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Eric Simmons, Director IT Operations and ERP Services Conceptus, Inc.

Founded in 1992, Conceptus (Nasdaq: CPTS) designs, develops and markets innovative solutions in women's health. The company's flagship product, the Essure procedure, was the first successful non-surgical, permanent birth control procedure approved for use in the United States and Europe, and is the most effective method of permanent birth control available. The Essure procedure is performed in less than 10 minutes, typically in a physician's office, and is less invasive and less expensive than tubal ligation surgery. Conceptus is headquartered in Mountain View, California, and has offices in France, the UK and the Netherlands.

The challenge: facilitating conversations between salespeople and physicians

Because the Essure procedure is primarily done in medical offices rather than hospitals, Conceptus' 200 field sales employees call on physicians to educate them about the solution. However, traditional laptops made it difficult to engage with the doctors. First, because of physicians' demanding schedules and frequent interruptions, a salesperson must be ready to have a conversation just about anywhere, whether riding an elevator or walking with a doctor to her next appointment. The need to boot up a laptop and launch applications interfered with the spontaneity of these on-the-fly discussions. Second, the sheer size and bulk of a laptop, plus its aura of business formality, tended to create a barrier between the two participants.

Eric Simmons, Conceptus director of IT Operations and ERP Services, said, "We believed that a mobile display device such as an iPad tablet could bring people closer together in a more informal way, plus provide a lightweight, user-friendly replacement for laptops." Conceptus decided to implement iPad tablets in the field with the overall goal of facilitating one additional business conversation between each salesperson and a doctor every day.

The IT team faced specific challenges in migrating to the iPad, beginning with adapting the Experience Essure application, a custom, Windows®-based solution, for the Apple® iOS platform. Experience Essure is a mission-critical sales and marketing tool that comprises more than 200 assets and links to the Microsoft® Dynamics system. Simmons noted that mobile, web-based applications are not necessarily compatible with the mobile version of Safari. Still another concern was secure storage of confidential information on the tablet: as a medical device manufacturer, Conceptus must comply with U.S. Food and Drug Administration (FDA) regulations and the Sarbanes-Oxley Act.

Key benefits

- Increases flexibility and spontaneity of sales conversations with physicians
- Provides all resources required by field sales
- Supports regulatory compliance with centrally hosted apps and data
- Demonstrates strategic role of Citrix Solution Advisor

"If we were going to stop issuing laptops and expect our sales teams to do all their work on an iPad tablet, we needed to be able to securely deliver the full portfolio of business tools, including traditional Windows and web applications such as Microsoft Outlook, SharePoint and Office. How were we going to do that?" said Jeffery Letasse, vice president of Information Technology and Business Systems for Conceptus.

Implementing the joint virtual computing solution

Conceptus consulted ZAG Technical Services, a Gold Citrix® Solution Advisor and Microsoft® Gold Certified Partner based in San Jose, California. The company has worked with ZAG for several years. "ZAG has become part of our IT team," Simmons said. "They provide strategic advice on just about all our projects. We value their status as a Microsoft partner because we are a big Microsoft shop. So we always give them a call for advice on such things as upgrading to SharePoint 2010."

According to David Bristow, senior systems engineer, ZAG Technical Services, "We recommended a Citrix virtual computing solution to bridge the gap between traditional laptops and the new iPad tablets. Delivering centrally managed virtual desktops and applications over the network instead of installing them locally would address the challenges of compatibility and security, provide a high level of IT control and ensure flexible user access."

The Citrix infrastructure comprises Citrix® XenDesktop®, VDI Edition with Citrix XenApp™, which runs on a Microsoft® Hyper-V® virtual server platform in the Conceptus datacenter. Virtual applications and desktops are delivered to users via an encrypted connection using Citrix Access Gateway™. On the user device, Citrix Receiver™ for iPad client software receives the virtual desktops and applications. Citrix Receiver provides an intuitive, app store-like interface that makes it easy for users to access all the resources they need.

The ZAG team collaborated with Conceptus from the planning stages throughout the project, and delivered a complete solution including hardware and an app store for custom applications. After the pilot phase, during which sales managers tested the new system, Conceptus will roll out the Citrix environment in conjunction with an upgrade to the Experience Essure application. After training staff, the company will stop issuing laptops and transition to iPad tablets.

iPad tablets capture busy physicians' attention

There has already been positive feedback from the field regarding the effectiveness of virtual application and desktop delivery to iPad tablets. "Physicians love it," Simmons said. "They are happy to look at literature, videos and presentations on the iPad. In fact, our people report that the doctors often take the iPad out of their hands and drive the app themselves, while the salesperson talks through the material."

Another major benefit is the "instant on" capability of the tablet. "The salesperson is ready right away, instead of having to go into an office, unpack the laptop and set it up. There's no preparation so conversations can be spontaneous and completely mobile."

Applications delivered

- Microsoft® Dynamics CRM solution
- Microsoft
 SharePoint®
- Microsoft® Office
- Essure Experience custom marketing solution

Most important, the device itself is a talking point. Letasse continued, "Although it's too early to cite statistics about increased volume of conversations, it's clear that pulling out an iPad sparks immediate interest and leads organically to a discussion with the doctor."

Users prefer virtual app delivery

The Citrix project has led to changes in user behavior as people learn how to use the technology most efficiently. Initially, everyone in the pilot received a virtual desktop – either shared or dedicated based on role. "But we found that people really don't need a desktop," said Simmons. "Instead, they think about what applications they need, and this behavior is reinforced by the iPad itself. So the desktop framework is being replaced by Citrix Receiver."

Future plans

Conceptus and ZAG are discussing expanding the Citrix environment to the corporate location in France and to distributors in other parts of the world. This plan would include implementing Citrix® Branch Repeater® to accelerate delivery of virtual apps and desktops over the WAN from the Mountain View datacenter. Simmons concluded, "We foresee an expanded role for Citrix solutions as we continue to move from PCs and laptops to tablets."

Networking environment

- Citrix® XenDesktop®, VDI Edition
- Citrix Receiver[™]
- Microsoft® Hyper-V®
- Apple® iPad® tablets



Corporate Headquarters

Fort Lauderdale, FL, USA

Silicon Valley Headquarters

Santa Clara, CA, USA

EMEA Headquarters

Schaffhausen, Switzerland

India Development Center

Bangalore, India

Online Division Headquarters

Santa Barbara, CA, USA

Pacific Headquarters

Hong Kong, China

Latin America Headquarters

Coral Gables, FL, USA

UK Development Center

Chalfont, United Kingdom

About ZAG Technical Services

Founded in 1998, ZAG is a full service IT solutions provider specializing in Microsoft, Citrix, and Symantec solutions. ZAG is a Microsoft Gold Certified Partner with offices in San Jose and Salinas, CA. ZAG's engineers hold current certifications with Microsoft, Citrix, Symantec, and other industry leaders.

About the Citrix solution

Citrix® XenDesktop® is a desktop virtualization solution that delivers Windows® desktops as an on-demand service to any user, anywhere. Citrix Receiver™ is a high performance, universal client technology that enables on-demand delivery of virtual desktops, Windows, web and SaaS applications and IT services to any device.

About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at www.citrix.com.

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