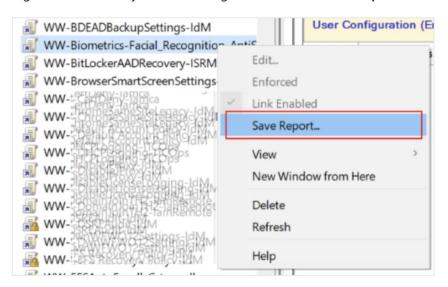
# Outcomes

- Imports and analyzes on-premisesGPOs
- Shows settings that Intune supports
- Shows deprecated settings

#### Export a GPO as an XML file

The following steps can be different on your server, depending on the GPMC version you're using. When you export the GPO, make sure you export as an XML file.

- 1. On your on-premises computer, open the Group Policy Management console (GPMC.msc).
- 2. In the management console, expand your domain name.
- 3. Expand Group Policy Objects to see all the available GPOs.
- 4. Right-click the GPO you want to migrate and choose **Save report**:



5. Select an easily accessible folder for your export. In **Save as type**, select **XML File**. In another step, you add this file to group policy analytics in Intune.

Make sure that the file is less than 4 MB and has a proper Unicode encoding. If the exported file is greater than 4 MB, then reduce the number of settings in the group policy object.



### **Group Policy analytics**

### **Outcomes**

- Imports and analyzes on-premises
   GPOs
- Shows settings that Intune supports
- Shows deprecated settings

- 1. Sign in to the Intune admin center as Intune admin or with a role that has "Security baselines" and "Device Configuration" permissions.
- 2. Select **Import**, select your saved XML > **Next** (can select multiple)
- 3. You can use **Scope tags**, by select an existing or using default
- 4. Select Next > Create

After analysis runs, the GPO you imported lists some good info.

MDM support: shows the percentage of group policy settings in the GPO that have the same setting in Intune.

Yes – means there's a matching setting available in Intune. No - means there isn't a matching setting.

### **Group Policy migration readiness report**

# Notes

- Summary of GPO and policy statuses
- Shows the # of settings in your
   GPO that can be used in device
   configuration profile

- 1. In the Intune admin center, select Reports > Device management> Group policy analytics
- 2. In the **Summary** tab, a summary of the GPO and its policies are shown. Use this information to determine the status of the policies.

Ready for migration: policy has a matching setting Not supported: policy doesn't have a matching setting Deprecated: policy can apply to older versions or not used

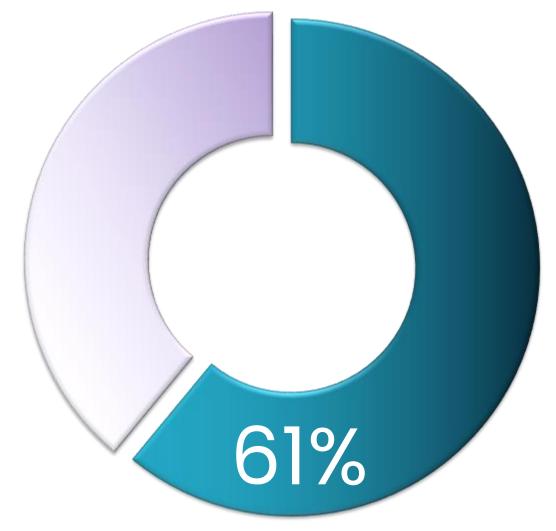
3. Select **Reports** tab > **Group policy migration readiness** 

You can use report to see the number of settings in your GPO that can be configured in a device configuration profile. It also shows if the settings can be in a custom profile, aren't support or are deprecated.

# Security for Modern Work

# Why security matters for MSPs

61% of SMBs have been hit by a successful cyberattack in the last year.



(BlackFog Cybersecurity Report, 2023)



