Data Sheet | **Parallels Remote Application Server for Retail**

Solutions for Retail

In recent years, the retail sector has shown a growing need for technology that helps retail workers keep up with sales and stocking requirements on the go. Retail IT needs to provide technology that enables mobile working by making line of business (LOB) applications and resources available on all devices, including smartphones and tablets. Parallels® Remote Application Server (RAS) is an easy-to-use, high-performing application and desktop delivery solution that increases the agility and efficiency of retail businesses. By choosing Parallels RAS, retail businesses can improve their data security, reduce costs, and provide employees with access to LOB applications from anywhere.

Application and Desktop Delivery to Any Device

Benefits of Parallels Remote Application Server for Retail

- Access Windows® applications and desktops on any device, anywhere
- Easy to deploy, configure, and manage:
    - Step-by-step intuitive wizards to streamline RDSH configuration
    - Instantly deliver and manage multiple VMs with RASprep and pre-tested templates
    - Ability to create PowerShell scripts to automate processes
- Out-of-the-box smart load balancing, printer and scanning redirection, and more
- Flexible delivery options for applications and desktops:
    - RDSH and VDI
    - Containerized applications via Turbo.net
    - Hypervisor agnostic—supports Microsoft Hyper-V, VMware, Citrix, and Nutanix Acropolis
- Straightforward, all-inclusive licensing
- Innovative mobile clients for iOS and Android, improving employee productivity on the go
- Native clients for Windows®, Mac®, Linux, Chrome OS™, and Raspberry Pi
- Clientless web access with customizable logo and color scheme options for HTML5 Client
- Restrict or allow access to applications and desktops with unique filtering rules

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Run Legacy and Modern Applications

From warehouse management systems (WMS) to inventory and POS management, retailers have developed custom-tailored software over the years. With Windows OS updates for servers and workstations, some of those applications have become legacy products, requiring recoding to run on the latest OS. By supporting any device and any Windows Server from 2003 SP2 onward, Parallels RAS allows retail organizations to run legacy software side by side with new applications.

Streamline Retail Processes

The retail industry is going through important changes, requiring organizations to quickly adopt new technology to survive in the increasingly competitive market. By using Parallels RAS, your employees will gain access to LOB applications directly on their tablets or smartphones, streamlining the warehousing and inventory management processes. Create a personalized buying experience by providing your employees with real-time information on customer activity, stimulating your workforce to engage with your customers on a more individual basis. This will help increase your sales and improve your brand's visibility.

Brilliant Mobile Experience

Parallels RAS delivers users with instant and secure access to applications and data on any device, as if they were native applications designed for iOS and Android devices. Employees can use the native touch gestures of their mobile devices—such as swipe, drag, and tap to click or zoom—improving their productivity while on the go. Allow administrators to create personalized keystroke shortcuts to provide quick access to application commands. Use Touch ID® and passcodes to further secure the access to your apps, desktops, and data.

HTML 5 Web Access

Parallels RAS enables web access to applications, data, and desktops from any HTML5 browser on a desktop, laptop, or mobile device. Provide more flexibility to your employees and customers by creating a virtual workspace that gives them access to business resources from any location, anytime. Customize the Parallels HTML5 Client with your corporate color scheme and logo. Personalized URLs, themes, and welcome and logoff messages can be set for each user and user groups within Active Directory.

Automation

Streamline the deployment and maintenance of Parallels RAS using the product's unique capabilities to manage virtual desktop infrastructure (VDI) and Microsoft Remote Desktop Services (RDS). PowerShell API, VDI pre-tested templates, and configuration wizards allow your IT teams to quickly implement changes and focus on more pressing projects.

Application Containerization

Parallels RAS integrates with Turbo.net, allowing administrators to publish containerized applications and automatically provision them to RDSH servers. The provisioning and installation is completely transparent for users and administrators. Containerization allows different versions of the same application, legacy, or conflicting applications to simultaneously run on the same server.

Superior Security

Parallels RAS supports robust authentication mechanisms, such as two-factor authentication, smart card authentication, and device and IP address granular filtering, enabling your organization to control who can access what and from where. Administrators can manage, control, and restrict users' activities in several ways, such as remotely locking down devices, restricting copy and paste, and controlling USB mounting.

Advanced Load Balancing

With the Parallels RAS built-in servers and gateways resource-based load balancing, retailers can provide consistent, fast, and reliable access to published applications and desktops anytime. Minimize downtime by easily creating a multi-redundancy environment in multi-active/passive or multi-active/active mode.

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