

Client & Partner Success

AWS and Norwegian Cruise Line



How AWS End User Computing (EUC) and Samana Group Supported Norwegian Cruise Line Holdings' Vision to Efficiently Unlock VDI Potential, Effectively Transform Operations and Boost Productivity Across a Global Network

Executive Summary

Norwegian Cruise Line Holdings Ltd. (NCLH), looking to modernize their desktop infrastructure and optimize licensing costs, partnered with AWS and Samana Group to transition to the AWS End User Computing (EUC) stack. Working through aggressive timelines, NCLH called on Samana Group for professional services support and managed services to execute a seamless migration, ultimately resulting in reduced operating costs and boosting productivity. This collaboration not only resolved immediate challenges but also positioned NCLH for sustained success with a scalable, modern VDI solution.

Takeaways

Challenge

- Dated infrastructure increasingly unable to support a diverse, global workforce with standardized configurations and timely updates.
- Rising licensing costs from the existing vendor strained the budget, necessitating a rapid search for alternatives.
- Tight timeline pressured the IT team, which required additional support to migrate to a new VDI solution.

Solution

- Samana Group supported NCLH's decision to move to an AWS EUC stack, including Workspaces, AppStream, and Thin Client.
- The collective team designed a tailored migration strategy that minimized user disruption while meeting aggressive deadlines.
- Samana Group provided continuous managed services, supporting both legacy and new AWS VDI environments throughout the transition.

Results

- Significant reduction in licensing and operational costs provided immediate financial relief.
- Migration completed ahead of schedule with no productivity loss, ensuring a seamless user experience.
- Enhanced, scalable support and long-term IT strategy empowered Norwegian Cruise Line Holdings for future growth.



About NCLH

NCLH is a leading global cruise company with a portfolio of three award-winning brands and a vision to be the vacation of choice for everyone around the world. NCLH set themselves apart with young modern fleet, robust growth profile and innovative, best-in-class product offerings.



About Samana Group

Samana Group is a leading provider of IT Consulting and IT Managed Services, specializing in Virtual Desktop Infrastructure (VDI), Application/ Infrastructure Management, Networking, and Cloud solutions.

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CHALLENGE

Norwegian Cruise Line Holdings Ltd. embarked on a strategic initiative to modernize and align their application and desktop delivery strategy to their broader IT strategy. Although they identified a potential solution with the AWS EUC stack, their IT team required additional support to migrate off the previous platform and to provide ongoing support and management.

To add to the pain, NCLH at that time had recently faced significant cost increases due to licensing policy changes from their current vendor, straining their budget and prompting the search for alternative VDI solutions. NCLH also faced time constraints around defining an alternative solution and fully migrating over to this solution to avoid having to renew with the existing vendor.

NCLH needed a trusted advisor with experience in the AWS EUC space that could help them migrate over in a very aggressive and accelerated time frame. Having already engaged Samana Group to migrate EUC workloads out of their physical datacenter and into EC2, NCL turned to this trusted partnership to support delivery on their EUC modernization effort.

SOLUTION – AWS & SAMANA GROUP IN ACTION

Samana Group supported strategic discussions with AWS and NCLH during the evaluation phase, considering business, technical, and financial needs. After defining the AWS EUC stack as the optimal solution, NCLH collaborated with Samana Group to plan and execute a migration strategy that would minimize user impact while meeting the aggressive deadlines. Throughout this process, Samana Group provided continuous Managed Services for both the retiring and incoming AWS VDI solutions.

Through this effort Samans Group and AWS supported NCLH's deployment of the following components to satisfy NCLH's core requirements:

- AWS AppStream
- AWS WorkSpaces
- AWS Thin Client



RESULTS

By partnering with AWS and Samana Group, NCLH achieved remarkable results:

- **Cost Reduction** – AWS and Samana Group significantly slashed licensing and operational costs, delivering immediate financial benefits.
- **Seamless Transition** - Migration to the AWS EUC platform was completed on schedule, with minimal impact on user experience and no loss in productivity.
- **Enhanced Support** – Samana Group's agile team rapidly scaled up, seamlessly transferring knowledge to ensure expert Managed Services across both legacy and new environments.
- **Long-Term Value** - Beyond meeting immediate business requirements and reducing costs, AWS and Samana Group empowered NCLH to confidently chart their IT strategy for the next five years

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ONGOING SUPPORT AND VALUE:

A DECADE OF TRANSFORMATIVE PARTNERSHIP

For over 10 years, Samana Group has been a trusted partner, helping support NCLH's technological evolution. Samana's partnership has delivered:

- A consistently high-performing environment.
- Strategic Guidance and ongoing, forward-thinking advice.
- Agile Problem-Solving to tackle emerging challenges head-on.
- Continuous Improvement to proactively enhance the environment and stay ahead of industry trends.

Our decade-long collaboration has not only met but exceeded initial goals, helping support NCLH's mission to be at the forefront of its industry.



AWS & SAMANA GROUP:

A CLEAR PATH TO VDI SUCCESS

This is just one of many client success stories Samana Group is proud to publicly share.

If this story resonates with you, we would welcome the opportunity to connect.

With Samana Group as your strategic AWS EUC Services Partner, you and your customers will be equipped to:

- Navigate AWS EUC migration and implementations with ease.
- Optimize overall operating expenses and performance with our ongoing managed services & support.
- Adapt swiftly to new industry challenges.
- Achieve and surpass business objectives.

