



Mediafly

Country
United States

Industry
Technology

Customer Profile

Based on its subscribers' feedback and requests, Mediafly searches for and delivers personalized Internet content, including news, music, sports, comedy, webcasts, and podcasts, to its subscribers' mobile devices and computers.

Because Mediafly delivers such a broad range of content to nearly every type of mobile device and hardware platform, Mediafly developers needed to test their applications in as many environments, operating systems, and web browsers as possible. It was crucial that they also be able to simulate real-world scenarios to ensure product quality and the most reliable delivery to their subscribers, regardless of their users' mobile devices or computer platforms.

Parallels Desktop for Mac gave them the flexibility that they needed, and saved Mediafly thousands in IT costs by enabling them to empower their staff without having to buy additional workstations for each employee or investing in additional hardware strictly for the purpose of simulating multiple real-world environments.

Company URL
www.mediafly.com

"Our users are on a variety of operating systems, so cross-platform development is key to the success of our product. Parallels Desktop for Mac enables our developers to code and test our applications on several target platforms, including Windows, OS X, and Linux, all from a single machine."

- Brett J. Mitchell, Mediafly

Situation

Mediafly is an up-and-coming media personalization engine company that searches for and delivers Internet content to its subscribers' mobile devices and personal computers. The company also works with independent authors to deliver original content to Mediafly customers and with advertisers, who are looking to connect with a wider audience.

To take full advantage of today's continually expanding, media-hungry market, Mediafly needed to develop its applications and test content across as many platforms and operating systems as possible. Delivering everything from podcasts and news articles to music, sports, politics, and standup comedy to nearly every type of mobile device available, Mediafly developers were hard-pressed to quickly and effectively develop applications that functioned across all necessary devices and operating systems.

Developers needed to use both key Mac-only tools, such as AppleXCode, and Windows-only platforms, such as Microsoft .NET and Visual Studio, to support both their Mac and Windows clients. Developers also needed to test web content and podcast material in multiple environments, including OS X, Windows Vista, and Windows XP, and in different browsers, such as Safari, IE6, Firefox, Camino, and Opera.

Because the company delivered to such a wide range of customers on an even wider range of mobile devices and personal computers, it was imperative that, in addition to standard lab testing, developers be able to simulate real-world situations to ensure the highest standards of quality and delivery.

The solution had to be cost-effective, easy-to-use, and above all, flexible enough to support almost any range of today's operating systems, mobile devices, and web browsers. Unless a solution was found, Mediafly would be forced to provide each developer two machines, one Mac and one PC, and invest in even more hardware to simulate and test real-world scenarios. Aside from the obvious hardware and support costs, using multiple workstations and having to refresh each workstation each time they needed to simulate a real-world scenario would cripple the developers' ability to work quickly and efficiently. Even worse, the company's IT costs would skyrocket.

Solution

Seeking to save the company thousands in IT costs while empowering its developers, Mediafly IT staff experimented with installing multiple operating systems on the company's Macs by deploying Boot Camp, Apple's dual-boot solution. Because Boot Camp requires users to reboot to switch between operating systems, it was too rigid and did not provide consistent support for all of the developers' key developmental software applications. Due to abnormal program interactions and the toll constant rebooting took on employee productivity, Boot Camp was unable to meet the long list of Mediafly's requirements.

Mediafly turned to Parallels Desktop for Mac. Parallels Desktop's flexibility, deep OS integration, and wide range of operating system support, which includes OS X, Windows, and Linux, enabled Mediafly developers to test their applications across nearly all operating systems and browsers, without burdening each staff member with multiple workstations or straining the Mediafly IT budget.

Benefits

Empowered by Parallels Desktop's high degree of flexibility, speed, and stability, developers can now test content and develop applications across nearly all media devices, browsers, hardware platforms, and operating systems, without sacrificing efficiency and productivity. In addition, Parallels Desktop's stability ensured that cross-platform applications behaved consistently and reliably, resulting in accurate testing and in turn, higher quality applications. Not only were Mediafly's developers able to test across multiple operating systems, they could now create and configure a clean virtual machine for each real-world scenario on a single computer, without wasting time by fumbling with additional hardware and software installations.

By using Parallels Desktop to create multiple virtual machines on its Macs, Mediafly can now exponentially increase its number of virtual machines by purchasing only a handful of new Macs instead of investing in a large quantity of PCs and dedicating each one to a specific task. With Mediafly's developers now able to cross platforms with ease from a single workstation Mediafly has saved extensive hardware and storage costs, without sacrificing quality or productivity.

"Parallels Desktop for Mac is the enabler," stated Brett J. Mitchell.