### The silent costs: Impacts beyond the bottom line



Reputation damage



Damage to customer relationships



Compliance & legal penalties



## Security pitfalls in the Modern Work landscape



**Inconsistent security policies** 

Data exposure risks

**Delayed threat detection** 

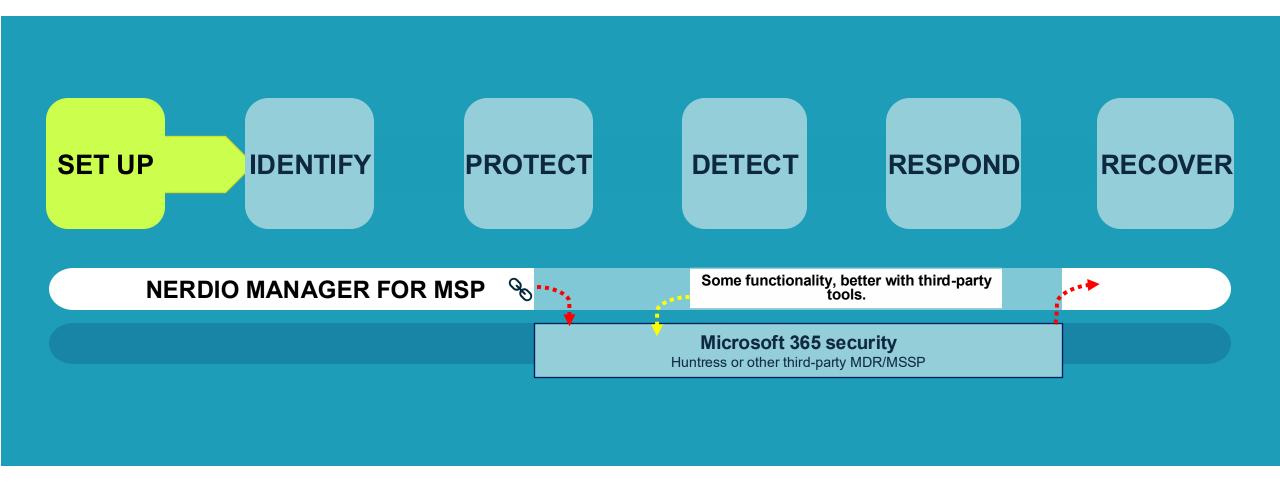
User management challenges

# Nerdio Modern Work: Closing the security gaps

- Secure access controls
- Automated policy enforcement
- Enhanced data protection
- Proactive threat monitoring
- Effortless user management



## What is the NIST Cybersecurity Framework?





	Identify
•	Audit Logs
•	. monty or oname of the
	Reports
•	2 change vanioraling
	Reporting
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	Compliance
•	Ciobai violio a
	Dashboards
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	Performance
•	Tenant Configuration
	Compliance
•	Occure Occie
	Management



Identify	Protect
Audit Logs	Granular RBAC Model
<ul> <li>Risky &amp; Stale User</li> </ul>	<ul> <li>CIS Hardened AVD</li> </ul>
Reports	Images
<ul> <li>Defender Vulnerability</li> </ul>	<ul> <li>CIS Intune Policies</li> </ul>
Reporting	<ul> <li>Settings Baselines</li> </ul>
<ul> <li>Device Configuration</li> </ul>	<ul> <li>Conditional Access</li> </ul>
Compliance	<ul> <li>Policy Management</li> </ul>
<ul> <li>Global Views &amp;</li> </ul>	<ul> <li>Azure Backup</li> </ul>
Dashboards	Management
<ul> <li>AVD Utilization and</li> </ul>	<ul> <li>Golden Image</li> </ul>
Performance	Management
<ul> <li>Tenant Configuration</li> </ul>	<ul> <li>Global App Catalog</li> </ul>
Compliance	<ul> <li>Global Policy</li> </ul>
<ul> <li>Secure Score</li> </ul>	Management Global
Management	Windows Update Rings



Identify	Protect	Detect
<ul> <li>Audit Logs</li> <li>Risky &amp; Stale User Reports</li> <li>Defender Vulnerability Reporting</li> <li>Device Configuration Compliance</li> </ul>	<ul> <li>Granular RBAC Model</li> <li>CIS Hardened AVD Images</li> <li>CIS Intune Policies</li> <li>Settings Baselines</li> <li>Conditional Access</li> <li>Policy Management</li> </ul>	<ul> <li>Defender for Endpoint functionality</li> <li>Risky &amp; Stale User Reporting</li> </ul>
<ul> <li>Global Views &amp; Dashboards</li> <li>AVD Utilization and Performance</li> <li>Tenant Configuration Compliance</li> <li>Secure Score Management</li> </ul>	<ul> <li>Azure Backup Management</li> <li>Golden Image Management</li> <li>Global App Catalog</li> <li>Global Policy Management Global Windows Update Rings</li> </ul>	



