

CASE STUDY

thePickle & Lucidity Cloud Services



How Lucidity delivered round-the-clock engineering support, so thePickle could wake up to progress, not problems.

About thePickle

thePickle is a small, rural-based Managed Service Provider (MSP) in the United States. The business delivers fully managed IT services, supporting customers with hosted desktop environments and cloud-based solutions.

The Challenge

thePickle faced an urgent requirement to migrate a customer's hosted desktop environment to a new platform. As an existing Nerdio partner, the team had the technical knowledge but not the bandwidth to deliver at pace. With customer commitments on the line, they needed a trusted delivery partner who could hit the ground running.

How Lucidity Helped

Lucidity stepped in as a seamless extension of thePickle's engineering team, taking full ownership of delivery from day one. By leveraging the New Zealand time zone, the team progressed the migration overnight, enabling true follow-the-sun delivery. Structured daily status updates kept thePickle informed every step of the way, providing transparency and confidence throughout the engagement.

"I didn't need the sales process. I needed someone who could talk my language and just get started."

— thePickle, MSP Partner, United

Why This Mattered

The partnership made a real difference when it mattered most. With Lucidity working overnight while the US team rested, thePickle could meet their customer commitments without stretching their internal staff. Every morning, the team woke up to a clear status report: visible, measurable progress they could rely on. The ability to confidently hand off critical work across time zones proved to be a genuine differentiator.

"I would wake up to a status report telling me what progress was made, that was great."

— thePickle, MSP Partner, United



"The huge advantage was you working at night, our night, so the work was being done around the clock."

— thePickle, MSP Partner, United States

The Right Fit

thePickle would recommend Lucidity to small and mid-sized MSPs that need urgent project support, specialist Azure or Nerdio expertise, or extra engineering capacity. Lucidity is a natural fit for partners who value fast execution, straightforward communication, and dependable after-hours delivery.

"I would definitely give you guys a 10 out of 10."

— thePickle, MSP Partner, United

Key Highlights



Follow-the-sun delivery across time zones



Rapid mobilisation for urgent projects



Engineer-first engagement, no sales friction



Proactive daily progress reporting



Nerdio-certified expertise and third-party credibility