

Whittlebury Hall & Spa Empowers its Sales Team with Parallels RAS

The Results



BRING-YOUR-OWN-DEVICE (BYOD) INITIATIVES

New policies facilitated by Parallels RAS allow staff to use a mix of laptops, tablets, and mobile devices.



INCREASED REMOTE ACCESSIBILITY

Sales managers using the Parallels Client can access all the hotel's relevant data from anywhere on the device of their choice.



EASE OF USE AND STREAMLINED MANAGEMENT

Installation was quick and easy with streamlined installation wizards, and applications load faster than their previous solution.



LOWERS THE TOTAL-COST-OF-OWNERSHIP

Parallels offers a more affordable licensing plan compared to the previous solution, saving IT resources.

Parallels RAS was very easy to deploy; it took much less time than Citrix XenApp.

Jeremy Stafford
IT Coordinator, Whittlebury
Hall Conference & Training
Centre, Hotel & Spa

About Whittlebury Hall & Spa

- Founded in 1999, the award-winning Whittlebury Hall Conference & Training Centre, Hotel & Spa opened its base in rural Northamptonshire, UK.
- Whittlebury Hall excels in conference, training, and meeting facilities for up to 500 delegates.
- It boasts 20 principal training suites supported by 28 fully serviced syndicate rooms, six spacious meeting rooms, an executive boardroom and three secluded private dining rooms.
- The hotel employs over 300 staff and offers 254 double bedrooms, including five individually designed suites.



Parallels is a global leader in virtual desktop, application delivery and mobile device management solutions. Thousands of organizations worldwide trust in the reliability and scalability of Parallels virtual desktop infrastructure (VDI) and virtualization solutions. Parallels makes it simple and affordable to deliver applications to any device over the cloud, or with on-premises and hybrid deployments. The company's solution portfolio includes the award-winning Parallels Remote Application Server (RAS), providing platform-independent virtual desktop, application delivery and integrated thin-client management from a unified interface to any modern operating system.



The Challenge

The Whittlebury Hall sales team uses both Windows-based laptops and Apple iOS iPhone and iPad devices. To perform their work, the sales managers need to use the property management application Agilysys Visual One PMS to manage their client base, add inquiries and bookings, and perform other daily tasks. Additionally, the sales managers require access to the property management application from various device interfaces in other parts of the hotel or traveling for business, including reception laptops and iPhone and iPad devices.

Before switching to Parallels Remote® Application Server (RAS), Whittlebury Hall relied on Citrix Virtual Apps (previously Citrix XenApp). However, neither the sales managers nor the IT department were satisfied with the solution. The sales team complained because loading virtual applications was very slow and accessing hotel data from mobile devices wasn't particularly easy or intuitive. Furthermore, the overall virtualization solution was quite difficult to manage, requiring a significant time investment from the IT team. Over time, the Citrix solution became more complicated to manage and use, and the IT team decided to look at other options to provide their virtual application delivery solution.

The Solution

Whittlebury Hall decided to implement Parallels RAS. Unlike competitors like Citrix and VMware, Parallels RAS is the only solution that enables Whittlebury Hall sale managers to use familiar native touch gestures on both the iPad and iPhone. With Parallels RAS, their employees can finally be truly productive on mobile devices. Today, sales managers using Parallels Client can access all the hotel's relevant data from any device, anywhere—no matter where they are in the hotel or traveling in the world.

The Results

The first key benefit of Parallels RAS was that it was straightforward to install and deploy. With streamlined installation wizards, Parallels RAS significantly reduces IT's time in setting up the solution. After it was installed on their network, IT coordinator Jeremy Stafford said that Parallels RAS was "ready to use within an hour."

Furthermore, employees were thrilled with the switch to Parallels RAS because it meant less time waiting around for applications to load. According to the sales managers, Parallels RAS loads applications in "less than 3 seconds." The employees are very pleased that Parallels RAS can launch Visual One PMS faster than Citrix Receiver.

Parallels RAS not only provides a superior desktop and application delivery solution, but it also costs less to run than Citrix. In fact, Whittlebury Hall was able to save substantially by using Parallels RAS compared to Citrix Virtual Apps.



For further information visit parallels.com/ras
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