Zambon Pharmaceutical Laboratories Selects AirWatch to Simplify Enterprise Mobility Management

The Challenge
In the pharmaceutical industry, technology plays a vital role in managing trials and research. Today’s mobile technology makes workflow more efficient and companies are choosing to provide more enterprise mobility options, which require mobile device management.

Zambon Pharmaceutical Laboratories Ltda. is a pharmaceutical company that operates in three strategic areas: respiratory, pain and women’s health. The company provides product innovation, production and marketing to medical professionals. The Brazilian office is the fourth largest operation among all other Zambon offices in the world.

The Client
With more than 50 years of expertise in the Brazilian market, Zambon is known for the high quality and reliability of its medical-related products. The company currently has 223 employees in Brazil, distributed between a factory and corporate offices. The Zambon leadership team sought a mobile solution that allowed field staff to securely access email and third-party applications for market analysis, product promotion and medical visits.

Before partnering with an Enterprise Mobility Management (EMM) provider, Zambon employees used company-owned smartphones to access the corporate network. This generated a large volume of operational work for the company’s IT department, as they had to configure applications and emails as well as respond to Help Desk inquiries.

The Solution
In 2011, the company’s leadership decided to ‘go mobile’ in order to give employees the tools they needed to work more efficiently. “We took into account the operational volume of work and the lack of security caused by smartphones,” said Fabio Campos, productivity and services coordinator for Zambon’s sales team. “We needed a mobile solution that could streamline our work processes across the company and provide a level of security we did not have with smartphones.”

Campos first heard about AirWatch® through a colleague at Zambon’s headquarters in Italy. “After researching AirWatch’s mobile solutions, I requested a proposal, which met all of our criteria – business, technical and financial. The search for an EMM provider ended there,” he said. To date, Zambon has deployed 170 tablets managed by AirWatch to its field representatives and regional managers. “Employees’ perception of AirWatch is very favorable,” said Campos. “We did not find any resistance when deploying the solution because our executives were very transparent and shared their deployment plan with employees. We communicated the benefits, including the added security and flexibility that AirWatch provides to our organization.”

Implementing the AirWatch solution took about three weeks and required Zambon’s IT team to manually prepare the environment, equipment and facilities to ensure a streamlined process. “We wanted to complete our implementation prior to Zambon’s sales convention and we were working within a tight timeframe,” said Campos. “Our IT department enrolled each tablet into AirWatch prior to distributing them to employees at the convention. AirWatch is very intuitive, so we were able to prepare the devices in advance of our deadline.”

Campos appreciated 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 from a central admin console,” said Campos.

Solution Overview
- Industry: Pharmaceutical
- Geography: Global
- Features: MDM, MEM, MAM
- Devices: 100-500
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**Up Next**

Zambon is exploring the use of internal applications, which will include product training options and the ability to coordinate campaign feedback between departments. The company also plans to use Secure Content Locker™ (SCL), AirWatch’s content management solution. SCL protects sensitive content in a corporate container and secures distribution and mobile access.

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– Fabio Campos
Productivity and Services Coordinator, Zambon