



BooksValue

Country
United States

Industry
Sales – Small/Medium Business

Customer Profile
BooksValue buys unwanted and used college textbooks from faculty and students via the Internet. The company has evolved from a door-to-door business to an online presence.

Parallels Desktop for Mac enabled BooksValue employees to access the company's Windows-only SQL server from their Mac computers and avoid investing in additional hardware.

Company URL
www.booksvalue.com

“Parallels allowed me to keep my Mac as my principal desktop system. Otherwise, I would have to have a Mac and a Windows computer sitting on my desk. I am very thankful [for] what you guys have done.”
- Perry Blackerby, BooksValue

Situation

BooksValue is an online business that buys used and unwanted textbooks from faculty and staff. This online company relies on its Windows-only SQL 2000 server to process business transactions, manage customer information, and maintain its Internet presence. The database server is absolutely critical for day-to-day operations.

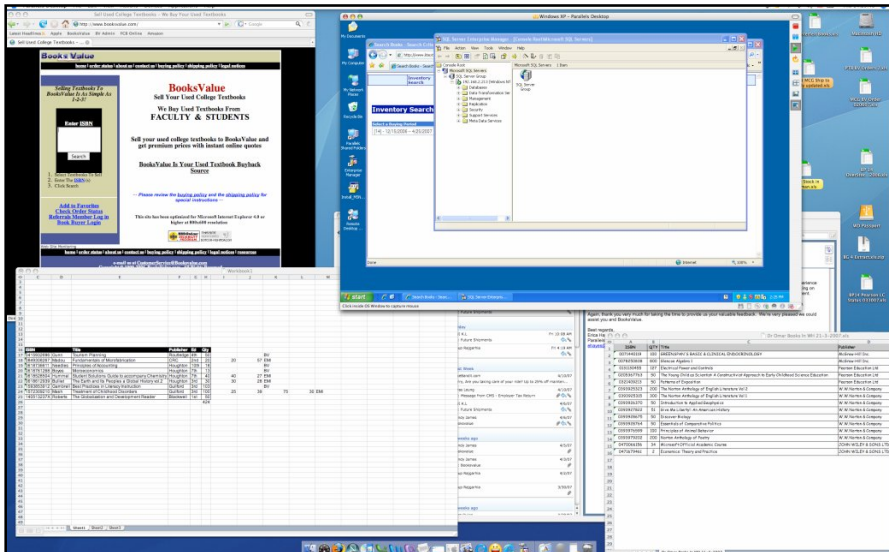
BooksValue recently switched to a Mac platform, but because SQL 2000 is a Windows-only database server, employees were unable to access it remotely from their Mac workstations. As a result, employees were unable to make critical management changes or perform even the most basic administrative duties, which impacted their productivity and severely impacted the quality of the online business.

As with most small businesses, IT budget was at a premium, and purchasing additional PCs for each employee workstation would consume valuable financial resources that were needed elsewhere in the company. Additionally, overall employee efficiency would suffer by having to switch between computers to perform essential tasks.

BooksValue needed to enable its employees to access its critical Windows-only SQL 2000 database server from their Mac workstations, without investing in additional computers. Utilizing Boot Camp to run Windows on their Macs seemed like a solution, but employees were unable to get Bootcamp to function due to its complex setup and unfriendly operation.

Solution

After careful research, BooksValue turned to Parallels to solve the problem. Using Parallels Desktop for Mac, employees installed Windows XP on their Macs, giving them access to the SQL server through their Windows virtual machines that performed identically to stand-alone computers. Employees were now able to access the SQL 2000 database server from their Mac workstations, and BooksValue was able to avoid investing in additional and costly computer hardware.



“It was just what I needed to get my admin work done,” commented Perry Blackerby.

Benefits

By running Windows XP on their Macs, BooksValue employees were able to access the SQL 2000 database server remotely from their Apple workstations, without switching back and forth between multiple computers, saving valuable time and increasing their overall efficiency. BooksValue was able to avoid purchasing additional PCs, thus saving the small online business unnecessary IT costs.