



# Case Study

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## HealthTronics – Agile Delivery of Highly Effective Mobile Content Management

*"AirWatch Secure Content Locker & EMM Platform: Best of Both Worlds"*

### What You Need To Know

HealthTronics, Inc. is a urology solutions company that provides lithotripsy, laser, and cryotherapy solutions to physicians across the United States. The company also maintains medical equipment in the urology field and manufactures cryotherapy devices. Cryotherapy is a cancer treatment that employs extremely low temperatures to destroy cancer cells. HealthTronics was founded in 1989, and is headquartered in Austin, Texas.

At one point a subsidiary of a much larger company, in early 2014, HealthTronics found itself in need of putting in place both an Enterprise Mobile Management (EMM) system as well as a Mobile Content Management (MCM) platform. During the process of evaluating – through a proof-of-concept phase – what EMM platform HealthTronics would ultimately deploy, the company concluded that its EMM needs were best met by AirWatch by VMware, a veteran and experienced mobile device management (MDM) and mobile application management (MAM) vendor.

During the evaluation process, HealthTronics discovered that AirWatch provided various EMM advantages that are important to HealthTronics' overall operation within the healthcare space. More importantly, HealthTronics found that the AirWatch platform is also able to deliver on a robust MCM capability through its Secure Content Locker platform module, which allowed HealthTronics to quickly and easily deploy both its EMM and MCM systems. In being able to support both, AirWatch delivered to HealthTronics a robust, effective, easily deployed, one-stop/single vendor platform solution, excellent TCO and – most importantly – superior and immediate ROI.

### Under the Gun to Deploy EMM and MCM

In early 2014, HealthTronics Chief Information Officer Evan Bowers found himself with a major challenge on his hands. That quarter, HealthTronics was spun out of a Pharmaceuticals company and acquired by a private equity firm. For HealthTronics itself, this was a great business move. But in the process of being spun out of its former parent company, HealthTronics lost all of its IT support.

In addition to myriad core IT challenges that had to be met, Bowers also found himself in need of quickly putting in place a suitable enterprise mobile management (EMM) platform to

### AT A GLANCE

#### Business Requirements

Recently spun out of a larger organization, medical device manufacturer HealthTronics found itself in urgent need of deploying both enterprise mobile management (EMM) and mobile content management (MCM) solutions for its mobile workforce.

#### Challenges

Operating within the heavily regulated healthcare industry, HealthTronics needed to deploy an EMM with granular security controls and excellent reporting tools, as well as an MCM that was able to provide secure mobile user document tracking, collaboration and annotation capabilities.

#### Solutions

HealthTronics selected AirWatch by VMware for both its EMM platform and its Secure Content Locker MCM solution.

#### Benefits

Rapid rollout and deployment of both EMM and MCM, non-trivial TCO reduction immediate recognition of ROI.



provide mobile device management (MDM) capabilities to cover approximately 500 employees and roughly 650 mobile devices. As is the case for any other company operating within the healthcare vertical market, HealthTronics employees deal with extensive amounts of sensitive healthcare-related patient data and confidential internal HealthTronics documents, and Bowers needed to ensure that employee mobile devices could quickly be locked down and secured if and when necessary.

It didn't take Bowers long to narrow down his EMM/MDM search to two direct competitors, one of which was AirWatch by VMware. There is hardly any surprise here; the two competing vendors provide cloud and on-premise EMM platform capabilities, and both vendors scale easily from low-end SMBs to many thousands of Fortune 1,000 users. HealthTronics, with its 500-strong workforce – and a real need to plan for a growth potential that could conceivably lead to thousands of new mobile employees over time – falls almost exactly into the sweet spot for both EMM vendors.

At the same time Bowers was conducting his EMM search, he was also exploring various standalone mobile content management (MCM) solutions, and had narrowed his early options to several independent vendors, including cloud-based secure file sharing and file management platform vendors with claims to delivering Fortune 1,000 grade reliability and end-user scalability.

Bowers notes that though his needs for both EMM and MCM platforms were equal in importance, he shaded his initial priorities in the direction of EMM, based on his belief that device management was the most important first step in piecing together his overall mobile strategies. This proved to be a fortuitous choice in priorities.

Following a head-to-head analysis of the capabilities of the two vendors, Bowers ultimately chose AirWatch as his EMM platform. Bowers says that "HealthTronics spent 100 hours each on proof-of-concept projects for both platforms. Both EMM companies essentially proved themselves even in capabilities, including general ease of deployment and overall TCO. Both platforms are enormously robust, and offer the same core levels of device/application management and security."

Despite the similarities, Bowers underscores that "there were two critical differences between the two platforms. AirWatch was able to provide me a much better and richer level of granularity on user security controls, and better reporting capabilities, neither of which the competing vendor was similarly able to deliver on at that time." AirWatch won the HealthTronics EMM deal for these two key reasons.

