Merck Embraces BYOD and Mobile Innovation with AirWatch

The Client

Merck is a leading pharmaceutical, chemical and life science company that provides solutions that make peoples' lives better and helps businesses be more successful in their quest to improve the lives of their customers. Merck first opened its doors in 1668 and has since become a worldwide provider of pharmaceutical products and services. Today, Merck has an employee base of approximately 39,000 globally and maintains and a presence in 66 countries.

The Challenge

Merck had been using AirWatch® Enterprise Mobility Management since 2012 within its workforce to keep data secure and support employee productivity. At the time, the company had only been using corporate-owned devices to retain control of company information. Being in the highly regulated pharmaceutical industry, the risk of losing sensitive data was too high to take a chance on expanding deployment options. However, Merck leadership realized that new innovations for business required greater flexibility for employee-owned device adoption in the workplace. Already familiar with AirWatch® by VMware®, Merck saw an opportunity to enable employees with greater mobile functionality while retaining much needed security. Merck decided to implement a bring your own device (BYOD) initiative as part of its mobility program. However, this presented a few challenges to success: integrating BYOD into Merck's existing infrastructure, ensuring privacy on employee-owned devices, protecting applications over-the-air and enabling employee collaboration features for editing content.

The Solution

Today, Merck uses AirWatch to manage both company-owned and employee-owned devices. AirWatch integrates directly with Microsoft Exchange, enabling Merck to seamlessly provide enterprise resources such as email, applications and content to managed employee-owned devices. Merck had to specifically enable these features while respecting employee privacy laws. "We leverage the AirWatch solution to enable security for all of our corporate devices as well as our employee-owned devices that are part of the BYOD program," said Matthias Feldmann, IT director for CoE mobility and

Solution Overview

- Customer: Merck
- Industry: Pharmaceutical/Chemical
- Geography: Global
- Features: BYOD, MDM, MAM, MCM
- Infrastructure Integration: Secure Email Gateway, Mobile Access Gateway, Microsoft Exchange, Microsoft SharePoint
- Devices: 15,000

cloud, Merck. "This helps Merck ensure it is always in compliance with data privacy laws and regulations, as Germany has some of the strongest data privacy laws in the world."

With the AirWatch® Enterprise App Catalog, Merck is able to securely distribute more than 150 internally developed and approved public applications to corporate and BYO devices. Merck uses the AirWatch Mobile Access Gateway, a secure tunneling interface connecting enterprise resources with mobile devices, to deliver application updates and data to authorized users. In addition to security, Merck actively encourages internal participation in mobility by listening to employee requests for applications to be added to the App Catalog.

Merck is advancing its deployment of AirWatch with the inclusion of content collaboration features with AirWatch® Secure Content Locker®. Before these features, Merck could only distribute and update content for viewing, not editing. Merck will be able to foster employee teamwork with features such as document editing and annotations and greater content sharing abilities. Field staff use these features to access and update product information and presentations on BYO devices when working outside the office. "Using these apps on mobile devices enables us to be faster and to react quicker," said Bernhard Schaffrik, head of global IT enterprise architecture management at Merck. "Our goal is to make any application available for any employee on any device."

Up Next

Merck is testing AirWatch® App Wrapping functionality and VPN integration for its fleet of devices. In the near future, Merck plans to incorporate AirWatch® Workspace Management and the AirWatch® Software Development Kit to enhance and secure its application deployments. "There are great opportunities to extend our partnership with AirWatch," said Feldmann. "Now that AirWatch is part of VMware, we can leverage the solutions from both companies, which are key components to our success."

Merck, Darmstadt, Germany is holding the global rights to the Merck name and brand. The only exceptions are Canada and the United States, where the company is known as EMD.

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