



**MANAGEMENT
STUDIO**

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UK's Leading Bank Shaves Nine Months off Citrix to
Microsoft Azure Virtual Desktop Migration with
ManagementStudio

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Overview

Migrating the 20,000–desktop Citrix farm to Azure Virtual Desktops (AVDs) within a tight timeframe was essential to eliminating the need for Citrix license renewals. Before using ManagementStudio, several challenges made the process complex – identifying Citrix users, tracking application usage, understanding user locations, both geographically and within the organisation, and lacking built-in survey and communication tools.

Additionally, consolidating all necessary data into a single view was difficult, and reliance on spreadsheets became increasingly cumbersome, especially with multiple teams accessing and updating information.

ManagementStudio addressed these challenges, streamlining the migration and ensuring a more efficient transition.

Implementation

With ManagementStudio, the first step was identifying users consuming a Citrix license without actively using it. Next, application testing was conducted, with the entire lifecycle tracked within ManagementStudio. Users were then grouped into logical units based on job title and geographical location before entering a T-minus process. This process included automated communications, Active Directory updates, and the provisioning and assignment of AVDs. The entire migration and deployment process was fully automated, ensuring efficiency and accuracy.

By leveraging the rich data available in ManagementStudio, migrating Citrix desktops to AVD became a streamlined and efficient process. Unlike the bank's standard deployment tools and processes – which require pulling data from multiple sources, manual analysis, and extensive user communications – ManagementStudio simplified everything. It reduces complexity, minimises the need for additional staff, and accelerates the deployment, making it the smart choice for a seamless migration.

Benefits Delivered

Initially there were 20,000 Citrix desktops but, utilising ManagementStudio's discovery feature, 6,000 desktops were identified as not being used. Alongside the savings achieved by reducing AVD licenses by 6,000, ManagementStudio also enabled the migration team to shave nine months off the project timeframe.

Other benefits include:

- **Automation & Efficiency** – The platform automated critical processes, both before and during deployment.
- **Cost Savings** – were realised by automating much of the manual work and reducing the cost of Citrix licences.
- **Real-Time Visibility & Control** – Live tracking of all elements related to the migration process provided stakeholders with complete oversight, enabling proactive decision-making.
- **Seamless Integration** – The solution was quickly integrated, configured, and operationalised within the programme, thanks to a dedicated team of **ManagementStudio** consultants.
- **Improved User Experience** – Automated communications and structured migrations ensured a smooth transition for end users, minimising downtime and disruption.
- **Scalability & Flexibility** – The platform's adaptability allowed it to support large-scale highly complex migrations across multiple environments, handling high volumes of data effortlessly.

Summary

“By implementing ManagementStudio, the programme achieved significant cost savings and efficiency gains. It eliminated the need for at least three full-time resources, saving £15K per month. Additionally, it optimised E5 licensing by identifying users who were consuming Citrix licences without actually using their desktops. This insight led to 6,000 unnecessary licences being removed, preventing unnecessary AVD assignments and saving approximately £50 per user, per month. In total, these strategic optimisations delivered substantial cost reductions while streamlining operations – proving that ManagementStudio is the smarter, more cost-effective solution for enterprise IT management.”