

# W.S. Badcock Corp. Transitions from Citrix to Parallels RAS to Create a Remote Network Infrastructure



## The Results



### CROSS-PLATFORM SUPPORT

From a centralized location, Badcock publishes desktops and applications to different users working on Mac, Linux and Windows devices.



### INCREASED BUSINESS READINESS

Badcock enjoys reduced administrative tasks, easy infrastructure management and streamlined distribution of peak traffic to available servers.

“High-quality cross-platform support is the #1 benefit of the switch from Citrix to Parallels Remote Application Server. Now we are able to efficiently deliver desktops and applications to Linux, Macintosh, and Windows devices with ease.”

Todd Zacharias  
Manager IT Network Systems  
W.S. Badcock Corp.



### CONSOLIDATED IT OPERATIONS

IT agility across Badcock stores in 8 states has lowered licensing costs. Badcock also benefits from a reduced number of terminal servers, different application versions and group policies.



## About W.S. Badcock Corp.

- Badcock is a leading provider of world-class furniture in the US. The company was founded in 1904 by English immigrant Henry Stanhope Badcock in Mulberry, Florida. The company prospered until 1928, when the business was hit by the land boom/bust.
- Following the introduction of credit with installment options by Henry's son, Wogan, the company recovered. It opened 150 stores between 1969 and 1976 and earned an annual revenue of \$100 million.
- Today, Badcock has more than 370 stores in 8 states. The introduction of a new "Sales-Based Model" of operations is opening doors for new dealers, and Badcock is in the process of converting all stores to the sales-based model. Total sales for the corporation are approaching \$1 Billion per year, making the company one of the largest privately owned furniture retailers in the country.



Parallels® is a global leader in cross-platform solutions, enabling businesses and individuals to access and use the applications and files they need on any device or operating system. Parallels helps customers leverage the best technology available, whether it's Windows, Linux, macOS, iOS, Android or the cloud.

The company's solution portfolio includes the award-winning Parallels Remote Application Server (RAS), an all-in-one application delivery and virtual desktop infrastructure (VDI) solution that enables users to work remotely from anywhere, on any device, at any time.

## The Challenge

With more than 370 stores located in 8 states, Badcock has around 1,400 users who require access to corporate resources. The company had to use a large number of terminal servers that published applications and desktops for remote users. Citrix was used as the virtualization platform.

However, different group policies had to be configured for different user groups, and managing the large number of terminal servers and group policies was difficult to handle, ultimately becoming a challenge for the company. Moreover, because users accessed resources from different operating systems including macOS, Linux and Windows, providing cross-platform solutions was difficult to attain.

## The Solution

Badcock chose Parallels® Remote Application Server (RAS) to deliver desktops and applications to a range of devices for Badcock's 1,400 users, of which 1,000 were concurrent users.

The company published regulation applications such as MS Office and Internet Explorer, along with customized applications such as Storis Point of Sale. Badcock's solution relied on the application publishing, load balancing and HTML5 gateway features of Parallels Remote Application Server.

## The Results

Following the adoption of Parallels RAS, Badcock realized an immediate benefit to provide cross-platform support. From a centralized location, the company was able to publish desktops and applications to a diversified group of users working on a range of devices.

By using Parallels RAS, the company was able to consolidate IT operations across all of its stores, which significantly lowered its licensing costs. The company was also able to reduce the number of terminal servers as well as the number of different application versions and group policies.

Managing the entire infrastructure became easier and more efficient and administrative tasks were reduced. The High Availability Load Balancing (HALB) feature of Parallels RAS enabled Badcock to efficiently distribute peak traffic to available servers. The company is planning to add additional terminal servers and is confident that Parallels RAS will enable them to efficiently manage its expanding infrastructure.



For further information visit [parallels.com/ras](https://parallels.com/ras).

©2021 Parallels IP Holdings GmbH. All rights reserved.