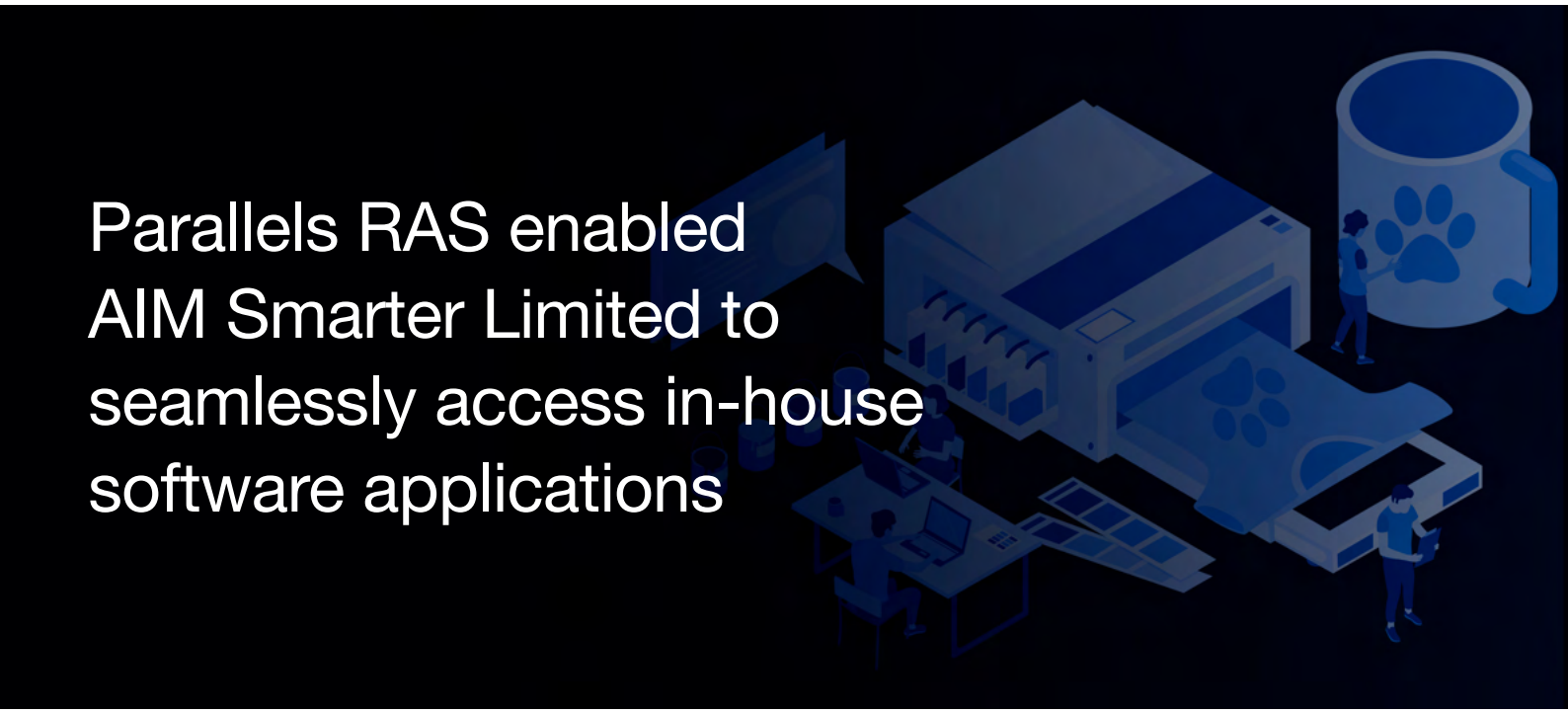
Customer Case Study

Parallels RAS enabled AIM Smarter Limited to seamlessly access in-house software applications



"Parallels Remote Application Server has served as an excellent upgrade from our previous solution. We have fixed our reliability issues and have really appreciated the great service from the Parallels support team. Installation of the product was fast and easy, and the few times we've asked for support, the Parallels team was quick and helpful in response."

Nathan Wisniewski
Support Team Leader
AIM Smarter, Limited

The Results

LOWERED THE TOTAL COST OF OWNERSHIP
Affordable licensing and reduced staff hours to solve IT issues.

INCREASED REMOTE ACCESSIBILITY
Instant access to custom applications independent of location.

EASE OF USE AND STREAMLINED MANAGEMENT
Seamless installation and a straightforward, effective product.

INCREASED SECURITY
Parallels RAS reinforces security and safeguards assets with extra layers of protection.

About AIM Smarter, Limited

- AIM, previously known as Customer Focus, has been a leader in promotional products tools and resources for decades.
- AIM is the largest organization of experienced and qualified promotional product distributors in the industry, with sales volumes over £2 billion and climbing.
- AIM maintains a membership of over 2,200 distributors across the UK and the US.

The Challenge

AIM is a global powerhouse distributor organization with a team of dedicated professionals at the top of their respective fields. Rebranding as AIM has meant a focus on global strategy with a streamlined objective to support the supply chain at every stage. With teams in the UK and USA, AIM needed a remote solution that would facilitate the offices to work closely in sync.

AIM needed a solution that would enable them to share access to their in-house business management software with clients worldwide. The AIM IT leadership initially chose to use Citrix Virtual Apps and Desktops but were disappointed to encounter faulty connections and an overall unreliable product. Frustrations increased as users would have to log in every time the Citrix solution disconnected. AIM decided the Citrix solution was taking up too much staff time and looked for alternatives.

The Solution

After researching the top virtualization solutions, AIM decided to implement Parallels Remote Application Server (RAS). The AIM IT team wanted a reliable solution that is easy to deploy, and they were impressed with the quick and seamless installation of Parallels RAS.

Parallels RAS came fully loaded after basic installation, eliminating the need to install add-ons. It supports all end-users no matter the device and platform, including desktops, laptops, and iOS. The High Availability Load Balancer (HALB) functionality utilizes failover mechanisms to reduce or eliminate a component failure's effects, ensuring that end-users get a dependable and stable experience. AIM clients are also pleased by the simple and effective Universal Printing and Scanning capabilities.

The Results

AIM has found Parallels RAS to be more reliable than their previous solution with improved connectivity. The IT team appreciates how fast and secure the Parallels RAS log-in is. The comprehensive set of features included in Parallels RAS has enabled AIM to improve data protection and adhere to compliance regulations.

An unexpected benefit of switching to Parallels RAS was a reduction in costs–the single licensing model of Parallels RAS is more cost-effective than Citrix. Overall, AIM is very satisfied with Parallels RAS. Its effortless integration enables them to spend less time on IT issues and more on expanding their brand and shaping the future of the promotional products industry.

Parallels

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.

Want to try out Parallels RAS? Download a 30-day trial!

For further information visit https://www.parallels.com/chrome

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