

Techedge ApS Implements Parallels RAS to Supply Homegrown Applications to Broadcasters



The Customer: Techedge

Techedge is the leading software supplier to broadcasters and media agencies, covering over 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, while providing sales and support for clients globally.

The Challenge: Homegrown application delivery to Windows and Mac devices

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) as well as 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: Parallels RAS offers seamless virtualization 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. Now with the Parallels RAS-hosted solution, Techedge can directly log in to the same system as the client (using the same credentials) to troubleshoot, resolving 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. At ten minutes per install, they are able to complete the onboarding process in less than a day. (An install can average between 10-100 users.)

Key Benefits: Easy-to-install and cost-effective application delivery solution

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 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 is able to remotely install their software.

The ability to publish any native Windows application has proven invaluable for Techedge. During the lightning-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.

About Parallels

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 VDI and virtualization solutions. Parallels makes it simple and affordable to deliver applications to any device over the cloud, or through on-premise 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.