Identify	Protect	Detect	Respond
Audit Logs	Granular RBAC Model	Defender for Endpoint	Console Connect
<ul> <li>Risky &amp; Stale User</li> </ul>	<ul> <li>CIS Hardened AVD</li> </ul>	functionality	
Reports	Images	<ul> <li>Risky &amp; Stale User</li> </ul>	
<ul> <li>Defender Vulnerability</li> </ul>	<ul> <li>CIS Intune Policies</li> </ul>	Reporting	
Reporting	<ul> <li>Settings Baselines</li> </ul>		
<ul> <li>Device Configuration</li> </ul>	<ul> <li>Conditional Access</li> </ul>		
Compliance	<ul> <li>Policy Management</li> </ul>		
<ul> <li>Global Views &amp;</li> </ul>	<ul> <li>Azure Backup</li> </ul>		
Dashboards	Management		
<ul> <li>AVD Utilization and</li> </ul>	<ul> <li>Golden Image</li> </ul>		
Performance	Management		
<ul> <li>Tenant Configuration</li> </ul>	<ul> <li>Global App Catalog</li> </ul>		
Compliance	<ul> <li>Global Policy</li> </ul>		
Secure Score	Management Global		
Management	Windows Update Rings		



Identify	Protect	Detect	Respond	Recover
<ul> <li>Audit Logs</li> <li>Risky &amp; Stale User Reports</li> <li>Defender Vulnerability Reporting</li> <li>Device Configuration Compliance</li> <li>Global Views &amp; Dashboards</li> <li>AVD Utilization and Performance</li> <li>Tenant Configuration Compliance</li> <li>Secure Score Management</li> </ul>	<ul> <li>Granular RBAC Model</li> <li>CIS Hardened AVD Images</li> <li>CIS Intune Policies</li> <li>Settings Baselines</li> <li>Conditional Access</li> <li>Policy Management</li> <li>Azure Backup Management</li> <li>Golden Image Management</li> <li>Global App Catalog</li> <li>Global Policy Management Global Windows Update Rings</li> </ul>	<ul> <li>Defender for Endpoint functionality</li> <li>Risky &amp; Stale User Reporting</li> </ul>	Console Connect	<ul> <li>Azure Backup Management &amp; Validation</li> <li>Golden Image Management &amp; Validation</li> <li>CIS Hardened AVD Images</li> <li>Recovery Services for Policies &amp; Baselines</li> <li>AVD Auto-Heal</li> <li>AI Backup Validation</li> <li>AI Image Validation</li> </ul>



# Risky user management



# Risky user reporting

Challenges Solution

- Need a way to monitor and manage inactive or compromised user accounts.
- Limit the security risks that these users cause.

 Detailed reporting on user accounts that are flagged as risky or stale.

# Risky user reporting

### **Outcomes**

- · Reduce security risks.
- Ensure compliance with security protocols.
- Provide safer and more efficient client accounts.



## Defender vulnerability dashboard

## Defender Vulnerability Management

Challenges Solution

 MSPs need visibility into vulnerabilities across client environments to proactively manage security risks.

 Use a unified dashboard highlighting vulnerabilities.



## Defender vulnerability management

#### **Outcomes**

- Gain a clear view of vulnerabilities across client environments.
- Enable faster resolution of security risks.
- Improve the security posture of client environments.

## Secure score management



220

## Secure score management

Challenges Solution ...

 Managing Secure Scores for multiple clients is challenging due to limited visibility and significant manual effort, making it timeconsuming to address security gaps.

 A centralized view to track and manage Secure Scores for all clients from a single interface.



## Secure Score management

#### **Outcomes**

- Streamline security operations across multiple tenants
- Improve client security postures
- Reduce vulnerability risks



## Unify application management

Unified Application Management



Unify your management of applications

#### What is UAM?

#### **Unified App Management**

- Unified approach to application management
- Streamline deployment, updates, removal of apps
- Has support for a variety of scenarios
- Uses existing technologies

Unify your management of applications

#### **Benefits of UAM**

#### **Security**

Quickly address application updates and vulnerabilities

#### **Time**

- Less manual management (physical and virtual devices)
- Policy based deployments

#### **Tool Sprawl**

- Cut down on the variety of application deployment tools
  - Chocolatey
  - Scoop
  - Ninite
  - PDQ Deploy

Unify your management of applications

### **Key Concepts**

- Applications
- Targets
- Repositories
- Deployment Technologies

Unify your management of applications

### **Applications**

What do you need to deliver?

