

# Melbourne-Based IT Consultancy Taps into the Parallels Partner Program to Enhance Portfolio of Services and Drive Business Expansion



## The Results



### BRING-YOUR-OWN-DEVICE (BYOD) INITIATIVES

Facilitates policies for staff to work from any device, including tablets and smartphones.



### INCREASED REMOTE ACCESSIBILITY

Clients can access business-critical applications faster and more reliably while in remote locations.



### EASE OF USE AND STREAMLINED MANAGEMENT

Simplicity and integration with other platforms—installation wizards make implementation quick and easy.



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

By supporting Microsoft RDS, major hypervisors and Windows Virtual Desktop, Parallels RAS can be seamlessly integrated into existing IT infrastructures.

“Parallels has always been a steadfast partner and an integral part of our success, so we’re happy to see them constantly making enhancements to their products and collaborating with partners for mutual success.”

Bernard Moran  
General Manager  
Evolve IT Australia

## About Evolve IT

- Established in 1993, Evolve IT Australia is an award-winning IT services company based out of Melbourne.
- The company has a long history of providing innovative and effective managed technology and support to small and mid-sized businesses throughout Australia.
- Evolve IT Australia believes in adopting innovative approaches to help clients solve genuine business problems by putting together impactful IT solutions.
- The company helps clients demystify the Cloud by putting together simple-to-use cloud computing solutions that empower them to be more agile and secure while reducing IT costs.

## The Challenge

Evolve IT Australia serves clients across all industry verticals, including distribution, manufacturing, finance, real estate, medical and legal, and many charities and not-for-profit organizations. Over the years, they have developed bespoke IT solutions for hundreds of clients across Australia, managing thousands of technology assets.

While Evolve IT Australia has enjoyed consistent business growth since its inception, Australia's IT landscape is becoming increasingly competitive and complex. Many channel resellers are being kept on their toes as they attempt to scale up to provide higher-value services to secure reasonable margins, while others run after volume sales to cover low margins. During this industry-wide disruption, the traditional challenges that channel partners grapple with persist.

For example, consider the following classic dilemma: a software engineer may not be the best at sales, while a great salesperson may not effectively understand the technical wizardry behind the products he or she is selling. This means substantial investment in constantly training and re-training all staff to ensure that skillsets are kept up to speed.

Partners may also find marketing and business development efforts a challenge due to the breadth and depth of products and solutions they offer. In these cases, they will typically leverage vendors like Parallels® in areas such as the production of marketing materials and collaterals, new product demonstrations and training for staff, technical documentation and support for end users.

Despite these challenges, Evolve IT Australia remains committed to delivering the best IT solutions tailored for its customers' business needs. Evolve IT Australia is determined to emerge as one of the industry's success stories.

## The Solution

The Parallels Partner Program and Portal is a simple, fast, and cost-effective way for Parallels Partners to accelerate sales growth and increase profit margins.

The upgraded Parallels Partner Program instruments allow partners like Evolve IT Australia to leverage a "one-stop shop" approach, using the following key features:

- Partner business plans to assist resellers in setting targets and tracking progress in real-time
- Partner readiness with a built-in Learning Management System (LMS), where partners can get technical and sales certification while checking their certification status.
- Partner pipeline management—including Deal Registration and Lead Acceptance & Renewals Management—fully integrated with Parallels Customer Relationship Management (CRM) portal.
- Single source for the latest Parallels Remote Application Server (RAS) licensing, technical support, and sales and marketing materials for partners' consumption.
- Two-way partner communication platform with automated notifications.

## 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.

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.



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