

## CASE STUDY

# Fireminds Ignites Its DaaS Solution Offering with FSLogix Profile Containers

## EXECUTIVE SUMMARY

When three-time Microsoft Partner of the Year Fireminds wanted to take its award-winning desktop-as-a-service (DaaS) solution to the next level, it turned to FSLogix Profile Containers for help. Corrupt profiles and reactivation notices were causing issues and identified by support staff as an opportunity for the organization to improve staff productivity. With the help of FSLogix, Fireminds streamlined support delivery, sped client deployment times, and automated manual processes.

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## HIGHLIGHTS

- > Reduced support overhead by eliminating profile corruption
- > Shaved an average of one day from client DaaS deployments
- > Automated profile corruption remediation processes
- > Improved client (user) experience and productivity
- > Rapidly growing DaaS solution business

“We’re very pleased with our decision to go with FSLogix. The team is extremely innovative, knows the importance of high customer touch, and is agile and flexible. These attributes align with our business model and are helping us to achieve rapid scale.”

**MICHAEL W. BRANCO, CEO AND FOUNDER**

### Cool Facts About Fireminds

**Employees:** Approximately 40

**Founded:** 2001

**Headquarters:** Hamilton, Bermuda

**Services:** Software and Cloud Solutions

**Microsoft Premier Partner:** Three-Time Bermuda Partner of the Year

**Operations:** Bermuda, Caribbean, Latin America, and North America

**Website:** [www.fireminds.com](http://www.fireminds.com)

### Challenges

- > Overcome significant user profile corruption
- > Reduce support cost and time from profile issues
- > Speed client deployments

### Solution

- > FSLogix Profile Containers
- > Microsoft Azure
- > Citrix XenDesktop

**Fireminds was founded in 2001 as an enterprise software development firm. But with the emergence of the cloud, the company quickly pivoted and added cloud solutions to its portfolio. “We were fast to embrace the cloud and further evolved our relationship with Microsoft, becoming a Microsoft Azure Premium Partner,” relates Michael W. Branco, the company’s founder and CEO. “We’ve had a chance to work on some very interesting projects and have been recognized for our thought leadership.” This includes being named a Microsoft Azure Premium Partner in Bermuda three consecutive years.**

### ADDING DESKTOP AS A SERVICE

Always looking for new opportunities to deliver value to clients and to expand its portfolio, Fireminds added desktop as a service (DaaS) to its existing infrastructure as a service (IaaS) offering last year. Both Branco and Trevor Holm-Laursen, the head of Technology at Fireminds, had previous experience building DaaS platforms and understand the potential value such would provide Fireminds clients.

“The original focus was on small businesses, but we’ve increasingly gotten a lot of traction into the enterprise space,” Branco notes. “Companies are looking at ways to take systems and processes handled in-house and push those into the cloud. Our DaaS solution gives them the ability to do so while decreasing their total cost of ownership.”

“While it depends on the client and environment, we’re shaving around a day from each client deployment, as we no longer need to deal with profiles.”

**TREVON HOLM-LAURSEN, HEAD OF TECHNOLOGY**

### **FROM RDS TO VDI ON CITRIX XENDESKTOP**

Fireminds relies on Citrix XenDesktop to power its virtual desktop infrastructure (VDI) hosted on Microsoft Azure. Soon after rolling out the DaaS solution, Fireminds began to encounter issues with user experience and support delivery. While the team instituted several changes to the configuration and saw some improvement, they continued to see problems with profile corruption and other issues.

“Profiles weren’t being copied back, and it became one of our largest support issues,” Holm-Laursen says. He was spending up to a quarter of his workday remediating profile corruption issues. “Customers would lose configuration settings in Outlook and other applications,” Branco says. “They would add a mailbox to their Outlook, log off, and it would be gone when they logged back on. It would take a half day before they realized it was no longer there.”

### **SOLUTION: FSLOGIX PROFILE CONTAINERS**

This is when Fireminds turned to FSLogix Profile Containers. “The product architecture and the way the product manages profiles makes it much easier to prevent profile corruption from occurring,” Branco says. “With Citrix profile management, we stored each profile in the file share and couldn’t guarantee that it was going to load after we changed it. And when it wouldn’t work, you couldn’t remediate the issue.”

The initial implementation of FSLogix took place about a year ago. Deployment proved seamless, something Holm-Laursen accomplished in a matter of a few hours. “It was extremely easy to implement and use,” he says.

From the lens of the business, we appreciated the fact that we could automate previously manual processes,” Branco observes. “FSLogix helps us scale the business.” One example where FSLogix has done so is in the deletion of temporary registry keys.

