



BYOD Case Study

Choosing AirWatch by VMware for BYOD Management

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What You Need To Know

Employees in today's workforce expect the flexibility of a 'bring your own device' (BYOD) environment that enables them to use their personal smart phones and devices to access both work and personal information. This presents significant challenges for IT decision makers who must balance the security and usability needs of a large user population. Furthering the complexity is often the existence of an environment consisting of multiple device types. IT decision makers are often faced with the realization that whichever Enterprise Mobility Management (EMM) solution is chosen, that it must be able to support multiple operating systems seamlessly.

This report follows a large U.S. based healthcare provider, Intermountain Healthcare, as they navigated the solution selection process to choose the right EMM solution provider. Ultimately, Intermountain Healthcare selected AirWatch as the solution to best manage their deployment across thousands of users and multiple operating systems. It is the aim of this BYOD study to highlight the business drivers that shaped the decision process and distill the key elements that led to an alignment of solution strengths and business needs. This study will also bring to light the business value realized as a result of the AirWatch implementation.

It is Blue Hill's intention that IT and finance decision makers finding themselves positioned in a similar manner to Intermountain Healthcare, can learn from the business drivers and value gains outlined to better inform their own decision process.

AIRWATCH BY VMWARE

AirWatch was acquired by VMware on February 24th 2014 and subsequently became known as 'AirWatch by VMware'. The decision process of Intermountain Healthcare followed in this study occurred prior to the acquisition. As such, for the purposes of this study, the solution provider is referred to as 'AirWatch' to reflect the point in time that the decision was made.

About the Subject



Intermountain Healthcare is a \$5 billion dollar healthcare and medical group that manages over 22 hospitals, 185 physician clinics and employs over 33,000 full time employees. Intermountain Healthcare is based in Salt Lake City, Utah and is a non-profit organization operating in southern Idaho and Utah. Currently Intermountain Healthcare manages approximately 5,300 devices across their organization and supports multiple device operating systems. Currently, their mobile ecosystem is comprised of 94% iOS devices, but highlighted future plans to consider the introduction of Android devices.



Business Drivers and Solution Selection

Originally Intermountain Healthcare had engaged with BlackBerry for both issued devices and device management. However, they made a strategic decision to migrate away from BlackBerry. This was an executive decision that led the company to purchase iPhones for many employees. In addition, many of the physicians at Intermountain Healthcare's physician clinics were using and were planning on continuing to use other mobile platforms in their daily operations. These dynamics ultimately meant that the decision would be shaped by the need to support multiple operating systems across a number of locations. In light of this context, Intermountain Healthcare identified the following requirements as necessary for their impending switch from BlackBerry devices: the ability to manage multiple operating systems in a single platform, the ability to meet compliance requirements within the healthcare industry, and maintaining the necessary level of security and availability.

Meeting Compliance Requirements: As Intermountain Healthcare operates in the healthcare industry, compliance and regulatory demands, such as HIPAA and accessing electronic protected health information (ePHI), represent serious considerations. Intermountain Healthcare required a solution that ensured patient and other medical information was managed properly.

Maintaining Security and Availability: Maintaining a level of necessary security was of great importance as Intermountain Healthcare migrated to new device types. Given the sensitive nature of the information and the potentially critical effects for patient outcomes transmitted through company devices, less than adequate security and up time availability was not an option.

After making the strategic decision to migrate away from BlackBerry, Intermountain Healthcare was tasked with evaluating new solution providers to address their EMM needs. During this process, the solution providers that were brought into the final rounds of decision-making were AirWatch, Good Technology, MobileIron, and Symantec. Each vendor goes to market touting their own EMM product offering aimed at supporting initiatives similar to the one that Intermountain Healthcare was undertaking. However, through the due diligence process it was identified that AirWatch was the solution, which best met their needs.

FUTURE FLEXIBILITY

"We really liked AirWatch, in part, because it provided a lot of flexibility. It allows people to bring pretty much whatever device they want. We initially had only deployed Apple devices because we were scared of security with Android. But AirWatch has pretty much negated this concern, which opens up a lot of options for us."

