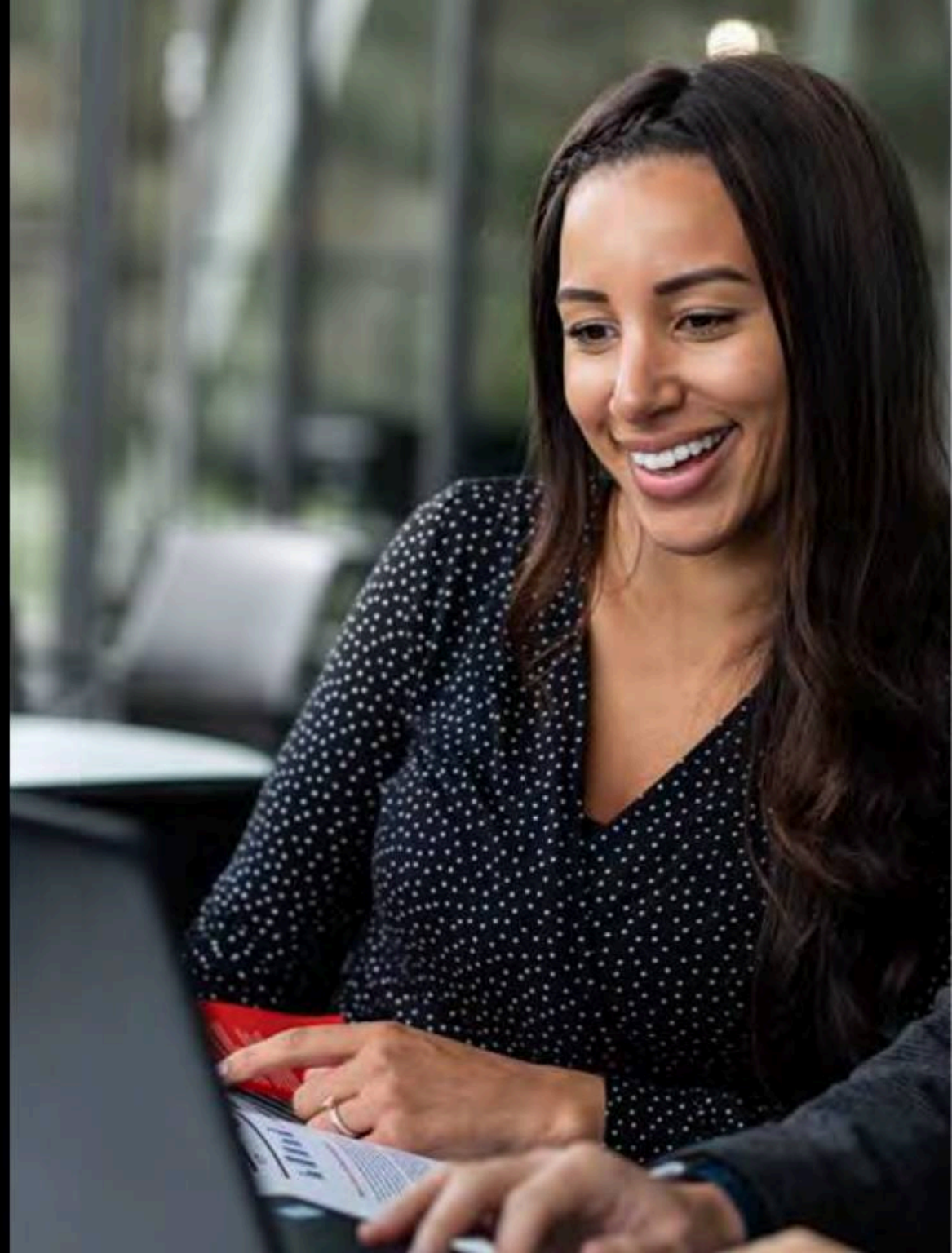


ROCK

Microsoft Azure Virtual Desktop

Design, Deployment and Managed Services

Microsoft



About ROCK

ROCK is a technology services group delivering cloud, cybersecurity and managed IT services to public sector, healthcare, education, housing and regulated organisations.

Headquartered in the UK, the ROCK Group supports clients globally across and beyond Europe and North America.