As one example of reporting capabilities, Bowers says that when he needs to wipe a device he also needs to know with certainty – through having an official transactional record – that the device received the instructions and signals to be locked down and wiped. During the proof-of-concept stage, AirWatch demonstrated its ability to provide this important capability – a critical issue for Bowers' operation.

Looking back roughly ten months later on his decision, Bowers notes that though TCO between the two was similar, AirWatch ultimately provided a real ROI advantage based solely

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**Evan Bowers, CIO,  
HealthTronics**



on its superior EMM platform capabilities. But Bowers also points out that there is much more to factor in on the overall value and ROI of AirWatch to HealthTronics.

## HealthTronics MCM Requirements

As noted earlier, Bowers' parallel challenge to implementing EMM was a need to be able to securely manage both file sharing and content management. In fact, for a company operating under a number of different federal and state healthcare privacy regulations and requirements, privacy compliance issues and the obligation to maintain the security of sensitive and confidential internal documents were top-of-mind concerns for Bowers.

The ability to remotely manage mobile devices is of utmost importance, but Bowers also had major content-based issues to worry about. MDM and MAM, in and of themselves, are not sufficient to ensure that HealthTronics is able to meet its numerous privacy compliance requirements, nor to ensure the security of its confidential content. For HealthTronics, even its marketing materials require adhering to regulations, and Evans needed to be sure all of his bases were covered.

Bowers notes that half of his 500-person workforce now operates exclusively on iPads and iPhones – that is, they no longer have desktops/laptops, and they work exclusively through mobile devices. Bowers knew that he would need to deploy a mobile content management system, and that the MCM would need to handle three critical requirements:

- A way to securely expose data files and documents to HealthTronics' exclusively mobile users while ensuring easy and transparent access to that content, as well as the ability to fully track content
- A means for allowing the company's mobile users to be able to securely edit, mark up, annotate, and share documents with appropriately authorized co-workers from their mobile devices without the content being able to leave the HealthTronics environment in any form or fashion
- The ability to securely sandbox email attachments

Bower's initial belief was, understandably, that to fully meet these non-trivial requirements, he would need to deploy a standalone MCM to live side-by-side with his EMM platform. Bowers also knew he didn't need a full-blown enterprise content management system (ECM), and had narrowed his early mobile content management options to several independent vendors, including a cloud-based secure file sharing and file management platform with claims to delivering Fortune 1,000 grade user scalability.

A concern Bowers had with pure secure file transfer options was the lack of essential integrated content editing tools. Simply – albeit securely – sharing files amongst mobile users is not the equivalent of being able to collaboratively annotate documents in real time. It was at exactly this point – while preparing to broaden his MCM search to include platforms offering such tools – that Bowers made his decision to prioritize EMM ahead of his MCM needs, a decision that ultimately solved both his EMM and MCM requirements.

**As CIO Evan Bowers looked deeper into the AirWatch EMM platform, he began to understand that AirWatch doesn't only integrate with third-party MCMs. In fact, it also offers a fully-integrated MCM of its own – AirWatch Secure Content Locker. The appeal to Bowers in being able to rely on one vendor to meet both of his and HealthTronics' EMM and MCM needs was significant and immediately intriguing.**



## AirWatch Secure Content Locker: True Content Management

Bowers notes that he was aware, during his evaluations, that the EMM vendors are all able to integrate and work with third-party MCM vendors they have partnered with. The fast-growing need for mobile workforces to have easy yet highly-secure access to enterprise content now requires EMM vendors to be able to allow that content access without compromising mobile device security. At the same time, as the EMM vendors have expanded their capabilities in providing control over mobile application access, they have needed to ensure that content access through MCMs remains frictionless and seamless to a company's mobile users.

As Bowers looked deeper into the AirWatch EMM platform, he began to understand that AirWatch doesn't only integrate with third party MCMs, it in fact also offers a fully integrated and complete MCM of its own: AirWatch Secure Content Locker. The appeal to Bowers in being able to rely on one vendor to meet both of his needs was significant and immediately intriguing.

In particular, assuming that AirWatch Secure Content Locker could in fact deliver on Bowers' need to provide his workforce with an MCM that allows secure content collaboration and annotation capabilities from their mobile devices, an integrated single vendor EMM-MCM solution would provide Bowers with substantial economies of scale:

- A single integrated admin platform to manage both systems
- Reduced IT personnel overhead requirements and an almost-zero additional learning curve
- Reduced procurement issues
- Greatly-reduced implementation issues
- The ability to bring the MCM system up to speed immediately in conjunction with the EMM system itself
- Greatly-reduced cost and overall TCO
- Immediate recognition of ROI through rapid deployment and mobile workforce enablement and immediate productivity

Through its Secure Content Locker module, AirWatch has chosen to take what Blue Hill believes to be a very smart and flexible approach to meeting the needs of enterprises requiring both a robust and highly secure EMM and a robust MCM solution. The benefits enumerated by Bowers are non-trivial, though they hinge specifically on just how much MCM capability a given company requires.

