

# Effect ICT Chooses Parallels RAS to Streamline Virtualization



## The Results



### CHOOSE-YOUR-OWN-DEVICE (CYOD) INITIATIVES

Delivers a close-to-native experience to end users on any device, including Android and iOS.



### EASE OF USE AND STREAMLINED MANAGEMENT

Easily scalable solution that increases efficiency.



### INCREASED REMOTE ACCESSIBILITY

Delivers applications and desktops to a wide range of devices.



### LOWERS THE TOTAL-COST-OF-OWNERSHIP

Attractive SPLA and eliminates the need for extra costly add-ons.

“Parallels Remote Application Server is a complete and secure solution. It’s very easy to set up and manage. It’s flexible, cost-effective, easy to use, and supports almost every endpoint device. On top of all that, their support is excellent.”

Henk Nachtegaal  
Founder and CEO  
of Effect ICT

## About Effect ICT

- Effect ICT Solutions is a managed service provider (MSP) that implements IT infrastructure business solutions based in Noordwijk, Netherlands.
- Since 1992 they have helped many small and medium-sized businesses (SMBs) with five to 250 workplaces.
- Effect ICT provides experience, project management and innovative solutions for the automation of business IT infrastructure.



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

Effect ICT has many small and medium-sized business (SMB) customers that require personalized settings and quick changes in their system's configurations. With many customers requiring granular control, the Effect ICT IT staff needed an efficient solution that could process complex tasks and adapt their system to meet their clients' requirements.

Additionally, as the competition became more aggressive, Effect ICT's margins started getting eroded. Increasing the final price on their solutions would have lost their market share, so Effect ICT started actively looking for an alternative that could reduce their total cost of ownership (TCO) and complexity.

## The Solution

After careful consideration, Henk Nachtegaal, the CEO of Effect ICT, decided to implement Parallels® Remote Application Server (RAS) to provide a more stable, affordable application and desktop delivery solution to customers. The solution was more straightforward to install than Citrix, and it allowed the MSP company to provide seamless application delivery, remote assistance, and desktop management.

Effect ICT uses Parallels RAS, a comprehensive virtual desktop infrastructure (VDI) solution, to deliver its customers' Microsoft Office, browsers, and customized applications on a wide range of devices. Nearly all devices are deployed at their customers' workplaces, including Windows, Mac, Chromebook, Android, iPhone, iPad and Linux. The company also relies on the Parallels HTML5 Client to deliver applications and desktops over web browsers on any device or platform.

In addition, the Service Provider License Agreement (SPLA) model licensing meant that Effect ICT did not pay upfront costs but rather paid based on what was made available to customers each billing period. With Parallels RAS SPLA licensing, Effect ICT was able to activate multiple farms using a single license key and take advantage of automated usage accounting and billing.

## The Results

Effect ICT experienced many benefits after switching to Parallels RAS. Integration with Microsoft Azure's cloud service platform meant that the MSP could scale its solution more easily in the future and provide more flexibility to its customers.

Above all, Effect ICT's top reason for choosing Parallels RAS over Citrix was automated load balancing. As an all-inclusive VDI solution, critical functionality features, such as load balancing, are included as standard. Private cloud-based resources can be used more efficiently, improving virtualization stability for customers.

Another benefit of Parallels RAS is that the entire solution could be set up on their private cloud within five minutes. In contrast, installing Citrix solutions took months and was an ongoing, unfinished project that sank company resources and time.

Importantly, Effect ICT was able to lower costs by implementing Parallels RAS. SPLA licensing made the VDI solution particularly attractive, with its comprehensive set of features, including multifactor authentication and printer redirection.

Effect ICT was able to take advantage of the mobile-friendly end-user experience afforded by Parallels RAS to help their customers implement bring-your-own-device (BYOD) and choose-your-own-device (CYOD) policies. Using Parallels RAS, Effect ICT could connect nearly any remote device to their private cloud server and deliver a close-to-native experience to end users on any device, including Android and iOS.

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