The group is structured for scale and resilience, combining disciplined delivery with deep regulatory understanding. This enables ROCK to operate as a trusted partner in complex, high-assurance environments where reliability and security are critical.

The group operates through two focused service disciplines:

- As a Managed Service Provider (MSP), ROCK runs and optimises cloud platforms, infrastructure and modern workplace environments.
- As a Managed Security Service Provider (MSSP), ROCK delivers continuous cyber defence, risk management and compliance-led security operations.

These services can be consumed independently or combined into a unified operating model.

Clients partner with ROCK for clarity and confidence. From a client standpoint, every partnership is shaped by three principles.

Commitment – Through clear ownership and long-term partnership.

Proof – Through measurable outcomes, service metrics and transparent reporting.

Certainty – Through predictable delivery, resilient design and controlled change.

ROCK supports organisations to modernise securely and operate more effectively. We pair technical depth with practical guidance to support informed decisions and keep technology aligned to business priorities.

The group operates within a mature governance framework aligned to ISO 27001:2022, ISO 9001:2015 and Cyber Essentials Plus.

Engineering and service practices are consistent, repeatable and auditable, enabling scale while managing risk.

Ongoing investment in people, platforms and innovation strengthens capability and keeps services responsive to evolving needs. As a strategic partner, ROCK helps clients improve today while building the foundations for long-term change.

Responsible & Sustainable Delivery

ROCK is committed to delivering Social Value alongside high-quality technology services. Our approach is aligned to the UK Government Social Value Model and focuses on creating good jobs, developing skills, supporting inclusive employment, strengthening supply chains, protecting the environment, and promoting workforce wellbeing.

Social Value is embedded into how we operate as an organisation and how we deliver services, including through fair working practices, skills development and training, responsible supply chain management, environmental sustainability, and community engagement.

For each contract, commitments are tailored to customer needs and local context, and agreed during mobilisation and contract governance.



Our Services

ROCK's Azure Virtual Desktop (AVD) Design, Deployment and Managed Service supports public sector organisations to design, deploy and operate secure, scalable and well governed virtual desktop environments on Microsoft Azure.

The service enables organisations to provide users with reliable access to applications and data from any authorised device, while maintaining strong control over security, cost, performance and operational risk.

Azure Virtual Desktop environments are designed to meet public sector assurance expectations, support hybrid working models and scale predictably in line with demand.

The service covers the full Azure Virtual Desktop lifecycle, including discovery, service design, platform configuration, user onboarding and ongoing managed operations. Design decisions are documented to support audit, assurance and operational continuity.

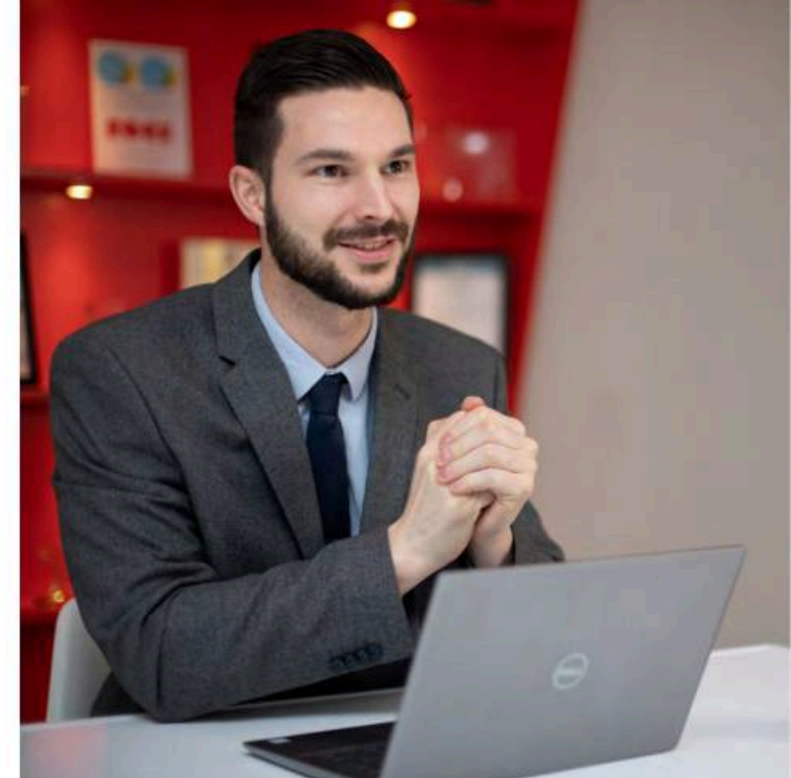
The service supports use cases including:

- Replacement or reduction of traditional desktop and laptop estates.
- Secure hybrid and remote working for staff, partners and third parties.
- Rapid onboarding for temporary, contingent or project based users.
- Controlled access to sensitive systems from centrally managed virtual environments.

