

ETS Scales Secure Global Access with Azure Virtual Desktop



DCG's SPEAR-powered approach enabled ETS to launch a secure, automated, and cost-optimized AVD environment for hundreds of users worldwide.

About Company

Educational Testing Service (ETS) is a non-profit educational measurement organization that advances the science of assessment to drive human progress through education. ETS is known for delivering fair and valid assessments across K-12, higher education, and professional contexts while maintaining rigorous research and quality standards.

Founded in 1947, it's the largest private educational testing and assessment organization globally, administering more than 50 million exams annually in over 180 countries and operating at more than 9,000 locations.

Business Overview

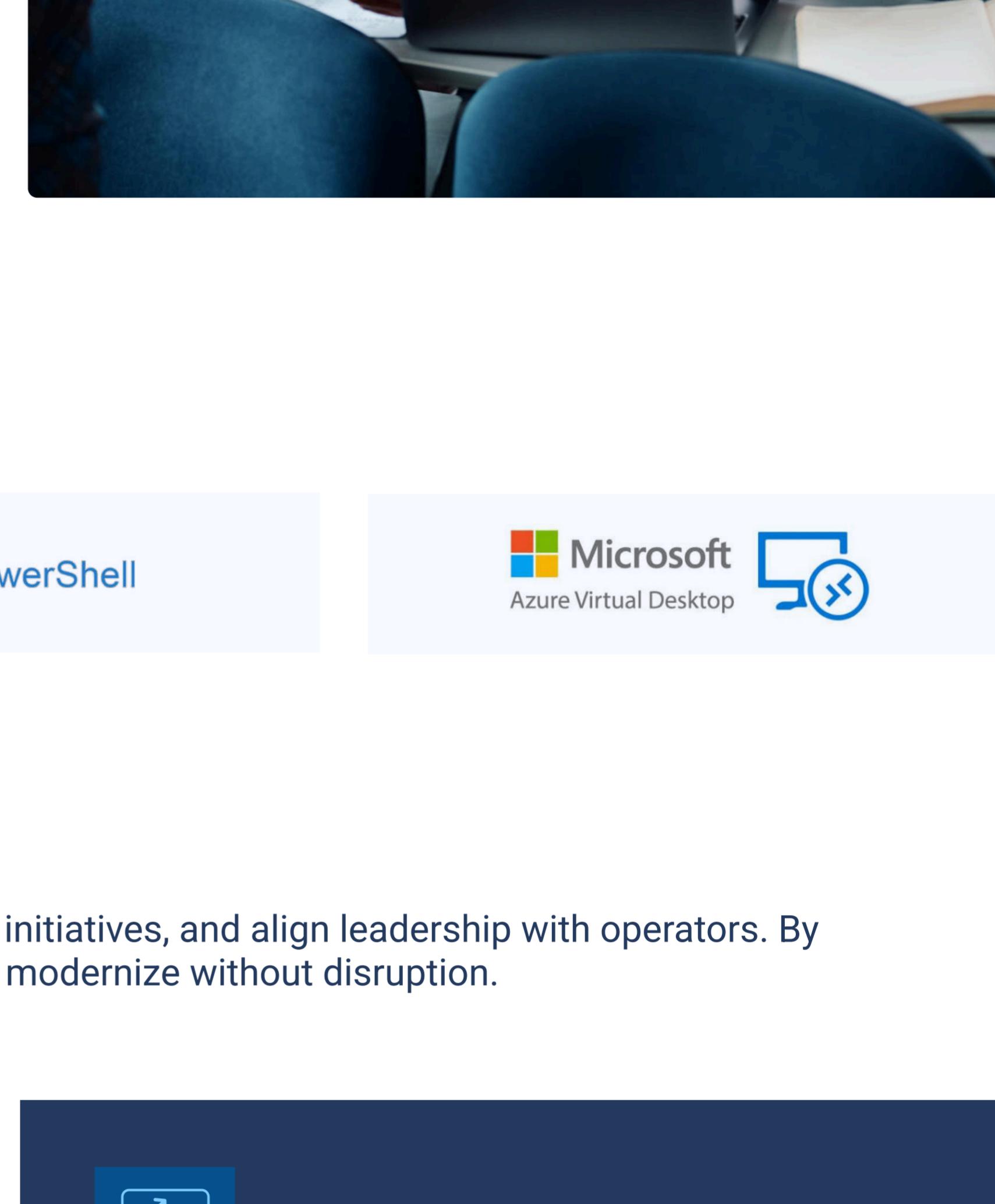
With global development teams and a growing digital workforce, ETS needed a secure, flexible, and cost-optimized solution to provide Windows desktops to distributed users. They turned to **Dynamic Consultants Group (DCG)** to design, pilot, and deploy an **Azure Virtual Desktop (AVD)** solution that could scale across diverse user groups and business units.

Business Challenge

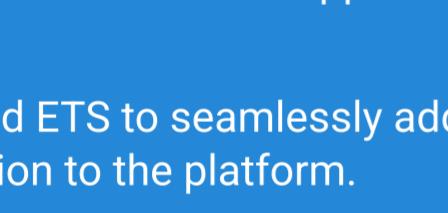
ETS faced several challenges in providing secure, performant desktops to its workforce:

- Diverse Use Cases:** Over a dozen user groups require access to different applications with unique network and security requirements.
- Global Developer Access:** Developers worldwide need reliable access to Windows desktops.
- Cost Optimization:** ETS wanted to minimize operational expenses by enabling shared virtual desktops, automating VM scaling, and streamlining host pool management.
- Scalability:** The solution had to support an initial 200-user pilot but be flexible enough to expand across additional business units.

ETS needed a partner who could not only implement the technology but also optimize operations for long-term sustainability.



Technology & Approach



DCG's SPEAR-Powered Recovery

DCG applied its **SPEAR Framework** to deliver clarity, prioritize initiatives, and align leadership with operators. By addressing core inefficiencies in phases, DCG enabled ETS to modernize without disruption.



Critical Implementation Milestones

- Built core Azure infrastructure supporting AVD

- Configured and delivered secure Windows desktops for an initial 200-user pilot

- Created comprehensive PowerShell automation scripts for VM and host pool management

- Deployed 60+ custom applications across the environment

- Enabled ETS to seamlessly add new user groups and continue migration to the platform.



Strategic Wins

- Reduced management overhead with automation and streamlined VM provisioning.

- Leveraged autoscaling and shared desktop sessions to lower Azure consumption costs.

- Provided a compliant and secure desktop solution for globally distributed teams.

- Built a scalable AVD environment capable of supporting ETS's growing workforce and application needs.



Surveillance

Gathered baseline metrics to understand usage, needs, and operational gaps



Performance

Tracked process efficiencies, productivity gains, and provisioning speed



Excellence

Applied systematic best practices to virtualization and management processes



Automation

Built PowerShell scripts to automate VM deployments, scaling, and host pool updates



Requirements & Roadmap (L1-L5)

Prioritized deployment sequences, user group needs, and scaling criteria into a cohesive roadmap



Architecture built to support the long-term scalability of ETS's ongoing migration of business units cost-effectively.

Key Benefits

Operational Efficiency
AVD was deployed for 200 users with no disruption and 100% automated provisioning.

Cost-Optimized Infra
Autoscaling minimized Azure expenditure and operational overhead.

Rapid Deployment
PowerShell automation host pool setup.

Diverse User Support
60+ custom applications delivered securely to meet varied requirements.

Long-Term Scalability
Architecture built to support the long-term scalability of ETS's ongoing migration of business units cost-effectively.