

B. Braun Brings Mobility to Life with AirWatch-enabled BYOD Initiative

The Mission

As a company that continuously introduces innovative products to the medical field, B. Braun Melsungen AG strives to make its business more effective. In 2011, B. Braun saw enterprise mobility management (EMM) as an opportunity to empower employees with mobile devices. With more than 50,000 staff members across 60 countries, B. Braun needed worldwide management capabilities and support for its stringent security requirements in order to be successful. B. Braun also wanted to provide employees with anytime, anywhere access to company email and corporate resources. With the diversity of products and services it offers to hospitals, medical staff and surgical teams, B. Braun needed an EMM solution that supported a bring your own device (BYOD) program to leverage familiar employee-owned devices for work.

Tasked with finding the right solution for his company, Martin Runkel, head of architecture and development at B. Braun, researched many EMM providers to find one that could satisfy B. Braun's security and usability requirements. After comparing multiple solutions, the company selected AirWatch[®] by VMware[®] to fulfill its mobility goals. Over the course of three years, B. Braun deployed more than 7,500 iOS devices, specifically iPhones and iPads, to employees around the world. About 2,000 of these devices are employee-owned, while the remaining 5,500 are corporate-owned.

The Results

One of B. Braun's first goals was to establish a strong BYOD company policy. Collaborating with local workers councils, B. Braun established a policy for its 2,300 BYO devices that enables corporate access while keeping personal information private. As local privacy laws differ across countries, Runkel and his team used AirWatch to customize configuration policies for specific regions. "AirWatch enables us to easily address privacy concerns with BYOD in our organization," said Runkel. "Our employees are now able to use personal devices to access corporate email, data and more from anywhere in the world." The BYOD policy is greatly beneficial to B. Braun for two additional reasons: the company saves costs by enabling employees to use their own devices rather than corporate-provided assets, and employees are more productive on devices they already carry in their pockets.



Solution Overview

- Client: B. Braun Melsungen AG
- Industry: Healthcare
- Region: Global
- Features: MDM, MEM, MAM, BYOD
- Infrastructure Integrations: Lotus Notes, Microsoft Active Directory, SAML
- Devices: 9,600+



Security is also a major focus for B. Braun's mobility initiative. B. Braun leverages its existing SAML and Microsoft Active Directory infrastructure for simplified device enrollment and employee authentication, as well as Lotus Notes for secure corporate email delivery to devices. To minimize data leakage, the company also assigns user profiles, policies and applications based on employee region and position in the company. B. Braun found AirWatch solutions helpful for navigating the legal implications of using mobile devices globally. "We use AirWatch to set up user groups by region and country for distributing corporate information. This ability to customize distribution is essential for maintaining compliance around the world," admitted Runkel. "With multiple ownership models, we needed a solution like AirWatch to keep our employees and information safe."

B. Braun also uses AirWatch to make its more than 20 internal and public applications available to employees in the field. With product catalogs, training courses and more, these applications provide a wide range of tools for deepening product knowledge and understanding the services B. Braun offers to its customers. B. Braun uses the AirWatch[®] Catalog, an enterprise application store, to make updated applications available to employees on-demand. Employees can download applications on their own, providing them the freedom to only download the resources they need. Some applications are also delivered through user and device groups set up by B. Braun administrators, making it even easier for employees to receive up-to-date applications on their devices.

What's Next?

B. Braun continues to seek out new ways to use mobility to empower its workforce. The company is testing two AirWatch solutions to enhance its deployment: the AirWatch[®] Container, a secure workspace for all enterprise applications and information, and AirWatch[®] Browser, a secure browsing solution to protect Web site access on devices. After experiencing the simplicity of managing iOS devices with AirWatch, the company is also exploring the inclusion of Android devices to expand OS choice for employees and provide greater security benefits not available on iOS. For B. Braun, AirWatch is helping make mobility easier to adopt on a global scale.

"AirWatch enables us to seamlessly implement the technological aspects of BYOD and to address the organizational and legal architecture, which can otherwise provide challenges."

– **Martin Runkel**
Head of Architecture
and Development,
B. Braun Melsungen AG

