

GlaxoSmithKline Increases Employee Productivity Across the Globe with AirWatch

The Mission

GlaxoSmithKline (GSK) is one of the leading companies in the healthcare industry, with branches in 180 countries around the world. The company focuses its activities on innovation and scientific achievements across three business units: vaccination (GSK Vaccines), modern prescription drugs (GSK Pharmaceutical) and health products (GSK Consumer Healthcare). A broad sales portfolio is targeted at hospitals, medical personnel and consumers.

Because GSK operates in a highly regulated market, the company needed a mobile solution capable of keeping client records safe and helping preserve the company's intellectual property. The mobile solution also needed to enable consultants to access corporate resources from any location.

The Results

GlaxoSmithKline tested various enterprise mobile management (EMM) solutions and it selected AirWatch® by VMware® to help secure its devices and enable employees to access critical information from anywhere. Within three years, GSK deployed more than 31,000 iPads managed by AirWatch in 180 countries. "Our business is based on patents and innovation, and ensuring the security of our intellectual property is always on top of our agenda," said Wojciech Kulpa, Mobile MGMT Service Manager, GlaxoSmithKline.

To reduce the possibility of data loss, the AirWatch solution suite helps IT create appropriate user and device profiles through which employees have access to required resources. This initiative helps to reduce data leakage. Employees also use a corporate application catalogue, which has more than 200 internal applications designed for different market requirements and business units within the company.

GSK enables employees to have up-to-date documents and file access through AirWatch® Content Locker. Users are authenticated with Active Directory to ensure only authorised employees can access corporate content. AirWatch Content Locker integrates with the company's content repositories, permitting employees to use information they need while away from the office. "The sales process must be adapted to the laws prevailing in each country. Thanks



Solution Overview

- Client: GlaxoSmithKline
- Industry: Pharmaceutical
- Geography: Global
- Features: MDM, MAM, MCM
- Infrastructure Integrations: Active Directory, SharePoint
- Devices: 31,000+



to AirWatch, our employees have access to the necessary resources which are individually tailored to their operating region," remarked Kulpa.

The company can now also monitor and centrally manage its mobile fleet through a single, Web-based console. "The AirWatch solution allows us to control our resources on a global scale. From a single console, we can precisely monitor the activities carried out on all deployed devices," said Kulpa.

With AirWatch, GSK observed an increase in productivity through greater client service and more employee interaction and sharing. Leveraging corporate resources from mobile devices, employees can more effectively communicate product information to clients and stay informed while on the road. Employees can also efficiently take notes during meetings by digitally updating information through mobile devices, a process that saves employee time and helps keep documents up-to-date.

What's Next

GSK is actively investing in the development of internal applications that further enhance the productivity of its employees. GSK also plans to expand their AirWatch Content Locker implementation to include collaboration capabilities and AirWatch[®] Browser functionality into its mobility deployment.

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– Wojciech Kulpa
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