#### Variety of installation types

- MSI
- EXE
- ZIP (single file)
- MSIX / App attach (CIM, VHD)

Unify your management of applications

### **Targets**

#### Where you want to install your applications

- Pooled AVD host Pools
- Personal AVD Desktops
- User/Group
- Specific Pools
- Servers
- Intune connected/enrolled
- Users or User Groups
- Device Groups

Unify your management of applications

### Repositories

#### **Storage location for software packages**

Version control

#### Software publishers maintain the software

- In many cases for free
- Software is commonly digitally signed

#### **Current availability –**

- Microsoft Store
- WinGet community
- Private / custom repo
- Google Play Store
- iOS Store

Unify your management of applications

## **Deployment technologies**

#### WinGet

- Azure connected (virtual) native Azure tech called extensions
- Intune connected (physical) Intune to push WinGet commands

#### Shell apps

- Azure connected (virtual) native Azure tech called extensions
- Intune connected (physical) Intune to push customized script packages
  - can call WinGet commands if needed

Unify your management of applications

## **Application deployment**

#### **One-time deployment:**

- App testing
- One off install for a user

#### **Use policies to automate:**

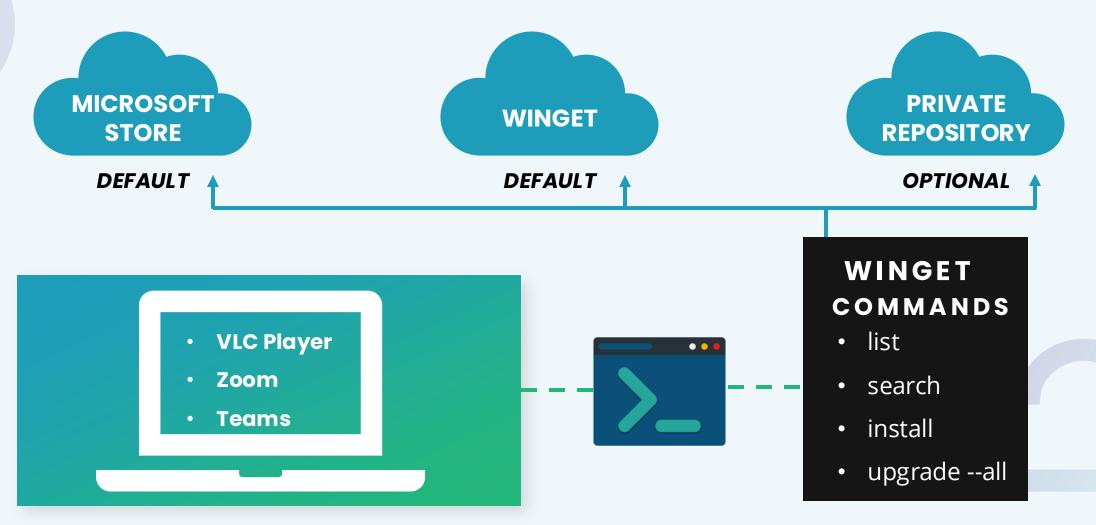
- App installation on session hosts.
- App maintenance and updates.
- App versioning and control.

## What is Winget?

- Microsoft Created Windows Package Manager
- Command line Utility introduced in Windows 10 1709
- Agentless Already built into Windows 10/11
- Uses repositories: MSStore, Winget repo, custom repository
- Easy way to manage, upgrade, install and uninstall apps



## **Overview: Winget**

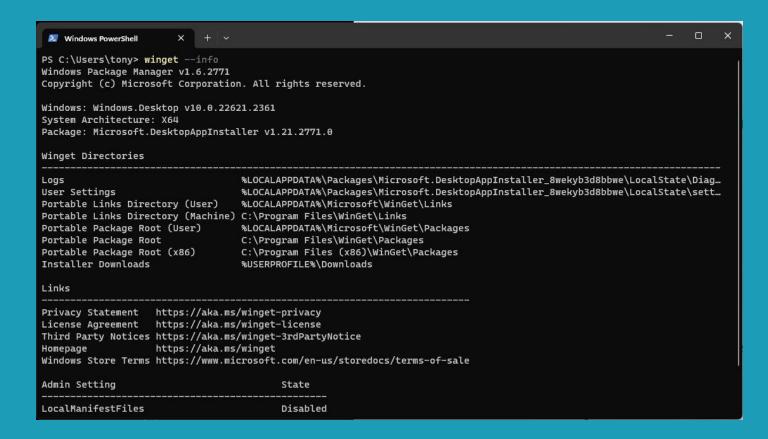


## Launch Winget via PowerShell

(non-admin)

#### Winget --info

Shows the version of Winget and the default locations of install folders, etc.

