



**Manager  
for MSP**

# Nerdio Manager for MSP Overview

Thank you for attending our Nerdio Manager for MSP (NMM) Overview session today. While we covered some great NMM highlights and topics, it always seems there is never enough time. We can continue here and are glad you chose to continue with your understanding of Nerdio Manager for MSP.

As a Nerdio partner, you have many benefits and advantages. One of those benefits applies here where we can lend our insight from our experience with other partners that have been successful with their journey with NMM and Microsoft Azure.

This handout is broken into three sections to better organize the information and set you on a path that is easy to follow:

1. Resources to get you off to a good start
2. NMM application feature adoption and setting a pace to reach some goals
3. Optimizing your distributor relationships if you are not working directly with Microsoft

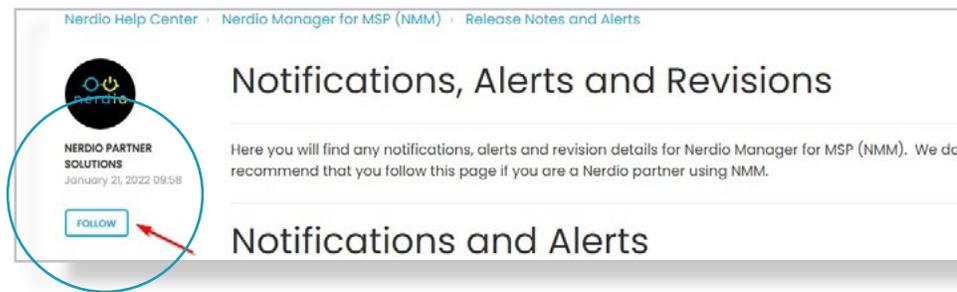
If you take action, we are confident that your experience and outcomes will be great with Nerdio Manager for MSP.

## Getting Started With the Right Resources

NMM is a hosted [Web Application](#) that is easy to kick off. It all begins when you sign into the Azure Marketplace with a Global Admin/Owner for a subscription to host the NMM Application. The Web Application is what will create all your future accounts.

- [Instructions to for installing NMM](#)

Once the application is installed, you will have the most current version and release of NMM. We highly recommend bookmarking the [NMM Release](#) page and choose the “follow” button at the left of the page.



## Where to Go Next and How to Pace Yourself in NMM

Whether you are working or running, setting the right pace will help you to get through a day or finish strong. Setting a pace inside your organization that allows for aligned operations with features and delivery is what will set you on the right path for new sales and ongoing retention.

In the beginning the foundation is what will allow for ongoing success and will pave the way for adopting additional NMM features. Here are the foundational elements to get right. Set or consider some of the below items to use as goals while you begin to create and work in NMM accounts.

- 1. USERS AND ROLES IN THE NMM PORTAL** – Security is a 2022 focal point in tech spaces. Take the time to incorporate and setup users and their [roles](#) – get NMM secured and setup your internal operations for success.
  - a. Secure your NMM web app by securing it with [Access Restrictions](#).
- 2. SANDBOX** – make this your first account (*we can't recommend this enough*). Practice before you play. You will find all the decisions and gaps with your existing processes. Keep that playbook going and add the pieces and details that make a difference.
  - a. For example, how would you plan your address space and virtual network subnets.
  - b. For your sandbox, make sure you designate as IUL to take advantage of free Nerdio licensing.
- 3. BACKUP AND RESTORE** – Pool hosts are now VMs which means you can back them up much like you would any other host.
  - a. [Link](#) your vault.
  - b. RPO and RTO – time for an update to your documentation.
  - c. Retention policies – define your standard and allow for exceptions without giving away anything extra.
  - d. When you finally have that image created in an account, don't wait - back it up. This will ensure that you know the backup is on and any future changes will have a path back to the image's origin.
- 4. PLAN YOUR IMAGES** – NMM offers the feature for now having global images in many regions. Plan your images based on commonality to allow for reliable and consistent compute delivery to your customers.
  - a. [Global images](#) – managed images that prescribe to a planned implementation of setup and application installations that is common among the majority of your customer base.

