Hydra by LOGINVSI X **dmk** Group

How DMK Optimized Azure Virtual Desktop with Hydra – Cutting Admin Time by 50%

Overview

Deutsches Milchkontor GmbH (DMK Group) is one of Europe's largest dairy cooperatives, supplying high-quality dairy products to retailers across Germany and beyond. With operations spanning multiple sites in Germany and the Netherlands, DMK runs a 24x7 business that depends on reliable, high-performing IT systems to support employees in offices, production plants, and remote locations.

When DMK transitioned from Citrix to Microsoft Azure Virtual Desktop (AVD) in 2019–2020, they quickly realized that native AVD management tools lacked the efficiency and automation needed for an environment of their size. Manual processes, complex scripting, and limited helpdesk capabilities were creating significant overhead for the IT team.

Industry:
Consumer Goods – Dairy Cooperative

Location:
Germany & Netherlands

AVD Users:
~2,500 capacity I 1,700–1,800 concurrent users I 300+ servers

Challenge:
The DMK wanted to simplify and streamline large-scale AVD management for a 24x7, distributed workforce.

The Challenge

- **Large-Scale Complexity:** 1,700–1,800 concurrent users spread across 300+ servers required precise capacity management.
- **Manual Workload:** Updates, deployments, and scheduling peak load times demanded excessive scripting and admin hours.
- **Helpdesk Limitations:** No streamlined way to manage individual user sessions, resolve FSLogix profile issues, or handle performance complaints.
- **Cost Control:** With 24x7 operations, avoiding Azure cost overruns was a top priority.

Solution: Hydra for AVD Management

After evaluating multiple solutions, DMK selected Hydra for its essential feature set, competitive pricing, and ease of integration.

Key reasons for choosing Hydra:

- **Focused Feature Set:** Provided the core capabilities DMK needed, without unnecessary extras that increased cost and complexity.
- **Rapid Deployment:** Full implementation completed within hours, enabling immediate management of AVD environments.
- **Scalability & Reliability:** Hydra updates complete in 1–2 minutes without interrupting 24x7 operations.

How DMK Uses Hydra

1. Auto-Scaling for Cost Savings

Hydra automatically adjusts AVD resources based on demand, ensuring that capacity matches peak load times while avoiding overprovisioning. This dynamic scaling cut Azure infrastructure costs by 20%.

2. Helpdesk Empowerment with Session Management

Role-based access control (RBAC) lets the helpdesk resolve common user issues without involving senior admins.

Tasks include:

- Resetting FSLogix profiles
- Terminating problematic processes
- Reviewing machine performance data
- Accessing user-specific diagnostics

This shift reduced escalations, accelerated issue resolution, and improved the user experience for DMK's dispersed workforce.

3. Streamlined Image Management and Scripting

Hydra enables DMK to maintain a single "golden" image, deployable across environments in Germany and the Netherlands. Built-in scripting applies location-specific policies and configurations, significantly reducing manual effort and ensuring consistency.

Results

- **50% Reduction in IT Administrative Effort** – Less manual work and scripting allowed the IT team to focus on higher-value initiatives.
- **20% Azure Cost Savings** – Dynamic scaling aligned resources with actual demand.
- **Faster Support Resolution** – Helpdesk autonomy improved end-user satisfaction.
- **Simplified Operations Across Borders** – One image and consistent policies ensure reliability in multiple countries.

"Using Hydra with Azure Virtual Desktop completes the desktop virtualization story for us. Hydra is an important building block while massively simplifying daily administration, such as user management, image creation, application lifecycle, rollout, and many other tasks", said Dennis Schierenbeck, Team Leader IT-Workplace Solutions, DMK.

By adopting Hydra, DMK transformed the way it manages Azure Virtual Desktop, achieving operational efficiency, cost control, and improved end-user support. The solution's focus on essential functionality and rapid deployment made it the perfect fit for a high-volume, 24x7 operation, setting the stage for continued scalability and innovation.

Ready to see how Hydra can simplify and optimize your Azure environment?

Discover how Hydra can help your organization reduce administrative effort, cut costs, and enhance user support, just like DMK. Request a personalized demo today and see how Hydra can work for your setup.

Pricing & Licensing

- $5 per concurrent user/month* (CCU)
- Volume Discounts available
- Built-in burst protection to avoid surprises if your usage spikes.

Hydra Pricing and Licensing

*Get a region- and currency-specific quote if outside of North America

How to Get Started

Deploy Hydra in under 30 minutes with an active AVD environment and admin access. Available now on the Azure Marketplace.

Explore Hydra
Watch a Short Platform Walk-through
Get Started with Live Demo
Go to Marketplace