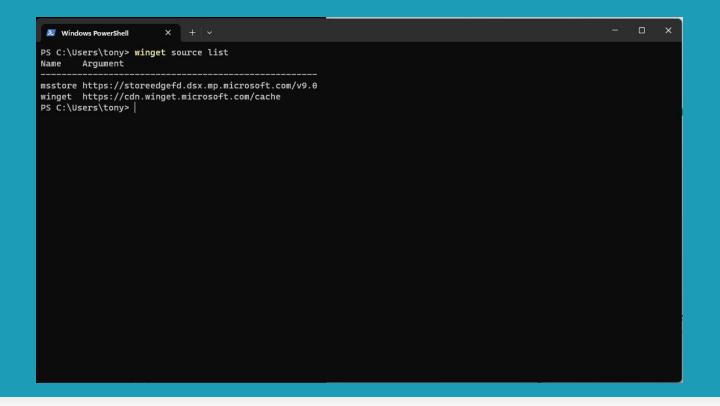




### View Winget Sources

#### Winget source list

- Use this command to list and manage sources for Windows Package Manager
- You can add, remove, update, reset or export repositories.

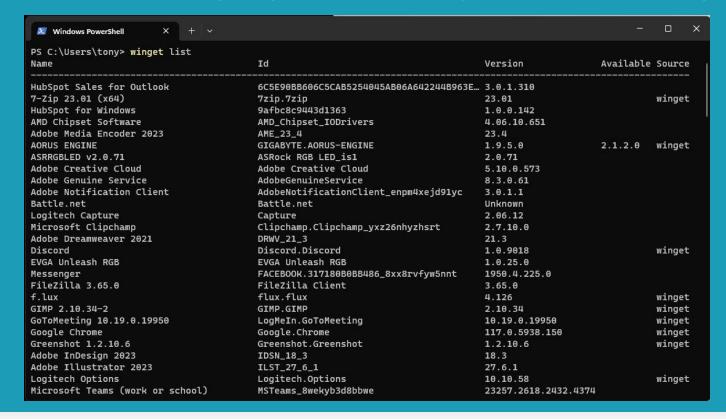




## List Winget Apps on PC

#### Winget list

- List all of the apps on your computer, its versions and whether or not it is available.
- All apps can be managed regardless of whether they were first installed with Winget.

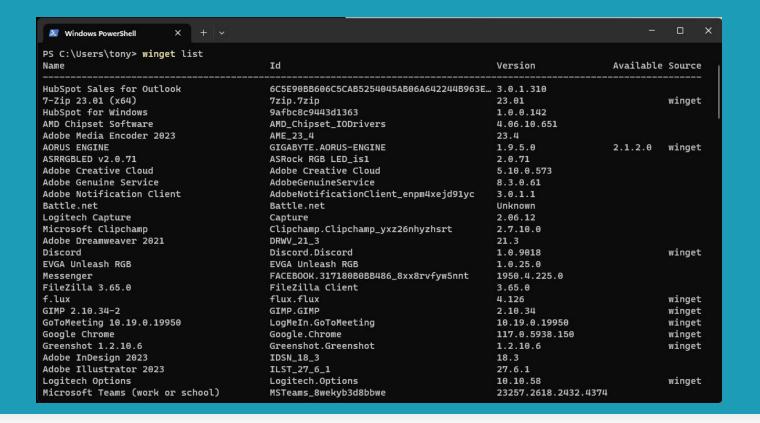




# List Apps with available upgrades

#### Winget upgrade

Returns a list of any installed apps with a newer version available for upgrade.





