

ROSE-HIP VITAL

One click, the workspace is there.

A 400K-customer health brand, on a workspace its team stopped having to think about.

INDUSTRY

Health / nutraceuticals

LOCATION

Australia (national)

TENURE

Multi-year, continuous

WEBSITE

rosehipvital.com.au

THE STACK

Azure Virtual Desktop

Nerdio Manager Enterprise

M365 identity-first

Custom application delivery

Acronis Cyber Protect (M365 + workspace backup)

Rose-Hip Vital is an Australian family-owned health business founded in 2008 by Colin and Maureen Diamond. The brand makes a clinically-proven, plant-based joint-health supplement for humans, dogs and horses, anchored on the patented GOPO® compound and backed by more than thirty scientific studies and nine clinical trials. The product is in pharmacies, vet clinics, and direct-to-consumer channels nationwide; the company counts more than 400,000 customers across its Australian book.

What the public doesn't see is the operational layer that keeps a brand of that scale running: a distributed team across sales, customer care, supply chain, manufacturing liaison, and ecommerce, all needing reliable shared access to custom in-house applications — without the friction of installing, updating, and version-controlling software on dozens of machines across home offices, sales territories, and head office.

whedo.it rebuilt the workspace as a cloud-hosted Azure Virtual Desktop environment, orchestrated by Nerdio Manager Enterprise. Every staff member's custom applications and data live in the cloud, delivered through a single desktop icon. No VPNs to fight, no install wizards to debug, no MSI version drift between machines. A new hire is productive on day one with a username and a click. A device dies on the road and the work follows the user, not the laptop.

Underneath, the architecture is the usual whedo.it spine: M365 identity-first, conditional access, MFA across every door, Australian data residency, and Acronis Cyber Protect handling backup and recovery on the same immutable, off-site, rehearsed-restore model used across whedo.it's enterprise book.

The shift in posture has been the real win. The team stopped thinking about IT — because IT stopped showing up as a problem that needed thinking about. The CEO put it more memorably than any deck.

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Our team just click on the icon on the desktop and 'whalla' — our custom desktops and applications are available for the team to work. We would recommend whedo.it to anyone migrating to the cloud.

RUSSELL DIAMOND — CEO, ROSE-HIP VITAL