

ENABLING A PROTECTED ENVIRONMENT FOR MOBILE BUSINESS DATA – WITH APPTTEC360



Mobile data protection at INTENSE AG



For data protection reasons, consulting firm INTENSE AG wants to separate professional and private data on employees' iPhones and is introducing a mobile device management solution for this purpose. But IT manager Sven Holger Fleck is dissatisfied with the choice of software and switches to AppTec360 Endpoint Manager.



“There are worlds between what we knew until then and the AppTec solution,” says Fleck. “Today, users simply scan a QR code, install the solution and they are good to go.” To date (May 2022), INTENSE is using around 120 licenses – and with every unmanaged cell phone that is replaced after three years, more are added.

The SAP industry solution IS-U (SAP Industry Solutions for Utilities) helps energy providers to efficiently manage their business processes in times of digitalization. To ensure that the rollout of the solution runs smoothly and the goals associated with its use are achieved, INTENSE AG advises customers from the energy industry on all aspects of implementing and operating the SAP software.

INTENSE has been in the project and consulting business for more than twenty years and is now one of the leading providers of IT implementations in the energy supply industry. The medium-sized company has been a qualified SAP partner for many years. In 2016, it received the highest industry-specific award from SAP as an ‘SAP Recognized Expertise Partner for Utilities’.

“In the consulting industry, communication with clients, partners and colleagues is key,” says Sven Holger Fleck, Head of IT at INTENSE. “That’s why all of our employees are equipped with an iPhone to send emails and access their professional contact information.”

INTENSE relies on the COPE model (Company Owned – Personally Enabled) for smartphone use: employees are provided with a device by the company, which they are also allowed to use privately.





Right from the start, we liked the good price-performance ratio of AppTec360 Endpoint Manager but also the possibility to test the solution for free.”

Sven Holger Fleck,
IT manager at INTENSE AG

Separation of business and private data? Tricky, without MDM

But the mixed use of cell phones is not without its problems in terms of data protection, as the example of WhatsApp shows: around 80 percent of Germans have the messenger installed on their smartphone to chat with other users or even make phone calls. The app automatically accesses all contacts for matching and also stores the data on servers in the USA. However, this is not compatible with European data protection law (GDPR) due to the lower protection standards in the USA. Also, from the perspective of the GDPR, the authorization to match contact data is usually missing, to name just two sensitive data protection aspects.

“The only way to ensure that smartphones are used in a manner that complies with data protection laws is to strictly separate business and private data,” explains Sven Fleck. “And this, in turn, can only be sensibly realized with

a mobile device management solution. That’s why we introduced appropriate software several years ago.”

But the IT manager was not satisfied with the performance of the solution. After rolling out a software update for an app developed in-house, for example, the managed smartphones could no longer be connected to the MDM – the devices had to be reset manually. It also happened time and again that data could not be uploaded to the devices. “The solution was causing problems company-wide,” Fleck says. He and his team then looked around for another solution and eventually came across AppTec360.



Scan the QR code, install the software – and the iPhone is ready for use

“Right from the start, we liked the good price-performance ratio of AppTec360 Endpoint Manager but also the possibility to test the solution for free,” explains Fleck. “After our past experiences, that was a crucial option for us.” The IT manager therefore initially opted for the free, 25-license introductory package of AppTec360 Endpoint Manager in the on-premises variant and rolled out the app to four of the company’s smartphones in January 2021.

“There were worlds between what we knew before and the AppTec solution,” Fleck recalls. “To connect the device, you simply scan the QR code and install the program – done.” Fleck therefore decided to deploy AppTec360 Endpoint Manager throughout the company and today – as of May 2022 – already has 120 licenses in use, with more being added every month: as soon as an employee receives a new iPhone, it is added to the system.

With the installation of AppTec360 on the iPhone, the rollout of business software products such as Teams or SharePoint

is now automatic. Afterwards, the Intense IT team still deploys a firm-developed app for receipt filing as well as employee contact data via AppTec360 Endpoint Manager on the smartphone. “After that, the employee can get started. The system runs on its own, there are usually no further questions from the users,” Fleck emphasizes. The training of employees, support during installation and instructions on how to use the app, all this is no longer necessary, he says.



The system runs on its own, there are usually no further questions from the users.”

Sven Holger Fleck, IT manager at INTENSE AG



Unrestricted private iPhone use – thanks to business data silo

Installing AppTec360 MDM on the smartphone also ensures that all business data automatically ends up in the designated silo on the device – strictly separated from all private data. Further restrictions are therefore not necessary: users are free to use WhatsApp and Co., but when it comes to sensitive company data, these apps are simply left out.

The head of IT configured this accordingly when implementing the system. “The initial setup took about a week and required some preliminary considerations,” Fleck sums up. When it came to some of the tasks, he called on AppTec Support, who always provided timely and competent assistance. “From an end-user perspective, however, the AppTec solution is very simple,” Fleck concludes. “Of all the tools I have tested, this is one of the easiest.”



From an end-user perspective, AppTec360 Endpoint Manager is one of the easiest of all the tools I have tested.”

Sven Holger Fleck, IT manager at INTENSE AG

About AppTec

Founded in Basel in 2011, AppTec has now won over 6,400 customers with its simplified and accessible mobile-first solution. AppTec is a Leader in the Crisp Vendor Universe Quadrant and has received several awards as the best mobile device management solution.

Want to learn more about mobile device management with AppTec360? We would be happy to show you how our AppTec360 Endpoint Manager works in an individual WebEx demo session. Just send us an email at sales@apptec360.com

For more information, please visit www.apptec360.com

