



Telestream

Country
United States

Industry
Technology

Customer Profile

An industry-leader in media encoding solutions, Telestream solutions simplify how academic institutions, businesses, and government agencies move digital media quickly and efficiently across their high-speed data networks.

When Telestream expanded its solutions to include its Mac-based Flip4Mac software, Telestream realized that it needed a much more integrated working environment to better support its solutions, its development staff, and its clients.

Telestream needed to equip its employees with both Windows and Mac OS X without equipping each employee with dual workstations.

After a failed Boot Camp program, Telestream explored VMWare's Fusion software, but found it too underdeveloped, unstable, and problematic.

Parallels Desktop for Mac enabled Telestream employees to work on both Windows and Mac OS X at the same time on a single machine as well as synchronize their Palm phones to quickly and efficiently access critical data. More user-friendly, stable, and developed, Parallels Desktop gave Telestream the ability to empower its employees with access to the applications they need, regardless of the OS.

Company URL
<http://www.telestream.net>
<http://www.flip4mac.com>

"Telestream sells cross-platform products which previously required many employees to have two machines, one running Windows and one running OS X.

Many employees are now using Macs running Parallels which allows them to work in OS X or Windows at the same time, without any effort at all. This reduces the number of computers we purchase and support and increases the productivity of our work force."

- Barbara DeHart, Vice President of Flip4Mac

Situation

With digital media a mainstay as an information medium, it becomes increasingly difficult to disseminate and store a multitude of digital media formats for fast and effective delivery across multiplatform IP networks. Since 1998, Telestream has developed media encoding solutions to simplify the way news centers, academic institutions, government agencies, corporations, and service providers move digital media across today's high-speed data networks, by enabling them to transform digital media and deliver it to its destination quickly and efficiently.

Telestream offers a wide variety of Windows-based solutions; however, when the company expanded its product range to include its new Flip4Mac for Mac OS X, Telestream realized that, as a single-platform company that developed cross-platform solutions, the company was not as efficient and effective as it could be.

However, to provide its staff with the flexibility it needed to maintain, employees need access to their critical Windows-only Goldmine, QwikQuotes, Made2Manage, and Helpdesk applications as well as a flexible Mac platform on which to efficiently develop and test their new Mac-based solutions. Telestream employees needed access to both Windows and Mac OS X, but providing each employee with two workstations would have significant financial ramifications and severely impact overall efficiency and productivity.

Solution

To enable its staff to run Windows and Mac OS X side-by-side, Telestream installed Apple's Boot Camp to its company Macs. However, because Boot Camp does not allow multiple OSes to operate at the same time and instead requires users to switch between Mac OS X and Windows via a time-intensive reboot, employees found it to be too cumbersome and inflexible. Still seeking to empower its staff, Telestream then explored VMWare Fusion, but test programs found it to be so problematic, unstable, and underdeveloped that Telestream was forced to abandon the software.

To provide its staff with the flexibility they needed without equipping each employee with separate machines, Telestream turned to Parallels Desktop for Mac, which enables users to simultaneously run Windows, Mac OS X, and multiple distributions of Linux on the same Intel-powered Mac.

As the first desktop virtualization solution built specifically for Intel-powered Macs, employees found Parallels Desktop much more developed, mature, and user-friendly than the other virtualization software or dual-boot solutions Telestream had tested. "It is much more stable than either solution," stated DeHart.

Benefits

By deploying Parallels Desktop for Mac to its employees' Intel-powered Macs, Telestream significantly reduced IT costs by avoiding having to equip each employee with two machines. Employees can now use their critical Windows financial and developmental applications without worrying about which OS they need and without the burden of working with multiple machines. Even the company's field employees can work remotely without carrying multiple laptops or being held back by incompatibility issues, making it much easier for them to perform their tasks easily and efficiently.