- b. [Desktop images](#) – leverage Global images as the starting point where applicable and begin to incorporate the applications and configurations that may be more specific to the customer.

**5. ARCHITECT YOUR HOST POOL(S)** – NMM offers total control over the desktop experience.

- a. Custom RDP Settings – Manage Redirection, Multiple-monitor configurations and so much more.
- b. FSLogix Delivery and configuration – Create consistency for your user experience.
- c. Session Time Limits – Stale sessions can lead to a poor user experience.

NMM is not short on features. The one thing we do recommend is to get the foundational stuff “right”. When you are getting it “right”, additional needs and/or appeal will present itself without much effort. In many cases people often tend to be attracted to the “shiny silver objects”. Don’t give in! Those features will be there when you are ready.

We often recommend focusing from the top down. Go high level and really look at the needs of your MSP organization and all its own complexities. This could include number of staff, their competencies, old problems that haven’t been solved. As you adopt new NMM features and grow in your offerings, aligning where you are (not where you want to be) is always the right answer. Some examples to help start the thinking.

- You are losing deals to competition based on cost/pricing.
  - **NEXT FOCUS** is on getting reserved instances incorporated into your delivery models while incorporating NMM Auto-scale.
    - Cheaper is not better: cutting corners to reduce costs will manifest itself with customer performance.
    - Smarter is better: reserved instances with large discounts and leverage NMM Auto-scale are two highly effective ways to reduce costs without compromising performance.
- Change management has always been an issue and/or there is not enough command and control of the delivery.
  - **NEXT FOCUS** is on MSIX app attach or scripted actions.
    - Take out the human element for reliability around delivery and consistency – an applied scripted action does have to stay up late to do the work.
    - Get that GitHub account going to create the foundation of a reliable set of automation scripts that you can keep control of.
    - Pick one script to incorporate into one environment to become a believer. When it all makes sense, incorporate into other accounts. Do not reinvent with every account – keep building on what you started.
- **Licensing** is very manual and one off – when a customer adds a new employee it takes more effort and time than it should.

- **NEXT FOCUS** is on tying licensing to security groups.
  - Establish several licensing combinations that can be packaged, sold and deployed to your customers. Make them flexible to satisfy the many and leverage the assignment of a user to many groups to address exceptions.
  - Add new users via NMM and assign them to the appropriate groups to pick their host pool assignment and licenses they need to go with it.

Using NMM to help solve organizational issues is a great mechanism to facilitate adoption of new features. While we can't list every example and feature, the idea around "can versus should" is the prevalent point.

## Optimizing Your Relationship With Your Distributor

If you work with a distributor or CSP, there may be significant resources at your disposal that you could be taking advantage of. Here are a few things to consider when thinking about your relationship with your distributor:

- Talk to them! Distributors have lots of people with diverse sets of skills. They can be a wealth of knowledge that can help you develop your cloud practice.
- Distributors can be a great place to go for further education in cloud products and services. Check with your distributor for upcoming webinars and events.
- Get as many details as you can on your distributor's scope of support. Knowing who to contact for help gets problems solved more quickly.
  - Even if it's not a problem they can solve, distributors can often assist when escalating to vendors like Microsoft.
- Reach out to your distributors to find out about promotions that Microsoft and other vendors might be offering. Distributors are great at helping you to navigate available funds, discounts, and programs.
- Many distributors are well educated in Nerdio. Don't be shy about discussing how Nerdio may fit your practice when talking with your distributor representative.

There's no need to wait! Contact your distributor today and see what they can do for you.

## Confused About Where to Go Next? Check Out the Resources Below:

1. Search it - [Nerdio Help Center](#)
2. Watch it - [YouTube](#)
3. Ask it - [Partner Success Community Forums](#)
4. Master it - [Nerdio Certification Programs](#)