Parallels

VideoEgg

"I've been using Parallels Desktop for Mac since it first became available. When I moved to VideoEgg, I already knew I had a great solution, so I implemented it as quickly as I could."

- Andy Halvorsen, IT Manager

Country
United States

Industry
Technology - Media

Customer Profile
VideoEgg develops Flash-based media solutions that make it easy for any user at almost any level to post videos to the Internet.

Because developers needed to test their products on both OS X and Windows, each was equipped with dual machines, one Mac and one PC. Outfitting each employee with dual machines consumed the company's valuable resources and restricted VideoEgg's ability to hire staff.

By deploying Parallels Desktop to the company's Macs, each developer was able produce and test better solutions more efficiently on both platforms from the comfort of one machine, reducing IT costs and enabling the company to bring on more staff.

Company URL
www.videoegg.com

"SmartSelect is a huge timesaver and incredibly convenient."
- Andy Halvorsen, IT Manager

Situation

In 2005, three Yale students came together with an idea – to make it easier to post videos to the Internet. That idea took form as VideoEgg, whose Flash-based media solutions now serve more than 22 million videos a day for such high-profile companies as Dogster, AOL, and Edmunds Car Space.

With explosive growth came increased complexity and IT costs. To produce VideoEgg's Flash-based solutions, developers needed to use Adobe Creative Suite 3 and Macromedia Flash on the Mac platform but needed to test their solutions on both Mac OS X and Windows XP to ensure cross platform quality. The result? Each developer was equipped with one Mac and one PC. The cost of outfitting each developer with dual machines severely impacted VideoEgg's IT budget and its ability to hire and equip additional staff, restraining company growth. VideoEgg needed to reduce IT costs, give developers the functionality and flexibility they needed, and make room in the budget to hire additional staff to address the increasing demand for its solutions.

The need for integration went beyond VideoEgg's development team. MS Office 2007 for Windows was a fundamental software package throughout the company, but employees were unwilling to give up the stability and functionality of their Macs or preferred OS X applications such as Mac Mail.

Solution

Andy Halvorsen, VideoEgg's IT Manager, had successfully deployed Parallels Desktop for Mac at his previous company to enable employees to run Mac OS X and Windows simultaneously on their computers without rebooting. Impressed with Parallels Desktop's user-friendliness and ease-of-deployment, Halvorsen immediately moved to deploy Parallels Desktop throughout VideoEgg and make it "standard issue" on each new Mac.

Benefits

Thanks to Parallels Desktop, VideoEgg's developers are now able to test their solutions on both OS X and Windows XP as well as access all of their key software without the hassle of managing multiple workstations. Not having to equip developers with two machines significantly reduced the company's IT budget, freeing up valuable resources and enabling VideoEgg to bring on more staff. More than 90% of the company's new hires choose a Mac equipped with Parallels Desktop as their preferred computer.

Not only did Parallels Desktop give developers easy access to critical software and more integrated testing environments, its user-friendly features, such as SmartSelect, Coherence, and iPhone support, significantly increased the entire company's overall efficiency.

Nearly every employee uses SmartSelect, which allows users to open Windows files in Mac programs and Mac files in Windows programs, to set common Office attachments in Mac Mail to automatically open in MS Office 2007 in their Parallels virtual machines. Even VideoEgg's sales team was able to run Sales Force, which functions with MS Outlook, even though they use Mac Mail for email.

Coherence, which allows users to run Mac OS X and Windows side-by-side on the Mac desktop, enables employees to save time by not having to manage dual desktops.

Additionally, because Parallels Desktop fully supports Apple iPhones, employees moving away from their Blackberries can now sync up their iPhones without losing data and essential contact information.

By deploying Parallels Desktop, VideoEgg can now meet its employees' need for an integrated working environment and continue to grow.