

CUSTOMER SPOTLIGHT: **LAMPS PLUS**

How Lamps Plus Made **AVD Infrastructure** 75% Faster to Build and Maintain with Hydra

Customer: Lamps Plus | Eric Denholtz, Sr. Systems Engineer and Jeffrey Neu, Systems Engineer**Platform:** Azure Virtual Desktop (AVD)**Use Cases:** Retail kiosks, call center operations, corporate access

The Challenge: AVD Was No Longer Operationally Scalable

Lamps Plus had already made the move to Azure Virtual Desktop, shifting away from Citrix in pursuit of a more modern, cloud-based environment. On paper, AVD delivered what they needed, but in practice, operating it became increasingly difficult to scale.

"Many of our most critical AVD users are customer-facing, so when something breaks or slows down, it impacts them and our bottom line immediately." - Eric Denholtz and Jeffrey Neu

Supporting these business-critical users introduced new operational demands:

- Troubleshooting required deeper expertise
- Issues were frequently escalated to senior engineers
- Resolution times were longer than the team wanted
- Day-to-day management required coordination across multiple tools and processes

"The time required to fix problems was too long, and it kept getting escalated to us. That's not where our time should be spent," they said.

Technical debt became a key driver behind a broader redesign effort, as routine AVD tasks increasingly required senior-level involvement. Lamps Plus remained committed to AVD as their strategic platform, the focus now was on improving how it was managed at scale.

The Turning Point: Redesigning AVD the Right Way

Rather than continue patching over inefficiencies, the Lamps Plus team made a deliberate decision: If they were going to modernize on AVD, they were going to do it right.

This included adopting ephemeral OS disks to improve performance and cost efficiency, a key architectural priority that offered up to 2x performance with ~25% lower cost. However, implementing it proved more involved than expected.

LAMPS PLUS

At a Glance

75%Faster AVD Infrastructure
Design and Maintenance**\$30k+**

Azure Cost Savings

50%+

Fewer Helpdesk Escalations



"We spent hours trying to get ephemeral OS disks working for our configuration and region, and even with our expertise, we could not get it to come together." said Denholtz and Neu.

The gap became clear: even configurations like ephemeral OS disks required more coordination across tools and workflows than the team wanted in day-to-day operations. They were not only solving for performance or cost, they were addressing technical debt and simplifying how AVD was managed every day.

More than another set of features, the team needed a *practical* way to run AVD every day.

Why Hydra: Simplifying How AVD Is Managed

Lamps Plus evaluated alternatives, including internal approaches and other third-party tools. Some offered similar capabilities, but they introduced additional complexity or required new ways of working. Hydra stood out because it simplified operations **without changing how the team already worked**, bringing **operational visibility, control, and execution together in one place**.

With Hydra, Lamps Plus:

- Centralized AVD management into a single control plane
- Reduced reliance on multiple interfaces and scripts
- Made advanced configurations easier to implement and manage
- Enabled more of the team to support AVD directly



"With Hydra, we had ephemeral OS disks up and running in just fifteen minutes. And it gave us one place to do what we needed, without all the moving parts in Azure. – Eric Denholtz, Sr. Systems Engineer & Jeffrey Neu, Systems Engineer

Adoption was immediate, with no retraining, re-architecture, or disruption to existing workflows.

Immediate Impact: One Simplified Operational Layer Across the Entire Workspace

Even in the early stages of their Hydra rollout, Lamps Plus is already seeing measurable impact across their AVD environment, bringing day-to-day management into a single, consistent interface aligned to how the team already works.

Measured Impact with Hydra:

With their initial deployment still expanding across the organization, the team is already experiencing:

- **75% faster infrastructure design and maintenance**, with image creation through deployment handled in one place
- **\$30k+ in annual Azure infrastructure savings** from autoscaling and disk optimization, with **another \$12K from ephemeral OS disks** with **additional savings ahead** as rollout expands and user density increases
- **50%+ fewer escalations** and **1 to 2 hours saved per issue**, now that helpdesk can pull up any host instantly without escalating to senior engineers
- Faster patching and validation means changes reach users sooner with fewer disruptions to customer-facing operations

Lamps Plus isn't just optimizing AVD, they're building the operational foundation for how their entire AVD environment will scale, with Hydra as the foundation. The early results are already proving it out.



"Once we began implementing Hydra, we uncovered efficiencies well beyond what we expected. We are excited to continue using it to streamline infrastructure management and support future architectural changes." said Denholtz and Neu.

Ready to see what Hydra can do for your AVD environment?

Start a free trial with full functionality for 30 days on the [Microsoft Marketplace](#), or [request a personalized demo](#) to see how Hydra works for your setup.



About Hydra

Hydra is the practical management layer for Azure Virtual Desktop (AVD), Windows 365. Built for administrators and MSPs alike, Hydra restores a familiar way for IT teams to transition to and manage modern virtual desktops without introducing unnecessary cost, complexity, or operational tradeoffs of native and traditional third-party tooling.