The service can be delivered as:

- A discrete Azure Virtual Desktop design and deployment engagement.
- A fully managed Azure Virtual Desktop service.
- A co managed service augmenting internal digital workplace or IT teams.

This flexible delivery model allows buyers to align adoption with organisational readiness, internal capability and risk appetite.



“Secure, scalable virtual desktops are delivered with a consistent user experience and simplified operational management.”

Warren Walker, CTO at ROCK

Our Approach

Each element of the Azure Virtual Desktop service is designed to reduce end user computing risk, improve service reliability and deliver value for money, while remaining aligned to public sector governance and assurance requirements.

User centred service design

Based on defined personas, application profiles and data sensitivity. Session host types, image models and user persistence options are selected to match user needs, avoiding over specification and unnecessary cost.

Azure Virtual Desktop architectures

Aligned to the Microsoft Cloud Adoption Framework and Azure Well Architected Framework, ensuring security, reliability, performance efficiency, cost optimisation and operational excellence are addressed from the outset. Design decisions are documented to support audit and assurance activities.

Secure identity & access integration

Implemented using Microsoft Entra ID (formerly Azure Active Directory) and, where required, hybrid Active Directory services. Role based access control, least privilege and multi factor authentication are enforced to reduce unauthorised access risk and support public sector security policies.

Standardised & hardened images

Session host images are built from approved baselines and maintained through controlled image management processes. This reduces configuration drift, simplifies support and supports repeatable assurance.

Deployment and user migration

Delivered in phases, prioritising low risk user groups. This reduces operational disruption and enables early validation of performance and user experience.

Network design

That limits exposure by default using private connectivity, segmentation and Azure native security controls aligned to organisational policy. Internet access is explicitly controlled rather than assumed.

Ongoing managed operations

Covering availability, performance, security posture and user lifecycle management. Routine tasks are automated where appropriate to improve consistency and reduce error.

Continuous monitoring

Monitoring of session health and performance enables early detection of degradation and proactive intervention before user impact occurs.

Cost management

Embedded into service operations, including monitoring of utilisation, scaling of session hosts and regular rightsizing reviews. This supports predictable spend and value for money obligations.

ITIL aligned Incident, request

& change management

Ensuring operational control, traceability and audit readiness.

Vendor coordination & escalation

with Microsoft

Provided and operating within the constraints of the buyer's Microsoft support arrangements, with ROCK acting as a single operational point of accountability.

Key Features

Azure Virtual Desktop provides a secure and flexible virtual desktop platform.

ROCK enhances this through a structured design, deployment and management service that ensures consistent performance, policy enforcement and user experience.

Azure Virtual Desktop environments

Designed around user personas, application dependencies and operational requirements.

Secure identity integration

Using Microsoft Entra ID and hybrid identity where required, enabling controlled access and MFA enforcement.

Optimised Images

Optimised session host images and host pools to balance performance, availability and cost.

Network architecture

Designed for security and resilience, including virtual networks, subnets, routing and network security groups.

Application packaging & deployment

Using MSIX App Attach or alternative supported methods aligned to organisational standards.

Performance and availability monitoring

Using Azure Monitor, Log Analytics and Azure Virtual Desktop insights.

Automated patching

Automated patching, image updates and platform tuning to maintain stability and reduce operational burden.

Cost oversight & optimisation

Using Azure Cost Management to identify underutilised resources and optimisation opportunities.

Configuration governance

Using Azure Policy and role based access controls.

Incident, request & change handling

Delivered through ROCK's ITIL-aligned service desk and cloud engineering teams.

Key Benefits

The Azure Virtual Desktop service delivers measurable improvements in security, productivity and operational consistency through a centrally governed, cloud native desktop platform.