Bowers makes it clear that the real choice for him in going with AirWatch comes first and foremost from what he believes is AirWatch's overall superior EMM capabilities in providing the granular security controls and reports he requires. It is worth noting that Bowers says as well that these specific capabilities allow him to more directly comply with the HIPAA (Health Insurance Portability and Accountability Act) requirements HealthTronics operates under.

**The ultimate MCM win for Bowers was in discovering the significant added value AirWatch afforded him through the company's well-integrated mobile content management system. Secure Content Locker provides "true" content control and document tracking, along with effective mobile user collaboration and annotation tools.**





Bowers jokes that "the HIPAA regulations were written by people who didn't need to actually implement the regulations." He adds, "This leaves a great deal of important implementation detail to be solved in the field. AirWatch gives me the controls and reports I need to be able to do exactly this."

Bowers points out that, for the security reasons noted, AirWatch was already his EMM vendor of choice, prior to digging in with AirWatch on its MCM capabilities. Once the EMM selection was settled, Bowers then found that Secure Content Locker was also able to provide exactly the level of MCM capabilities highlighted earlier that Bowers needs for his workforce.

In particular, AirWatch has significantly extended its MCM capabilities beyond simple secure file transfer. The company has smartly adopted the classic Pareto principle – better known as the 80/20 rule – that states that, as it applies to technology and applications, in most cases, 80 percent of requirements are typically met by 20 percent of available capabilities. With Secure Content Locker, AirWatch delivers exactly on this capability – it is by no stretch of the imagination a full-blown ECM, but it looks to deliver on the complete set of functionality most companies are likely to require from an MCM.

In the case of HealthTronics, this includes the ability for Bowers' mobile workforce to be able to collaborate, annotate, and share documents securely. Bowers makes it clear that "annotation" does not mean the ability to create documents from the ground up.

In addition to patient data, Bowers notes that there is a great deal of marketing and sales material that is sensitive in nature from a competitive perspective. Bowers also says that in the healthcare industry, marketing materials are regulated. For Bowers, Secure Content Locker allows the needed controls to ensure that documents remain secure and in compliance – for example, certain edited documents need to be reviewed by HealthTronics' legal team.

Despite these added complications, what Bowers finds particularly valuable is that Secure Content Locker makes it easy for his users to do what they need to with mobile content entirely through their mobile devices. Bowers claims that the side of his workforce that requires MCM functionality is now able to fully work from their mobile devices. He suggests that his mobile environment – which is not a BYOD operation, but a fully corporate-liable iPad and iPhone environment and ecosystem – is more secure than his desktop/laptop environment.

Bowers does have one Secure Content Locker wish list item that he says would be quite valuable to his workforce: he would like his users to have the ability to save documents under new names. He also notes that he hasn't brought this up to AirWatch, but he doesn't doubt AirWatch would be able to deliver on it easily enough. And in fact, AirWatch delivered on such a capability in a subsequent release of the platform.

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## Conclusions

Evan Bowers' experiences in having to build out both an EMM and MCM system, along with the added complexity of having to do so while operating within a heavily-regulated vertical, suggest that finding the right solution early on in the process delivers great benefits. This was



significant for Bowers. Because HealthTronics had been spun out of a larger business, he had the advantage of working with a clean slate, and no legacy systems to deal with. But he also had the challenge of needing to install both his core IT and his mobile systems quickly.

Once Bowers completed his EMM proofs of concept, AirWatch proved to be up to the challenge of providing him with rapid MDM/EMM deployment capabilities and a feature-rich security environment. Bowers was able to provision and bring his entire 500+-strong workforce and the collection of 650+ mobile devices that said workforce utilizes quickly up to speed. Further, Bowers believes and anticipates that with AirWatch, he is fully prepared to easily and quickly scale up to thousands more users.

The ultimate win for Bowers, however, was in discovering the significant added value AirWatch afforded him through the company's well-integrated mobile content management system. Secure Content Locker provides "true" content control and document tracking, along with effective mobile user collaboration and annotation tools. Through its use, Bowers was able to quickly deploy a unique one-stop shop EMM/MCM solution that has enabled Bowers' mobile users to become rapidly productive.

Coupling that workforce productivity with a non-trivial reduction in TCO and an immediate recognition of ROI leaves Bowers – and the rest of his senior management colleagues – to focus on building the business, rather than worrying about technology. That is true business value.

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