



think small
communications

small company. big ideas.

Country
United States

Industry
Marketing & Advertising

Customer Profile

Think Small Communications is a business-to-business communications firm, which provides a full range of marketing solutions, including print and electronic advertising material, interactive media, company branding, creative copy, and strategic counseling to small and mid-sized companies. Think Small works directly with its clients to plan, execute, measure, and adjust marketing strategies.

Company URL
www.ithinksmall.com

Think Small Communications

“With Parallels and their Coherence feature, we can now deploy Windows solutions in a Macintosh environment with seamless and near-transparent compatibility. For the first time, user needs take precedence over the OS – we are free to choose what software works best in a situation, and not be limited to any one platform or crippled with slow emulation.”

- Robert Gardner, Strategic Development

Situation

Think Small Communications provides clients with a full range of marketing solutions, including print and electronic advertising material, interactive media, company branding, creative copy, and strategic counseling for business-to-business communications.

However, real estate clients, who were dependent on Windows-only Internet Explorer to run their websites, were unable to take advantage of the company's Mac-based solutions. Because of the broad range of media products and communications services it provides, Think Small needed to maintain its Mac platform to run key development, graphics, and design applications. But, to capitalize on the massive Windows market, employees needed a true Windows environment in which to develop and demonstrate advertising and communications solutions that were compatible with Windows Internet Explorer.

Think Small tried Boot Camp, which, although it enabled users to run Windows on a Mac, forced users to constantly reboot in order to switch between operating systems. Constant rebooting to perform basic tasks severely impacted the team's productivity and efficiency.

With Boot Camp too inflexible and inefficient, Think Small tried MS Virtual PC, which worked on older, PowerPC Macs. However, the Virtual PC virtual machine performance was so severely limited that it hampered employee productivity and impacted product quality. Unless another solution was found, Think Small Communications was faced with the prospect of purchasing additional computers specifically to run Windows.

Solution

Think Small Communications knew that, in order to expand their customer base to include their Windows-dependent real estate clients, they needed to efficiently and simultaneously run Windows and OS X on a single machine. Buying additional machines was too costly, Boot Camp was too inflexible, and Virtual PC was too slow.

Parallels Desktop for Mac enabled Think Small Communications to produce multimedia advertising and communications solutions that were compatible with Internet Explorer 6, which was critical to their real estate clients' operations, without sacrificing efficiency and quality.

“Parallels provided the best solution for speed, compatibility, and ease-of-use,” commented Gardner.

Benefits

By providing their real estate clients with a full range of solutions and strategies that were compatible with Windows Internet Explorer, Think Small Communications expanded its customer base without sacrificing product quality or staff efficiency and avoided investing in costly additional computers specifically to run Windows.

“Seamless compatibility and lack of OS switching or rebooting allowed us to provide a viable solution to our clients,” said Gardner.