Deployment decisions are informed by a value based assessment of user needs, cost drivers and operational impact, reducing the risk of unsuitable or over provisioned solutions.

Improved user productivity

Improved user productivity through consistent, responsive desktop access from any authorised device.

Reduced IT overhead

Reduced IT overhead through managed provisioning, patching, image maintenance and lifecycle operations.

Enhanced security posture

Enhanced security posture through centralised identity, encryption, controlled data flows and enforced access policies.

Lower capital expenditure

Reduced capital expenditure by limiting reliance on physical device refresh cycles.

Support for hybrid and flexible working

Stronger support for hybrid and flexible working models.

Faster onboarding and offboarding

Faster onboarding and offboarding to support workforce changes.

Improved service reliability

Improved service reliability through proactive monitoring and optimisation.

Improved compliance

Improved compliance through centralised configuration, logging and audit readiness.

Actionable insight

Actionable insight through regular reporting on usage, performance and cost drivers.

Scalable desktop platform

A scalable desktop platform aligned to long term organisational change.

Management & Governance

Cloud Service Management Model

Azure Virtual Desktop is operated using a cloud optimised service management model that adapts ITIL principles for automation, standardisation and continuous improvement. Governance controls are designed to enable delivery velocity while maintaining assurance.

Service Desk & Operational Support

A single point of contact is provided through ROCK's ITIL aligned service desk, supported by Microsoft certified Azure and end user computing specialists. Incidents, requests and changes are managed through defined workflows to ensure consistency and transparency.

Monitoring, Observability & Automation

Azure Virtual Desktop environments are continuously monitored using Azure Monitor, Log Analytics and native platform metrics. Signals include availability, session health, latency and resource utilisation. Where recurring patterns are identified, automated remediation is implemented.

Incident, Problem & Change Management

- Incident management focuses on rapid restoration and clear stakeholder communication.
- Problem management identifies root causes such as image issues, capacity constraints or profile configuration, reducing recurrence.
- Change management is risk based. Standard, low risk changes follow pre authorised paths, while higher risk changes are subject to additional review, balancing control with delivery speed.

Service Reviews & Continuous Improvement

Monthly service reviews address operational performance, user experience, security posture and cost. Quarterly reviews focus on demand forecasting, platform updates and risk reduction opportunities.

Governance, Cost Management & FinOps

Governance is enforced through policy based controls, tagging standards and role based access.

FinOps practices ensure costs are visible, reviewed against utilisation and adjusted as demand changes, supporting ongoing value for money.

Vendor & Supplier Management

Where authorised, ROCK coordinates with Microsoft on behalf of the buyer, managing communication and escalation while retaining accountability for progress and resolution.

Security & Data Protection

Security is embedded into every Azure Virtual Desktop environment designed and managed by ROCK, aligned to Microsoft security best practices and public sector expectations.

Security Framework & Best Practice Alignment

Environments are designed using Azure security principles, including encryption by default, network isolation, hardened images and comprehensive logging.

Data Handling & Privacy

Azure Virtual Desktop reduces data leakage risk by keeping data within Azure rather than on endpoint devices. ROCK processes only operational data required to deliver the service, in line with UK GDPR and public sector data protection obligations.

Identity & Access Controls

Access is governed through Microsoft Entra ID with MFA enforced for privileged access. ROCK engineers operate under least privilege with individual accountability and logged access.

Monitoring & Threat Visibility

Microsoft Defender for Cloud, Azure Policy and logging services provide continuous visibility of threats, misconfigurations and compliance issues. Findings are investigated and remediation guidance provided.

Backup, Continuity & Recovery

Where in scope, session host images and user profile data are protected using Azure native backup and recovery mechanisms. Backup health is monitored and issues escalated.

Incident Response

Security incidents are managed using structured processes aligned to ISO 27035, with timely escalation and clear remediation guidance.

Data Retention & Secure Disposal

Operational data is retained only as long as required. On contract exit, data is securely deleted in line with ISO aligned sanitisation practices.



Values & Outcomes

The Azure Virtual Desktop service delivers operational, financial and strategic value by modernising end user computing while reducing risk and improving control.

Operational Value

Consistent desktop experience reducing disruption from device failure or configuration drift.

Simplified support through standardised images and controlled updates.