- Gordon Smith,
Supervisor, Client Hardware
Engineering & Mobile Team
Intermountain Healthcare



Managing Multiple Device Operating Systems: Intermountain Healthcare cited the immediate need to support both iOS and Windows devices in order to continue their daily operations. However, furthering this requirement was the forward-looking concern of choosing the right solution for future plans. They wanted a solution that allowed for the possibility of bringing on new operating systems or device types if the need presented itself in the future.

Organizational Benefits

Intermountain Healthcare reported that 18 months after the initial implementation of AirWatch they were receiving significant benefits to their organization. As they made the transition to their new iOS centric device deployment they identified a number of ways in which the rollout of AirWatch manifested itself in driving business value. Future flexibility, operational gains, and cost savings were highlighted as the primary factors that continue to deliver value on an ongoing basis.

Future Flexibility: As Intermountain Healthcare continues to grow and expand its efforts around mobile devices; it has cited material benefits from the flexibility for future plans that AirWatch has provided. During the vendor selection process, they noted the importance of choosing a solution that allowed them to 'future proof' for coming decisions. A rigid device management solution had the potential to curtail future plans and limit their physicians from being able to have access to the best technology to serve their patients. It was highlighted that the IT team felt that AirWatch provided the needed level of flexibility. Since the implementation, Intermountain Healthcare has announced future plans to introduce Android devices into their device environment as well as to introduce 1,000+ new iPads to their physicians. The IT team feels that managing these rollouts will be comparatively much easier under AirWatch than what their alternatives would have been otherwise.

Operational Gains: Intermountain Healthcare cited numerous instances that the AirWatch solution aided in increasing efficiency. Prior to AirWatch, the ability to remotely and centrally manage their device fleet was not possible. Previously, technicians needed to physically connect devices to technician's laptops in order to manage the content and security controls on each individual device. 'Over the air' (OTA) management of devices was not a viable option. The implementation of AirWatch allowed for their devices to be remotely managed, which resulted in a significant operational improvement through its elimination of a formerly time intensive process.

Similarly, the internal process of dealing with lost or stolen devices as well as with employee termination saw vast improvement. Prior to AirWatch, Intermountain Healthcare was able to fully wipe a device only through exchange. If a device was lost or stolen, it was potentially done so without a means to remove corporate data. This meant the data was secured only at the device level.

In regards to employee termination or other instances where devices needed to be swapped, the old process did not allow for data to be segmented by corporate or personal information. The result was that any sort of data wipe was a full device wipe. This presented an