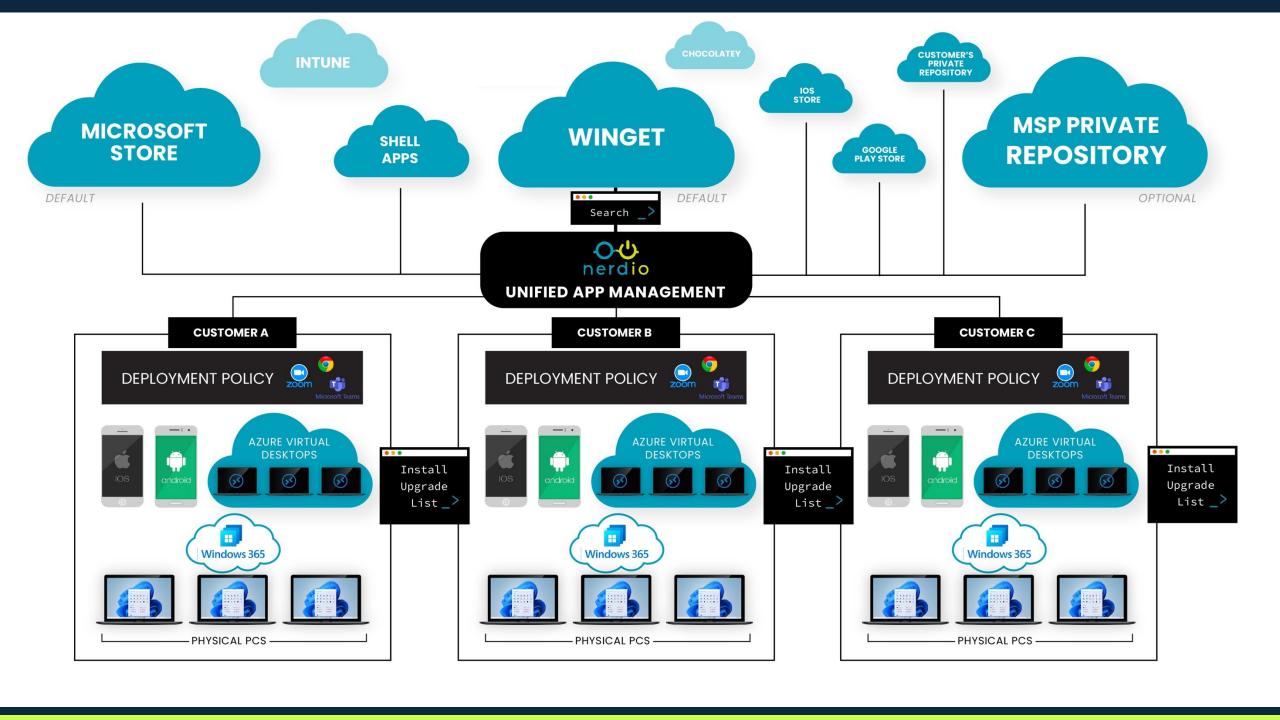
## Upgrade all Applications



 Upgrades all applications on your upgrade list to the latest version shown in manifest.

```
Windows PowerShell
PS C:\Users\tony> winget upgrade --all
                                                                              Available
                                                                  Version
                                                                                            Source
AORUS ENGINE
                                      GIGABYTE. AORUS-ENGINE
                                                                 1.9.5.0
                                                                               2.1.2.0
                                                                                            winget
Windows Terminal
                                      Microsoft.WindowsTerminal 1.17.11461.0 1.18.2681.0
OBS Studio
                                      OBSProject.OBSStudio
                                                                  26.1.1
                                                                               29.1.3
                                                                                            winget
Microsoft .NET Runtime - 6.0.16 (x64) Microsoft.DotNet.Runtime.6 6.0.16
                                                                               6.0.22
                                                                                            winget
                                      ElectronicArts.EADesktop 13.18.0.5531 13.27.0.5540 winget
EA app
6 upgrades available.
The following packages have an upgrade available, but require explicit targeting for upgrade:
Teams Machine-Wide Installer Microsoft.Teams 1.3.0.28779 1.6.00.27573 winget
Installing dependencies:
This package requires the following dependencies:
      Microsoft.UI.Xaml.2.8 [>= 8.2306.22001.0]
      Microsoft.VCRedist.2015+.x64
(1/5) Found AORUS ENGINE [GIGABYTE.AORUS-ENGINE] Version 2.1.2.0
This application is licensed to you by its owner.
Microsoft is not responsible for, nor does it grant any licenses to, third-party packages.
Downloading https://download.gigabyte.com/FileList/Utility/vga_utility_aorus_setup_v2.1.2.exe
An unexpected error occurred while executing the command:
Download request status is not success.
0x80190194 : Not found (404).
(2/5) Found Windows Terminal [Microsoft.WindowsTerminal] Version 1.18.2681.0
This application is licensed to you by its owner.
```





## What are Shell apps?

- Enables the creation of complex scripted deployments through policies
- Can deploy multiple components via PowerShell
- Can use the detection script feature to send success and failure status
- In most cases, used in large deployments, or where WinGet is not practical
- Native PowerShell scripts WinGet CAN be called as part of the installation







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