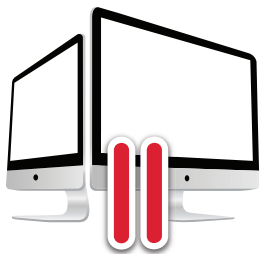


CASE STUDY



Business Situation Summary

This major U.S. medical center with thousands of PCs needed to provide application and technical support to the growing number of physicians and contractors bringing their own Mac® computers to work. The IT team charged with implementing Business-wide Mac procurement and support policies identified two key challenges: to provide Mac users with full Microsoft® Outlook® functionality along with the ability to run applications that require Internet Explorer® or are available only in versions for Windows®.

Solution Summary

After testing products that allow Macs to run applications designed for Windows, the medical center chose Parallels Desktop® for Mac Business Edition. Easy to deploy and use, Parallels Desktop topped the list because of its ability to switch instantly between Mac OS to Windows without rebooting.

World-Renowned U.S. Medical Center

As the “Bring Your Own Device” (BYOD) movement grows, a major West Coast hospital chooses Parallels Desktop for Mac Business Edition to add simultaneous Mac OS and Windows capability to physicians’ personal Macs

Business Challenge

Among this medical institution’s 12,000 knowledge workers are 600 physicians and contractors who recently began bringing their personal Mac computers from home every day. That’s quite a change from just two years ago when there were virtually no Mac computers. What hasn’t changed is the need for them to use Windows applications on those systems.

As it worked to accommodate these prominent users, the hospital’s IT department identified a potential show-stopper: several key web-based systems, including the internal human resources portal and vital medical applications, were incompatible with the Apple Safari® and Mozilla® Firefox® browsers, requiring Internet Explorer® instead. In addition, the hospital was not equipped to support people using the Mac version of Microsoft Outlook®.

“We have important Mac users who require Windows to get their work done,” said the hospital’s head of Apple desktop engineering. “They need an easy way to run Windows on their Macs without incurring a performance penalty. With our Mac user base constantly growing, we needed a Windows-on-Mac solution that was easy to deploy, manage, and support.”

“With Parallels Desktop for Mac Business Edition, every Mac user can switch instantaneously from Mac OS to Windows, run Outlook or other applications that require Internet Explorer, and instantly switch back.”

*-Head of Apple Desktop Engineering, Executive Information Systems
Major West Coast Medical Center*

Solution

After comparing the features, costs, and performance of several products, including VMware® Fusion®, the hospital chose to purchase and install Parallels Desktop for Mac Business Edition, providing hundreds of Mac users with the ability to run Windows and Mac applications seamlessly side-by-side. Among the products evaluated, Apple Boot Camp® was ruled out, since it required a system reboot to switch between Mac OS and Windows.

Benefits Summary

Hundreds of Mac users now have simultaneous Mac and Windows capability on a single computer, improving productivity, streamlining workflows, and simplifying technical support.

Parallels Products Used

Parallels Desktop for Mac Business Edition

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By choosing Parallels Desktop for Mac Business Edition, which uses a single unified activation key, the hospital streamlined the chore of license management, eliminating the inconvenience associated with managing hundreds of individual keys. The Business Edition also features a mass-deployment tool for central configuration that enables “lights-out” roll-outs, cutting deployment time for each Mac from hours to minutes.

Results

Nearly 300 of the hospital’s 600 Mac users now run Parallels Desktop for Mac Business Edition, with the other half scheduled for deployment within the year. “The reaction of our users has been nothing short of glee,” said the hospital’s head of Apple desktop engineering. “Our Mac users can quickly get to our HR and medical applications, use and share Windows-only application documents, and keep full Outlook functionality. For Windows users unfamiliar with the Mac, the ability to switch between operating systems and back has become a favored tool that allows them to make the transition gradually.”

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Support has been made simpler, too. IT’s desktop engineers now use a single corporate deployment image of Windows with Parallels Desktop for Mac Business Edition, ensuring consistency across computers and familiarity among users.

With a comprehensive BYOD policy not yet in place, the IT department has adopted several best-practices policies that include requiring each Mac to have an encrypted hard drive and antivirus software installed and up-to-date. To guard against accidental data loss, IT strives to have users save files to the network.

Organization

A major non-profit West Coast medical center known worldwide, this hospital complex is consistently ranked among the nation’s best. Comprised of a 900-bed hospital and multi-specialty academic health science center, more than 2,100 physicians and clinicians, 11,000 staffers, and 2,000 volunteers supported nearly 50,000 in-patient admissions in 2012.

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