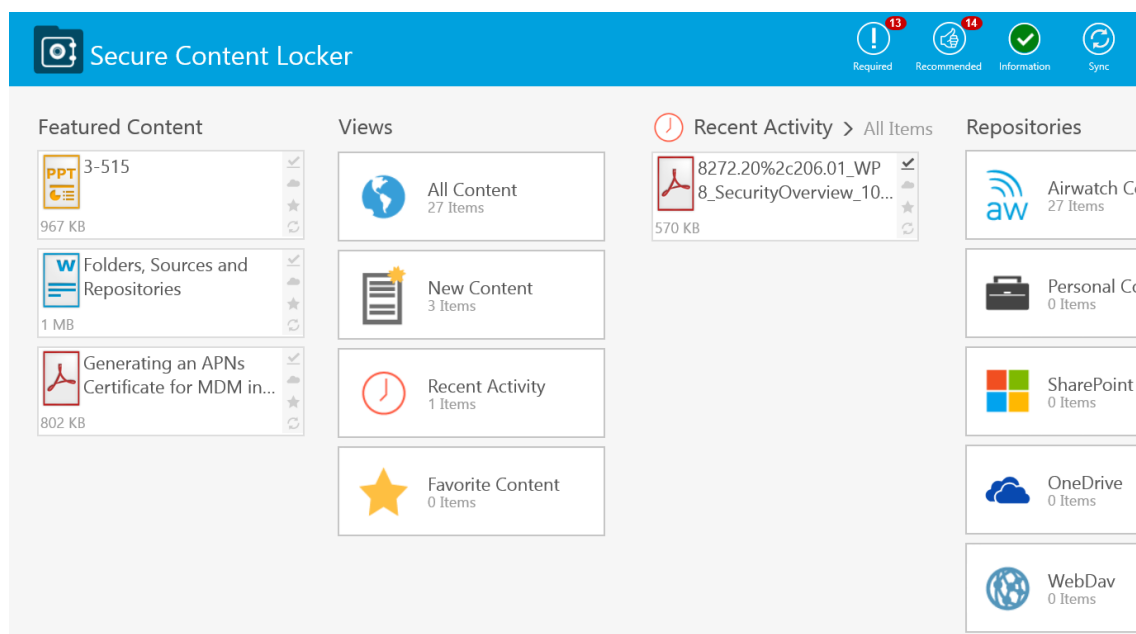


unappealing alternative for a company trying to transition to a BYOD environment. The advent of the AirWatch rollout introduced this information segmentation functionality that provided far greater flexibility.

Intermountain Healthcare also indicated benefits associated with its adoption of AirWatch's mobile application management (MAM) and Secure Content Locker solutions as well. Intermountain Healthcare has been experimenting with these elements of the solution since the initial deployment of AirWatch and highlighted a number of cases in which it has provided value. This is perhaps best highlighted by the case of Intermountain Healthcare's air based medical transportation team known as 'Life Flight'. In this case, the pilots had a need to remove bulky manuals from their cockpits and have access to potentially critical information in a quicker manner than was currently available. Through AirWatch, Intermountain Healthcare was able to securely push content to the iPads of the pilots, a process that was not feasible under their previous device management solution.

Figure 1: Secure Content Locker

Figure one demonstrates the workflow of AirWatch's Secure Content Locker offering. The design places an additional layer of security on the device around sensitive corporate information, keeping it separate from personal device use.





Cost Savings:

Intermountain Healthcare reported that the AirWatch rollout also resulted in material cost savings that benefited their organization. The cost savings manifested themselves both in the forms of hard dollar amounts and in the form of opportunity cost savings.

"We had an immediate ROI with AirWatch due to their mobile platform's ability to manage a large and complex healthcare environment replacing time consuming mobile admin tasks."

- Gordon Smith

Supervisor, Client Hardware
Engineering & Mobile Team
Intermountain Healthcare

The opportunity cost savings were largely a function of the operational benefits outlined above along with general efficiency gains to internal processes. They found that they were able to better allocate the time and efforts of their employees away from time consuming processes such as physically updating devices and towards more proactive and value producing activities. Intermountain Healthcare found that AirWatch provided an environment that lent itself to a generally more efficient and comprehensive management of employee devices. Overall, this led to a reduction in unexpected time constraints associated with unforeseen complications and cumbersome processes. The net value was the evolution

of their technical support team to one where they could strategically manage device rollouts and provide greater benefit to the organization.

After an evaluation of the cost benefit analysis, Intermountain Healthcare reported that they are expecting a 10-15% increase in investment with AirWatch. They cited the continued expansion of their device deployment and the introduction of greater elements of AirWatch's Secure Content Locker offerings.



Conclusion:

As a large healthcare organization with over 5,000 deployed mobile devices, Intermountain Healthcare had a demonstrated need for a reliable and efficient device management strategy. The strategic decision to migrate from BlackBerry and introduce a heavily iOS dependent device environment necessitated their evaluation of a robust EMM solution provider that could meet their needs. The selection of AirWatch was based upon the core business drivers of managing multiple devices on one platform, meeting compliance and regulatory requirements, and maintaining adequate security.

AirWatch was identified as the solution which best-matched solution capabilities to Intermountain Healthcare's need, a decision that has been validated through the notable return on investment that the solution has provided. The financial gains highlighted, both indirect time savings and direct cost savings, are important consideration factors when considering the merits of any solution. However, IT decision makers would do well to note the organizational and flexibility gains which were highlighted, as these represent an opportunity to directly impact front line performance. To Intermountain Healthcare, AirWatch has provided opportunities for them to more efficiently manage their complex mobile device environment in a way that ultimately allows them to better serve their patients.

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