



Techedge ApS Implements Parallels RAS to Supply In-House Applications to Broadcasters

The Results



INCREASED REMOTE ACCESSIBILITY

With remote software install, Techedge no longer needs to send employees to client locations.



EASE OF USE AND STREAMLINED MANAGEMENT

Techedge can log into the same system as their clients to troubleshoot, thereby resolving support cases quickly and efficiently.



IMPROVED USER EXPERIENCE

Solution reduces the need to purchase new hardware and doesn't entail any support overhead.

“The installation program was easy and straightforward, we had Parallels RAS up and running within 15 minutes.”

Rene Hansen
IT Manager
Techedge



About Techedge

- Techedge is a leading software supplier to broadcasters and media agencies, covering more than 60 markets globally.
- Founded in 2000 in Copenhagen, Techedge specializes in software for the media industry with sophisticated and user-friendly research and planning tools.
- The company's portfolio covers analysis, planning, optimization, scheduling, campaign management, reporting, as well as market and brand research tools.
- Techedge has offices in Copenhagen, London, Poland, Spain, Singapore, New York, and Miami and provides sales and support for clients globally.

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.

The Challenge

Techedge required an application publishing solution that could deliver customized television-related software to its customers. The company—which defines itself as an independent software vendor (ISV) and a managed service provider (MSP)—serves applications to various desktop devices, including Windows and Mac. They needed an application publishing solution that could serve more than 500 concurrent users at once.

Techedge explored both Citrix and Windows solutions but found them to be costly and cumbersome. Techedge sent clients a daily data set, which could cause difficulties with their client's unique environment. If the client had a problem with the data load, the transfer process, or their program, Techedge would need to host a remote session to walk them through troubleshooting.

The Solution

After comparing the costs and benefits, the Techedge team decided to install Parallels® Remote Application Server (RAS) to provide a comprehensive, affordable application delivery solution to their customers. Parallels RAS allowed the ISV/MSP company to provide seamless application delivery to Windows and Mac devices. With the Parallels RAS hosted solution, Techedge can directly log in to the same system as the client (using the same credentials) to troubleshoot and resolve support cases quickly and efficiently.

Techedge has recently enabled iOS and Android and is considering supporting HTML5. They continue to find value for their clients within each new version of Parallels RAS. Currently, they maintain over 950 concurrent users. At ten minutes per install, they can complete the onboarding process in less than a day—an install can average between 10 to 100 users.

The Results

Techedge experienced many benefits after switching to Parallels RAS. They immediately appreciated the ease of use, management, and setup. When their clients ask about the technical requirements needed to run Techedge applications, they are pleased to learn that the computational requirements are minimal because their application is hosted on Parallels RAS, which runs on a server. Techedge achieved additional cost savings through the Parallels licensing structure. The company also saves resources when onboarding new clients—instead of flying out to clients and walking them through the installation, Techedge can remotely install their software.

The ability to publish any native Windows application has proven invaluable for Techedge. During the quick installation and implementation, Techedge takes advantage of time-saving management wizards, which have helped the company deliver state-of-the-art, television-related software to its customers worldwide. With the Parallels RAS high-availability solution, Techedge has the confidence it needs to securely deliver television software to its customers—without experiencing unacceptable service disruptions.



For further information visit parallels.com/ras

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