Rapid user lifecycle management supporting organisational change.

Reduced reliance on local device support.

Proactive monitoring improving availability and user experience.

Financial Value

Consumption based desktop provisioning supporting predictable operational budgets.

Active utilisation monitoring enabling rightsizing and cost reduction.

Persona based sizing reducing over provision.

Reduced long term cost through removal of hardware refresh cycles.

Transparent cost attribution supporting value for money obligations.

Security & Compliance Value

Centralised hosting reducing data loss risk.

Enforced identity based access and MFA.

Hardened, standardised builds supporting assurance.

Centralised logging supporting audit and investigation.

Network controls aligned to organisational policy.

Strategic & Organisational Value

Strong support for hybrid and remote working.

Scalable capacity improving organisational resilience.

Improved visibility for leadership over cost, usage and performance.

A stable platform supporting wider digital transformation initiatives.

Accreditations & Certifications

ROCK maintains a proven, independently assessed way of working that underpins every service, helping us provide the best IT solutions to our clients. Our certifications and partnerships show that we take security, governance and quality seriously, strengthening our credibility through best-practice services, recognised standards, and ongoing accreditation.

Security Clearances

BS7858:2019 Screening

All staff undergo background screening aligned to BS7858:2019 for roles with access to client systems or sensitive information.

Security Check

Staff can hold UK Government Security Check clearance where required by the service scope, buyer requirements or contractual obligations.

Enhanced DBS Checks

Enhanced DBS checks are performed for staff supporting regulated or sensitive environments where required by client contracts or service scope.

Strategic Partnerships

ROCK works with a range of leading cloud and technology providers to deliver secure, resilient and well-governed services.



Microsoft Partner

Cloud, identity, security and productivity services across Azure, Microsoft 365, Microsoft Entra ID and Microsoft Defender.



AWS Partner

Infrastructure and platform services including compute, storage, networking and security.



Cisco and Meraki

Cloud-managed networking, SD-WAN and secure connectivity solutions.



Cloud Security & SASE

Secure access, firewalling, SD-WAN and ZTNA capabilities, including cloud security.



Backup & Recovery | N-Able & Cove

Cloud-based backup, replication and disaster recovery solutions supporting cloud, hybrid and endpoint environments.



Endpoint & Device Management

Endpoint security, configuration, monitoring and lifecycle management tooling across user devices and servers.



SonicWall

Network security, firewalling, secure remote access and SD-WAN capabilities for on-premise and cloud-connected environments.

Certifications & Compliance



ISO 27001:2022

Certified information security management system demonstrating effective controls for data protection, access management and operational security.



ISO 9001:2015

Certified quality management system supporting consistent service delivery, continuous improvement and effective governance.



Cyber Essentials Plus

Independently verified assurance of strong baseline cybersecurity controls across all operational systems.



ICO registration

Fully registered with the Information Commissioner's Office for data processing compliance.

How To Buy

This service can be procured quickly and compliantly through the Crown Commercial Service (CCS) G-Cloud 15 Framework under the Cloud Support lot.

This provides a streamlined route for public-sector organisations to access high-quality managed support without needing to run a full tender.

What Buyers Can Expect

- Fast mobilisation, with service commencement scheduled quickly after award.
- No contract negotiation, as all terms follow the standard G-Cloud framework.
- Transparent pricing, published and fixed in accordance with the G-Cloud catalogue.
- Clear onboarding processes, including asset discovery, documentation intake and communication setup.

Purchasing Steps

1. Search for ROCK on the Digital Marketplace under: Managed IT Services - Cloud Support
2. Review the Service Definition, pricing document and terms.
3. Shortlist ROCK based on your technical, operational and commercial criteria.
4. Evaluate shortlisted suppliers following CCS guidance.
5. Award a Call-Off Contract directly to ROCK through G-Cloud 15.
6. Agree service scope and onboarding timelines with our mobilisation team.

Support with Procurement

ROCK can support buyers with:

- Responding to clarification questions
- Helping shape scope within the boundaries of G-Cloud
- Providing guidance on service levels, onboarding and shared responsibilities
- Supporting internal approvals or business case preparation

We remain fully compliant with CCS rules - no pre-award customisation of terms.





Your Cloud and AI provider to
accelerate business transformation.

rock.co.uk