



Xingtone

Country
United States

Industry
Technology

Customer Profile

Xingtone develops and delivers multimedia content, particularly ringtones, for consumers and businesses to deploy on wireless devices. Xingtone also works with content owners to deliver their music, videos, and images to consumers. As a creative development business, Xingtone needed to develop, test, and deliver its content across multiple computer platforms, while maintaining access to its critical Mac-only development applications.

Company URL
www.xingtone.com

“As a strategist in the media business, I felt the need to go Mac. Without Parallels, I would not be able to. Parallels enables me to be on the cutting edge on both platforms, which helps me in staying on top.”

- Jonathan Schreiber, former CEO of Xingtone

Situation

Xingtone provides consumers, content owners, and businesses a platform to create and deliver multimedia content to all types of wireless devices. Additionally, the Xingtone creative staff develops its own ringtones for inclusion in its vast online catalog and provides artists an engine to develop and deliver their own multimedia content.

As a multimedia company, Xingtone needed to utilize its key Mac-only development applications. However, to develop the best quality content possible for both Mac and Windows, Xingtone employees needed to test their content in multiple web browsers, including Safari, Firefox, Opera, and Internet Explorer. Employees also needed access to Microsoft Outlook, Plaxo toolbars, and corporate address books, without sacrificing the stability and security of their Macs.

First, Xingtone turned to Boot Camp, Apple's dual-boot solution, to give its employees the multi-platform access they needed but found it extremely time-consuming and inefficient, because it required them to consistently reboot between their Mac OS X and Windows operating systems each time they wanted to switch between platforms. With too much time being spent crossing platforms, employees tried other virtual solutions but found them unstable, highly inefficient, and completely unsuitable.

After an unsatisfactory Boot Camp pilot program, Xingtone employees resigned themselves to using multiple computers. However, because investing in additional computers is extremely expensive, not every employee received an extra computer. Many employees either shared their Windows PCs with coworkers or simply went without, which severely impacted quality and overall employee efficiency.

Solution

Ultimately, Xingtone looked to virtualization to empower its employees and streamline production without sacrificing quality, and selected Parallels Desktop for Mac as the solution of choice. Parallels Desktop for Mac enabled each Xingtone employee to run Windows and Mac OS X at the same time on the same computer, without rebooting, which gave employees ready access to their critical Mac OS X development programs at the same time as important Windows applications, such as Microsoft Outlook and the Plaxo toolbar. Working with Windows and OS X simultaneously also enabled Xingtone employees to test their multimedia content across multiple web browsers on multiple operating systems, without employing additional computers or giving up the stability and security of their Macs.

Benefits

Parallels Desktop for Mac gave Xingtone employees access to their key applications and media development software on the same platform, which improved both company product and staff efficiency. Additionally, Xingtone eliminated its excess computer hardware and provided each and every one of its employees with the resources and tools necessary to produce the best content efficiently and effectively. Stable and secure, Parallels Desktop for Mac was the ideal solution for a multimedia company that required efficient access and dependable performance to stay at the top of its game.