Fluidstream Case Study with Parallels RAS

Company Overview: Fluidstream SRL

Fluidstream SRL came from a passion for radio, technology and new media. Their goal is to offer professional streaming services with very high reliability in Europe, especially Italy. Maintaining a direct and friendly relationship with their customers, they distribute multimedia content on the internet. In addition, they leverage their knowledge and appreciation of current technologies to act as a managed service provider for their clients.

The Challenge: Unsatisfactory client and user management with a frustrating application delivery experience

Fluidstream SRL delivers network, application, system and e-management services across a network to multiple enterprises. Their customers require personalized applications that are accessible on mobile devices. Their previous application solution had no central dedicated console, forcing IT administrators to configure each component individually via different management consoles and by logging into different servers. Beyond poor session and user management, the previous solution required several additional components (such as load balancing) that needed to be managed separately.

Mac® users were unsatisfied by the client device support. Additional difficulties with scaling and update limitations reduced employees' ability to work directly on their customer relationship management (CRM) software while visiting clients. Fluidstream SRL began to look for an alternative that could quickly reduce complexity and improve their operations.

The Solution: Parallels RAS offers a comprehensive application delivery solution

After exploring the alternatives, Fluidstream SRL decided to implement Parallels® Remote Application Server (RAS) in order centrally manage and provide remote access to CRM. The solution was easy to install and allowed the company to provide comprehensive application delivery, remote assistance and user management.

Fluidstream SRL uses Parallels RAS as their virtualization solution to publish browsers, documents and customized applications on a wide range of devices. They can share CRM software and real-time remote access to their clients' devices, supporting Windows and Mac as well as smartphones and tablets.

In addition, Fluidstream SRL now has a comprehensive client management solution. Parallels RAS allows systems administrators to shadow their users' sessions and monitor infrastructure usage, allowing them to plan ahead and ensure they always have enough resources. Included load balancing ensures smooth operations during heavy traffic.

Key Benefits: Simplified management, increased security and BYOD-enabled application delivery solution

Fluidstream SRL benefited greatly by upgrading to Parallels RAS. The ease of use and streamlined management improvements provided a better experience for their customers. They can scale the solution easily in the future, as well as provide more flexibility to their customers.

Additionally, storing data in a centralized location has resulted in increased data protection. Parallels RAS helps end users choose secure passwords, and the password policy is enforced directly on the Parallels Client side. It rejects passwords that are too simple and informs users if their password meets required criteria.

With Parallels all-inclusive virtualization solution, critical features such as load balancing were installed immediately and without issue. This allowed resources to be used more efficiently, which improved virtualization stability for customers. Fluidstream SRL has successfully used Parallels RAS to publish hosted applications installed on RDSH/remote PCs, session-based desktops and remote PC-based desktops.

The most appreciated feature Parallels RAS provided is bring-your-own-device (BYOD) capabilities. Parallels RAS allows Fluidstream's customers to stream content from their mobile devices. Parallels RAS directly empowers the Fluidstream mission to make multimedia content available online—be it radio, TV, podcasts, video on demand, live or on-demand content, it's all accessible from any platform and device.

> *"Our advertising company has been greatly helped by Parallels RAS. With agents located all over Italy, Parallels RAS allows them to access our CRM software, data and documents to do their work remotely."*
>
> **–Luca Pagan,**
> Chief Technology Officer at Fluidstream

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 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.