

wavex



A modern shift

Wavex replaces legacy complexity with cloud-native simplicity through Azure Virtual Desktop (AVD)





The Business

A world-class data-centre provider delivers resilient, flexible, and highly connected environments across Europe and Asia-Pacific. Since its founding, the company has built and operates data centres across multiple geographies. The company's core mission is to offer power, connectivity, and high performance at locations that matter, from enterprise customers to AI & HPC workloads.

The Challenge

The global leader had been relying on an ageing Citrix environment for many years. The platform was becoming increasingly expensive to maintain, with annual licensing fees escalating beyond sustainable levels. This rising cost, coupled with the complexity of managing Citrix, prompted the company to evaluate more modern, cost-effective alternatives.



Concurrently, their internal IT team had already begun experimenting with Azure Virtual Desktop (AVD) as a replacement. While these efforts provided valuable insights, the team faced limitations in time and resources to fully deliver the complex solution at scale.

Adding to the challenge, the company was undergoing a strategic shift towards a serverless, cloud-first operating model. As part of this vision, they wanted their AVD environment to be joined directly to Microsoft Entra ID, rather than remain tied to their legacy on-premises Domain Controllers. This requirement added an important layer of consideration, as the transition needed to balance enhanced security with seamless operational continuity, ensuring day-to-day business functions remained unaffected. They also needed to enable secure third-party access to the new AVD platform. These external users required entry into the environment to carry out specific tasks, but under no circumstances could they be allowed wider access to the corporate network. Achieving this level of granular access control required careful firewall adjustments and governance changes.

Within this context, the company sought **Wavex's expertise to design and deliver a solution that was secure, future-ready, and aligned with its long-term strategy of simplifying IT operations and reducing licensing overheads.**

**Reducing complexity,
improving security,
and unlocking agility
with a cloud-first
AVD strategy.**

The Wavex Solution

Following close consultation with different stakeholders, Wavex designed, built, and deployed a new AVD platform from the ground up.

The solution began with a clean-slate approach, ensuring optimal performance and avoiding legacy issues. A new, structured architecture was established with three distinct host pools to support key user groups: the IT Department, General Users, and Third Parties.

To enhance both performance and resilience, the AVD environment was deployed across two Azure regions, UK South and Southeast Asia, ensuring geographic redundancy and responsiveness.

Using Windows 11 Multisession (24H2) with Microsoft 365 Apps as the base image, Wavex streamlined the user experience while enabling a secure and productive digital workspace. All applications, device configurations, and Conditional Access Policies are centrally managed through Microsoft Intune, ensuring a consistent and compliant experience for users across all host pools.

To align with the company's strategic roadmap for cloud identity, Wavex integrated Entra ID for identity and device management, supporting the gradual retirement of legacy on-premises Domain Controllers and strengthening access control with modern authentication.

Through this solution, Wavex enabled a highly secure, scalable, and performance-optimised AVD environment, supporting the workforce with seamless access to critical systems, wherever they are.

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Our goal was to streamline our IT environment and reduce operational costs without compromising the user experience. We needed an IT partner with a strong track record in delivering similar transformation projects.

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The Result

The company transitioned from its legacy Citrix setup to a streamlined Microsoft-based AVD solution, realising significant cost savings while gaining a flexible, cloud-native platform that supports its long-term digital strategy.

The AVD deployment supported the following strategic goals:

- ◀ **Cost savings and reduced TCO:** By eliminating the dependency on legacy Citrix and adopting a consumption-based model, the company reduced ongoing licensing costs. Organisations can save up to 70% on infrastructure costs when moving from traditional on-premises Citrix to cloud-based AVD¹. A joint Citrix + AVD solution can reduce TCO by 25%, empowering the company to scale more cost-effectively¹.
- ◀ **Simplified and secure operations:** Centralised management through Intune and Entra ID simplified policy enforcement, identity management, and device control. Azure's intuitive admin console (scoring 8.1 vs. Citrix's 8.6) reduces administrative overhead². The AVD environment also integrates seamlessly with Microsoft 365, ensuring streamlined operations.
- ◀ **Enhanced scalability and performance:** With on-demand desktop provisioning, AVD enables 4x faster deployment compared to on-prem Citrix¹, ensuring global performance without latency. Azure's autoscaling capabilities, combined with Citrix HDX technology, provide superior performance across regions, keeping the company agile and responsive.
- ◀ **Improved security and governance:** The AVD solution enhanced visibility and control over user sessions and device activity, while securely segmenting third-party access to minimise risk to core systems. Additionally, the solution aligned with the roadmap to retire on-premises domain controllers and fully embrace a cloud-native identity model.

The result is a modernised, resilient infrastructure that allows the company to operate efficiently, securely, and cost-effectively, supporting its global expansion and cloud-first transformation goals.

¹Citrix Daas with Azure Virtual Desktop Whitepaper

²Compare Citrix Workspace and Microsoft Entra ID

If you'd like to know more about our services, please get in touch.