Twinstones partners with Parallels RAS for ease of use and easy installation

Partner: Twinstones
Product: Parallels RAS

The challenge: accelerated demand for cloud products and increased competition

Twinstones is a South Korean-based reseller that provides Parallels® RAS and Parallels Desktop products to companies in all industries—with a particular focus on those in the IT industry—to organizations of all sizes. The company has about 30,000 members who use their website.

Since the beginning of the COVID-19 pandemic, Twinstones has seen a huge demand for cloud services from customers who want to use cloud products and partners who want to sell cloud products to customers. Now, their main challenge is having the right cloud solutions to offer their customers.

Twinstones has also noticed that most other companies and vendors have become more aggressive in their approach to attracting direct customers online. This has led to greater online competition, thus increasing their need to offer quality products that their customers are seeking.

The solution: Parallels RAS chosen for ease of use and easy installation

Twinstones became a Parallels partner in July 2018. Today, Parallels RAS is mainly used by their Korean customer base to seamlessly provide Windows applications on Mac computers. Customers have reported that using Parallels RAS is easy and straightforward.

As a distributor, Twinstones can provide a manual in Korean for every version of the Parallels product as well as provide high-quality support for the Korean language to further support customers.

Parallels RAS also provides remote support to customers making it easy to set up the product in just minutes.

Additionally, Twinstones uses Parallels RAS and Parallels Desktop in their business to support customers and for more general day-to-day tasks like accessing Microsoft Excel on Mac computers.

The results: partnering with Parallels provides much needed marketing, sales, and IT support

As a Parallels partner, Twinstones can take advantage of the company's marketing, sales, and IT support to help support their business. This includes benefits such as:

- Joint marketing opportunities.
- 24/7 access to online training and marketing materials.
- Dedicated partner sales support.
- Public relations support.
- Product assets such as a "campaign in a box," which includes everything a partner needs to run a successful marketing campaign, such as email templates, landing pages, white papers, and more.

As a member of the Corel® Partner Program, Twinstones has also recently begun offering other Corel® products to customers, including CorelDRAW®, CorelCAD®, Corel Painter®, WinZip®, and MindManager®.

Learn more about the benefits of becoming a Parallels partner.

About Twinstones

- Software reseller and Corel Partner Program member.
- Based in South Korea.
- Has approximately 30,000 website members.

Start your trial.

Parallels RAS

Parallels RAS is an all-in-one remote working solution that enables access to virtual applications and desktops on any device, anytime, anywhere.

Get your free, full-featured 30-day trial today.

Start your trial.

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