

Country
United States

Industry
Marketing & Advertising

Customer Profile
BrandLogic is an independent identity firm with over 30 years of experience helping large corporations develop and implement their identity programs in print and interactive media.

Company URL
www.brandlogic.com

"Without Parallels, I would be forced to have a second computer - dual booting is just not an option. And Parallels is more than just a great Mac application. It's a company that understands Mac users, incorporates user feedback, and continually amazes me with new, useful features."
- Larry Roth, President

Situation

BrandLogic is an independent identity firm with over 30 years of experience helping large corporations develop and implement their identity programs in print and interactive media. As a Mac-heavy shop that often interacted with companies who were dependent on separate operating systems – including both Windows and Linux clients and servers – the BrandLogic team needed a way to program and test new products, services, and campaigns, without incurring the cost of equipping each team member with a separate Mac, Windows PC, and Linux PC. Productivity also suffered because each project's requirements, such as connecting to a Cisco VPN, testing a website in Internet Explorer 6 or 7, or configuring a Linux or Solaris server, required team members to relocate to a workstation with the appropriately outfitted workstation, or in the case of offsite work, carry multiple laptops with them.

Solution

BrandLogic President Larry Roth, who in addition to running the firm is an avid technology enthusiast, evaluated Boot Camp first but found that rebooting was simply too time-consuming and frustrating. Next, Roth evaluated Parallels Desktop for Mac and found that, because the application allowed him to run Windows, Linux, and OS X at the same time on a single machine, without rebooting, he'd be able to use the Mac applications that he loves, while still being able to work with Windows- and Linux- powered companies, without buying a second (or third) machine. On his recommendation, Parallels is rolling out to Mac users company-wide.

"Without Parallels, I would be forced to have a second computer - dual booting is just not an option," said Roth.



Benefits

By empowering Mac users with Parallels Desktop for Mac, Roth and the BrandLogic team have instant, simultaneous access to a wide range of operating systems – including Windows, Linux, Mac OS X, and Sun Solaris - that they need to work effectively with their clients. Beyond the product's technical capabilities, BrandLogic has found that Parallels is a true partner with whom they can grow long-term.

"Parallels is more than just a great Mac application," said Roth. "It's a company that understands Mac users, incorporates user feedback, and continually amazes me with new, useful features."