

CUSTOMER STORY

Powering Nationwide Growth: MHS Lift Leverages RapidScale and AVD for Seamless Operations

MHS Lift, a leading equipment provider, rapidly evolved from a regional East Coast operation to a nationwide organization. With employees now spread across the U.S., the company faced mounting pressure to modernize its IT infrastructure to support remote work.

With RapidScale's managed Azure Virtual Desktop (AVD), MHS Lift overcame operational inefficiencies, enabled nationwide scalability, and empowered employees with a secure, always-on digital workspace. RapidScale's managed services and support eliminated the burden of mundane maintenance, transforming the IT team into a proactive force focused on innovation, security, and growth.

Challenge

As MHS Lift expanded across the U.S., its legacy on-premises infrastructure became a bottleneck. Key issues included:

- **Geographic limitations:** Employees across time zones needed consistent access to systems.
- **On-prem vulnerabilities:** Weather-related power outages and hardware failures disrupted operations.
- **Pandemic-driven urgency:** COVID-19 exposed the fragility of on-premise systems and accelerated the need for a cloud-first strategy.
- **Operational inefficiencies:** Managing disparate devices proved time consuming and costly, leading to deployment delays and performance issues.
- **Security concerns:** On-premises systems were more complex to maintain and secure, thus making the company more vulnerable to cyberattacks.
- **Complex management:** The IT team was overwhelmed by repetitive tasks like application installations, system reconfigurations, and frequent reboots.



AVD has been a game changer. We're no longer bound by geography, hardware, or downtime. Our teams are more productive than ever, and our environment is secure and agile – anytime, anywhere.

Rolando Pobre,
Director of IT at MHS Lift

Solution

RapidScale migrated MHS Lift from its previous DaaS environment to AVD. The solution delivered:



Modernized cloud environment:

AVD enables MHS Lift to move away from fragmented on-premises systems and consolidate into a unified Microsoft ecosystem, managed by RapidScale.



Engineering acceleration: Engineering teams using AutoCAD and other 3D rendering applications now operate in GPU-optimized AVD environments, significantly improving performance.



Centralization:

In their AVD environment, role-specific systems are updated and redeployed simultaneously, so reboots take seconds.



Persistent, Always-on access:

Employees resume work instantly after disconnection, reducing disruption and downtime.



Advanced security:

AVD protects remote access with Microsoft Azure's security, built-in Active Directory capabilities, and automated security updates.

Key outcomes & business impact

Operational efficiency

- Faster onboarding
- Reduced hardware dependency/BYOD-friendly environment
- Centralized management
- IT shifts to more strategic initiatives

Employee productivity

- Always-on environment, enabling work across all time zones.
- Consistent, high-performance experience for mobile sales and service teams.

Business resilience

- Security and rapid recovery from cyber incidents with minimal disruption.
- Increased scalability with minimal IT overhead, which enabled MHS to expand to other regions.



We're able to adapt and deploy whatever we need. That flexibility is key to our success. The performance gains made this project worth the investment, and the technology spoke for itself – it was a drastic improvement.

Rolando Pobre,
Director of IT at MHS Lift

Why RapidScale?

- **Seamless migration:** As a long-time RapidScale customer, MHS Lift relied on the team's expertise to tailor a solution aligned with their strategic goals.
- **Quick and easy deployments:** Servers, storage, and networks are now deployed in minutes, instead of hours or days, for immediate use.
- **Collaborative support:** Weekly VM patching and responsive support teams keep systems secure and issues quickly resolved.
- **Flexible co-management:** MHS retains full control of their environment, with expert support for complex tasks.



Our team likes to move fast, and RapidScale has always been able to support us in whatever we need. Their collaboration and partnership are key to our growth.

Rolando Pobre,
Director of IT at MHS Lift



Why AVD?

MHS Lift chose AVD for its cost-effectiveness and high performance. Unlike their previous setup, the solution provided an optimized environment to run business-critical applications more efficiently, enabling not only the engineers but all office and remote users to work faster and more reliably. With RapidScale's managed AVD, they resolved their latency and bottleneck issues.

Conclusion

MHS Lift leveraged RapidScale's managed AVD services to transform its IT infrastructure, enabling nationwide expansion, operational agility, and enhanced employee productivity. Furthermore, MHS redefined the role of its IT team, which is no longer bogged down by break-fix issues, hardware maintenance, or reactive support.

Now operating as a strategic enabler of growth, the IT team shifted its focus to innovation, security, and scalability. It is better positioned to support the company's nationwide expansion and revenue goals.

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