

CUSTOMER SPOTLIGHT: HYDRA + DAVID ALLEN

Running AVD Profitably at MSP Scale

How David Allen IT Reduced Azure Costs by 37% and Expanded Support Without Adding Headcount

Customer: Neil Gilchrist, IT Consultant at David Allen (Managed Service Provider, UK)

Platform: Azure Virtual Desktop (AVD)

The Challenge: AVD Growth Without a Way to Scale

As Azure Virtual Desktop adoption increased across their customer base, MSP David Allen ran into a familiar problem: AVD worked, but operating it didn't scale.

Managing session host deployments, images, script execution and troubleshooting across environments was entirely manual, creating a bottleneck dependent on a small number of specialists. Customer demand for AVD kept growing, but there was no clear path to scale delivery without increasing headcount, overloading specialists, or risking service quality, something the team wasn't willing to compromise on.



*"Everything was manual. **It was very time intensive**, and it all fell onto a couple of people," says Neil Gilchrist, IT Consultant at David Allen.*

Why Hydra: The Right Fit for an MSP Model

The team evaluated another leading AVD management platform. While it offered similar capabilities, it came with a tradeoff: higher cost and added complexity that didn't fit their model.

Hydra stood out for what actually mattered in day-to-day MSP operations:

- Practical functionality without unnecessary complexity
- Fit into existing workflows from day one, no retraining required
- Built for multi-tenant MSP environments with secure RBAC across customer workspaces
- Priced to make financial sense at MSP scale

Instead of forcing new workflows or adding overhead, Hydra gave the team a centralized operational layer across all customer environments.



*"It had all the features we needed **at the right price point**," says Gilchrist.*

David Allen

At a Glance

~30 minute

Image Management (down from 5-10 hrs/mo)

~90%

Reduction in manual effort for key tasks

37%

Reduction in Azure costs through autoscaling

Multi-tenant

Same workflows across all customers

No New Hires

AVD scaled without added headcount or specialist reliance



The Solution: One Operational Plane Across Every Customer

Today, Hydra is the team's day-to-day control plane for AVD operations across every customer workspace.

Centralized Helpdesk Operations

The helpdesk team manages sessions, FSLogix profiles, and user issues directly through Hydra, with role-based access and real-time visibility into sessions, performance, and host health so issues are caught and resolved without escalating to a specialist, enabling more of the team to support AVD workspaces directly.

Automated Scaling and Cost Control

Machines scale down outside business hours and back up before users log in. Infrastructure is no longer running 24/7, and capacity aligns to actual usage, eliminating wasted Azure spend.

Streamlined Image Management

Golden images are used to deploy and update session hosts consistently across customers. Manual rebuilds and after-hours maintenance windows are a thing of the past.

Standardized Across Tenants

The same workflows, processes, and controls across every customer. No reinventing the wheel per tenant. This is what enables the team to scale delivery without scaling headcount.

The Impact: A New Operating Model

Hydra didn't just improve individual tasks, it changed how David Allen operates AVD entirely.



*"The load is now spread across the team. We don't need AVD specialists for day-to-day support anymore, which means **we can support customers faster and deliver a better service overall**," reports Gilchrist.*

Image management and host updates dropped from 5–10 hours per month to around 30 minutes, and tasks that previously required after-hours work are now handled dynamically. The load is no longer concentrated on a few specialists, allowing more of the team to support AVD directly. With autoscaling in place, Azure compute costs have come down by 37%, with capacity matched to actual usage instead of running constantly.

For an MSP model, this directly improves margin and allows the team to deliver AVD more competitively across customers.

Most importantly, the business model shifted. David Allen IT can now scale AVD across customers in a controlled, repeatable way, improving both operational efficiency and the level of service they deliver.



*"It's **done everything we expected** and is now part of how we operate," added Gilchrist.*

Start Your Free Trial: Full functionality for 30 days.
Get started here or search "Hydra" on the Microsoft Marketplace.



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.

© 2026 Login VSI. Login VSI and the Login VSI logo are trademarks or registered trademarks of Login VSI in the United States, European Union, United Kingdom, and other countries. All other marks are the property of their respective owners.