

4SELLERS with Parallels RAS

4 4SELLERS



The Results



BRING-YOUR-OWN-DEVICE (BYOD) INITIATIVES

New policies facilitated by Parallels RAS allow staff to use any device they'd like.



INCREASED REMOTE ACCESSIBILITY

Instant access to business-critical applications and remote session-based desktops.



EASE OF USE AND STREAMLINED MANAGEMENT

Out-of-the-box high availability load balancer and universal printing.



“Parallels RAS has saved our business significant amounts with their straightforward licensing plans.”

Philipp Ansbacher
Team Leader System Integration

“The out-of-the-box load balancing has been great for improving the distribution of incoming network traffic!”

Philipp Ansbacher
Team Leader System Integration

About 4SELLERS

- With 200 employees at its locations in Rain am Lech, Aachen, Leipzig and Hamburg, 4SELLERS GmbH is one of the leading providers of e-commerce solutions for enterprise customers in Germany.
- The company's main product is the eponymous software "4SELLERS" - the interface for all processes within a retail company.
- 4SELLERS offers complete control over retail processes in one solution, from the ERP system to omni-channel, warehouse logistics and more.
- 4SELLERS has also developed "Elements", a cloud software that enables companies to handle processes so easily that even untrained and inexperienced employees can work productively in the system from day one.
- 4SELLERS currently serves over 200 retailers with external sales of well over two billion euros per year.



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

Modern goods and services need to be delivered in near real-time, and the increasing complexity of enterprise resource planning (ERP) systems places high demands on employees. 4SELLERS aims to provide a system that allows clients to control the resources of their companies while increasing productivity.

In addition to inventory management, 4SELLERS offers accounting, controlling, document, and workflow management capabilities in their complete professional e-commerce software. Their organization desired an IT solution that provides virtual desktop infrastructure (VDI) and remote applications for clients, but without the challenges and costs associated with its configuration and maintenance.

4SELLERS wanted a comprehensive solution that eliminated the need for third-party add-ons to perform basic tasks such as load balancing and printing redirection. The IT team wanted to be sure that their solution was sufficiently straightforward and that it wouldn't require expensive external consultants.

The Solution

After examining the top options, 4SELLERS decided to implement Parallels® Remote Application Server (RAS). Parallels RAS supports multi-cloud deployments to drive everyday workloads for 4SELLERS clients.

Benefits were immediately realized by ensuring there was no need for third-party add-ons such as load balancing through Citrix NetScaler. As Parallels RAS is an all-in-one solution, it comes ready with gateway high availability load balancing and server load balancing in the standard licensing. Furthermore, Parallels RAS offers a single licensing model for all users, permitting 4SELLERS customers to use the full power of the software right from the start.

Parallels RAS allows 4SELLERS to publish applications such as Microsoft 365, while offering support for Windows, Mac, and Android devices. Moreover, Parallels RAS offers best in class mobile access and user-friendly virtualization features that aid in the transition to remote office environments. The migration to Parallels RAS was quick and seamless - transferring end users took mere hours in contrast to fears that the process could take days.

The Results

Parallels RAS enables any organization to leverage the advantages of cloud computing immediately. 4SELLERS has been able to help customers implement choose-your-own-device (CYOD) policies while providing instant access to all corporate applications and remote session-based desktops. Parallels RAS has presented a superb mobile experience, enabling native gestures such as swipe, zoom in, and tap to click in both iOS and Android – increasing the productivity of remote workers.

Thanks to the deployment of Parallels RAS, clients of 4SELLERS can extend their hardware life cycle and increase data security with measures such as multifactor authentication. These benefits, along with a considerably cheaper licensing model, have resulted in a lower total cost of ownership compared with other leading virtualization options. In utilizing Parallels RAS, the German-based independent software vendor can focus on effective processes and intelligent ERP systems for clients to further advance their online commerce. 4SELLERS is very pleased with their highly capable, reliable, and secure virtual solution.