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CASE STUDY

Leading cruise line streamlines mobile device provisioning and operating system updates with Imprivata

Imprivata GroundControl makes it easy to manage and maintain mobile devices at scale anywhere, anytime—even in the middle of the ocean

Challenge

- Simplify and scale mobile device provisioning
- Eliminate manually intensive, time-consuming, error-prone processes

Solution

- Imprivata GroundControl automates smartphone provisioning
- Quick, cost-effective, and accurate solution to set up mobile devices by ship IT staff
- Flexible solution supports iOS and Android devices

Results

- Increased business agility— rapid device provisioning and deployment
- Improved IT productivity and time savings—onboard IT resources freed up for more critical tasks
- Reduced IT help desk burden— fewer mishaps, questions, and trouble tickets

Organization snapshot

A top cruise-line brand operating internationally for decades, known for their fun in the sun sea adventures, with thousands of international crew aboard their ships

Overview

A multibillion-dollar cruise ship operator leverages Imprivata GroundControl to bulk-provision thousands of company-owned smartphones used by crew members at sea and on land. The solution eliminates manually intensive, time-consuming processes making it easy to configure devices across ships, at scale. With GroundControl, onboard IT support staff set up mobile devices quickly and efficiently. The solution is easy to use and does not require in-depth technical training or experience, helping the cruise line streamline IT operations, reduce help desk burdens, and free up ship staff to focus on other tasks.

Challenge: Keeping pace with constant change and supporting rapid business growth

A popular cruise line issues crew members mobile devices to access various business applications. But deploying and updating company-owned devices across a fleet of cruise ships is no easy matter. Cruise ships are notoriously dynamic workplaces, dominated by contract employees. Turnover is high with crew members, including onboard IT staff, frequently changing ships and cruise lines. Devices routinely change hands and must be wiped cleaned and reprovisioned between deployments.

"A cruise ship is like a floating city with an engineering department, a safety department, an IT department, etc.," explained the director of IT operations. "Each of these departments can have hundreds of mobile devices with up to seven different configurations. And change is constant."

The cruise line's IT organization configured mobile devices manually – an inefficient approach that squandered time and resources and did not scale well. The cruise line's director of IT operations was becoming increasingly concerned about the organization's ability to support the needs of the business and keep pace with the company's rapid growth projections.

"Every department that sits in a city on land is on the cruise lines, from engineering, entertainment, deck, safety, and more," reported the director of IT operations. "And within each of those departments, they have at least one to seven different configurations for that department and may have one to hundreds of devices to be configured."

The director sought a way to automate device setup and provision smartphones en masse.

Solution: Imprivata GroundControl automates routine provisioning functions

After evaluating a number of potential options, the director selected Imprivata GroundControl to simplify the day-to-day management of the cruise line's mobile device fleet. The solution automates routine provisioning functions, making it easy to manage endpoint configurations across geographically dispersed device fleets, at scale.

With GroundControl, central IT administrators define smartphone configurations and set up workflows, obviating the need for highly skilled on-ship IT personnel. The solution tightly integrates with the cruise line's mobile device management (MDM) platform, automating smartphone imaging and configuration management functions.

Results: dramatically simplified it operations

GroundControl eliminates resource-intensive, error-prone administrative processes, helping the cruise line simplify IT operations, improve business agility, avoid provisioning mishaps, and minimize help desk interactions. The central IT team does all the backend configuration work, allowing less-experienced ship staff to set up devices, with minimal intervention.

> **"With Imprivata GroundControl, life is so much simpler for the IT folks on the ships. We no longer need to train new hires on the ins and outs of our MDM solution. The new approach reduces our help-desk burden, saves time and costs, and frees up the IT folks to work on more pressing issues. And we consider Imprivata a trusted partner – you need that trust when you're out there on the open seas."**
>
> – Director of IT Operations, Global Cruise Line

"Life is so much simpler for the IT folks on the ships," explains the director of IT operations. "We no longer need to train new hires on the ins and outs of our MDM solution. Instead, they can easily replicate a device setup a dozen times, or a hundred times if necessary. The new approach reduces our help-desk burden, saves time and costs, and frees up the IT folks to work on more pressing issues. And we consider Imprivata a trusted partner – you need that trust when you're out there on the open seas."

The Imprivata solution also makes it easy to perform iOS updates over the ships' bandwidth-constrained, high-latency satellite links. Instead of updating each smartphone individually over the internet, the solution caches a single copy of each new operating system release and updates devices locally. The innovative approach accelerates operating system updates across the fleet, while conserving precious satellite bandwidth.

GroundControl helps the cruise line make the most of their mobile technology investments, getting the right mobile devices to the right users—quickly, easily, and cost-effectively.

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Imprivata is the digital identity company for mission- and life-critical industries, redefining how organizations solve complex workflow, security, and compliance challenges with solutions that protect critical data and applications without workflow disruption. Its platform of interoperable identity, authentication, and access management solutions enables organizations in over 45 countries to fully manage and secure all enterprise and third-party digital identities by establishing trust between people, technology, and information.

For more information, please contact us at 1 781 674 2700
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