SAS®

"Parallels Desktop for Mac is how we run SAS® on our Macs. It's how SAS serves its Mac customers."

- Frank T. Bray IV, Senior Systems Developer

Country
International

Industry
Technology

Customer Profile
SAS® solutions help companies analyze data and trends so that they can make better decisions for the future.

Originally supported on almost any platform, SAS solutions targeted PCs when Windows and Linux dominated most business platforms.

However, SAS' programmers, who remained Mac-faithful, adjusted to working off-Mac while others used both Macs and PCs to access preferred and required software and tools.

By deploying Parallels Desktop, SAS programmers were able to standardize on a single Mac platform and still access their critical PC applications.

Company URL
www.sas.com

Situation

What if you could save money before it's wasted? Seize an opportunity before it's lost? For more than 30 years, SAS® solutions have enabled companies to do just that. Government agencies, educational institutions and businesses in nearly every industry from aerospace to retail, including 96 of the top 100 FORTUNE Global 500® companies, use SAS Business Intelligence software to analyze high volumes of data and predict future outcomes based on past and current activity.

Originally a standard programming language, SAS solutions were developed to function on practically any operating system such as Mac OS, Windows and Linux. With the massive influx of Windows and Linux into standard business infrastructures, SAS moved much of its focus to PCs to better meet its customers' requirements.

However, some SAS programmers, who remained loyal to the Mac, operated a Mac for daily business tasks, and one or more PCs to develop SAS solutions on compatible platforms. Some programmers' PC requirements were so severe that they were forced to abandon their Macs altogether.

As Macs gradually returned to their customers' offices, SAS found itself with a golden opportunity to bring Macs back to its programmers.

Solution

Parallels Desktop for Mac, which enables users to run Windows, Linux and more alongside Mac OS X on any Intel-powered Mac without rebooting, saw humble beginnings at SAS. A SAS programmer browsing the local Apple Store decided to install it on his MacBook. Impressed with Parallels Desktop's stability, flexibility and wide range of OS support, he suggested it to Bray, who saw the opportunity to give Mac-centric SAS programmers access to the Mac platform. Bray then installed Parallels Desktop on his own Mac and deployed it to the rest of his team. The rest is, as they say, history.

Benefits

Initially, SAS programmers were impressed that Parallels Desktop let them use Mac OS X, Windows and Linux applications on Mac hardware without juggling additional machines. However, their enthusiasm for Parallels Desktop quickly grew as they also experienced its stability, performance and ease-of-use. According to Bray, "It's no different from running Windows on a PC. Sometimes, we even forget we're running Macs!" Several members of Bray's team even commented on the speed at which SAS solutions ran on their Parallels virtual machines.

As more Macs are added to the SAS infrastructure, Bray has been further impressed with Parallels Desktop's ease-of-deployment. "It's incredible how fast we can have [Parallels Desktop] up and running. Once we have a Parallels virtual machine just the way we like it, we can just copy its directory file from one Mac to another in less than 15 minutes using a FireWire connection."

Parallels Desktop enabled SAS's Mac-centric programmers to consolidate all of the operating systems they needed onto the hardware they wanted, giving them a flexible, integrated Mac + PC working environment.