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**MICHAEL W. BRANCO, CEO AND FOUNDER**

“Previously, every time a user got an error message indicating they are running a temporary profile and that any changes they make won’t be saved, we had to log into the desktop, edit the registry, and delete old keys the old profile,” Holm-Laursen notes. In addition, when the user finally could log into their profile, they had to go through the entire profile setup.”

#### **BENEFITS: BEYOND AUTOMATION**

Client deployment time is an area where Fireminds is seeing positive results. “While it depends on the client and environment, we’re shaving around a day from each client deployment, as we no longer need to deal with profiles,” Holm-Laursen says. “In this case, we’re able to template much of the deployment now using FSLogix.”

Other capabilities in FSLogix are enabling Fireminds to capture new business. “We have a new client that requires Windows 8, specific versions of .NET, and different versions of Google Chrome and Google Earth,” Holm-Laursen says. “With FSLogix, we can deliver each of these different application versions via one golden image. Without it, we would need to deploy and manage four, five, or six different images.”

Fireminds is going after both greenfield DaaS buyers as well as existing DaaS users. “A significant number of our DaaS clients come from competitors,” Branco says. “Many of those had solutions that simply did not meet their business requirements. They were attracted to us because we offer a comprehensive solution—virtual desktop, private cloud, two-factor authentication, disaster recovery, and 24x7 managed services.”

He continues: “We’re very pleased with our decision to go with FSLogix. The team is extremely innovative, knows the importance of high customer touch and is agile and flexible. These attributes align with our business model and are helping us to achieve rapid scale.”

## ABOUT FIREMINDS

Fireminds is an international technology-consulting firm serving clients in Bermuda, the Caribbean, Latin America, and North America. Fireminds has nearly 40 employees and operations in Bermuda, Canada, and Europe. The company is organized into two divisions, software development and cloud solutions. Its unified team delivers solutions utilizing software developers and IT engineers from both divisions, providing a one-stop shop for client IT requirements. Fireminds operates at the intersection of software development and cloud, providing customers innovation technology solutions to run their businesses.

The company's software development team delivers enterprise software development and integration between multiple software solutions. Its expertise includes C#, SQL, SSRS, PowerBI, and SharePoint and possesses a track record for delivering enterprise solutions for organizations across various industry segments that include financial services and banking, insurance, the public sector, and other verticals.

Fireminds' IT Operations team delivers IT solutions hosted in the company's Bermuda and Canadian data centers and managed via the Microsoft Azure Cloud. Connectivity for international clients is delivered over an MPLS network solution. The company's managed services team provides on-site and remote support, proactive monitoring, 24x7 helpdesk support, IT security solutions, enterprise network implementations, and server and storage infrastructure builds and management.

Recognized with numerous industry awards, Fireminds has been recognized as Microsoft Partner of the Year in Bermuda three-consecutive years, is a two-time winner of IT Support Company of the Year in Bermuda, and a Top Employer in Bermuda in 2015 and 2017. Fireminds has received eight Bermuda Government TechAwards and garnered various other government nominations.

In 2017, Fireminds received a major investment from ATN International, Inc. (ATNI: NASDAQ) to expand its operations and joined ATN's group of companies. ATN International is headquartered in Beverly, Massachusetts. The investment company provides telecommunications services to rural, niche, and other under-served markets and geographies in the United States, Bermuda, and the Caribbean. It also owns and operates solar power systems in various locations in the United States and India.

Through its operating subsidiaries, ATN International (a) provides both wireless and wireline connectivity to residential and business customers, including a range of mobile wireless solutions, high speed internet services, video services, and local exchange services, (b) delivers distributed solar electric power to corporate and municipal customers, and (c) serves as the owner and operator of terrestrial and submarine fiber optic transport systems. For more information, visit [www.atni.com](http://www.atni.com).

## ABOUT FSLOGIX

FSLogix is the leading innovator of solutions that reduce the amount of hardware, time, and labor required to support desktop virtualization platforms. With implementations ranging from less than 1,000 to over 50,000 users, FSLogix Apps enhances the user experience while reducing support requirements for companies like Cottage Health, Philips (PHG), and City of London Police. FSLogix is a Microsoft partner, Citrix Ready partner and Best of Synergy winner, and VMware Technical Alliance partner. The company is headquartered in Atlanta, GA, with offices in Salt Lake City, Denver, Boston, the Netherlands, and London, England. For more information, visit [www.fslogix.com](http://www.fslogix.com).