Zambon Selects AirWatch to Simplify Enterprise Mobility Management

The Client
Zambon is a leading chemical and pharmaceutical company that has been in operation for 108 years. The family-owned, Italian company is well established in three therapeutic areas: respiratory, pain and women’s care. Zambon also focuses on strengthening the respiratory area with the treatment of severe diseases such as chronic obstructive pulmonary disease and cystic fibrosis, with the acquisition of Pharma Profile from Philips. Zambon is carrying out the 132 million Euro investments plan for the years 2013 – 2017 in supporting research and development. The group entered into a new, important therapeutic area, the central nervous system (CNS), with the molecule Safinamide for the treatment of Parkinson’s disease. The respiratory business and CNS are the two main drivers of the development strategy of the company. Headquartered in Milan, Zambon has a presence in 73 countries with more than 2,600 employees and 21 operating subsidiaries.

The Challenge
Before partnering with an enterprise mobility management (EMM) provider, Zambon’s employees used laptops to access the corporate network. In 2011, Zambon’s leadership decided to ‘go mobile’, providing Field Force users with iPads® to work more efficiently and perform on field activities. Due to the large amount of sensitive data, they sought a mobile solution to protect the flow of information and allow the sales team to securely access documents and apps for market analysis and product promotion on their devices.

“We needed a mobile solution that could protect and easily manage our iPads, providing a high level of security for corporate data,” said Federico Marzio, IT, business area marketing and sales, Zambon Group. “We also needed the ability to distribute internal applications from an enterprise app store.”

The Solution
Zambon carried out research on global EMM solution providers and analyzed key players based on reports by Gartner, an international analyst firm. “We were given a good reference by a leading telecom company that adopted AirWatch® and provides a variety of services to its customers: telecom data plans, iPads rentals and security,” explained Mr. Marzio.

Solution Overview
- Client: Zambon
- Industry: Pharmaceutical
- Geography: Global
- Features: MAM, MDM, MEM
- Devices: 100-500
Implementing AirWatch took about two weeks. Only one person in Zambon’s IT team was required to manually prepare the environment, equipment and facilities to ensure a streamlined process. “AirWatch is very intuitive and the support we received was fantastic, so we were able to stage the devices in advance of our deadline. Employees’ perception of AirWatch is very favorable,” said Mr. Marzio. “We did not find any resistance from employees when deploying the solution because our executives were very transparent and communicated the benefits, including the added security and flexibility that AirWatch provides to our organization.”

In Europe, Zambon has currently enrolled around 120 iPads with AirWatch, 80 of which are in Italy and the rest in the Netherlands, Belgium and Spain. An additional 140 iPads are managed by AirWatch at Zambon’s Brazilian offices. The tablets are used within the organization by the sales force and top management. AirWatch® Mobile Device Management is used to manage and secure all the devices and to remotely lock or wipe all data, in the event a device is lost or stolen.

Zambon is using AirWatch® Mobile Application Management to distribute public and purchased apps through the enterprise app store. The company has developed three internal applications: an order entry app for the field sales team, an app to streamline day-to-day tasks for medical representatives and an app that displays eVisuals on an iPad instead of on paper.

Zambon values the ability to create custom profiles for employee groups based on job function. “Because AirWatch allows such flexibility with profiles, we can ensure employees are receiving the exact level of access to information they need to do their job well. Best of all, I can monitor everything form a central admin console,” said Mr. Marzio.