Hartmann Protects PHI in Motion and at Rest with a Content Firewall

Accellion

For over 200 years, Hartmann has focused on "going further for health," as their tagline proudly states. Headquartered in Germany, the company's medical and hygiene products are available in over 100 countries and primarily serve three distinct practice areas: wound treatment, incontinence care, and infection prevention. Hartmann shares its intellectual property with business partners and protected health information (PHI) with patients. With either stakeholder, Hartmann must ensure this confidential information is held and shared securely.

Hartmann Guards Data and Proves Compliance with Extensive Controls

Hartmann was approached by a customer who, for GDPR compliance purposes, required some type of secure communications mechanism that encrypted invoices and other data in motion, at rest, and in use. Michael Williams, Hartmann's Senior Manager for Cybersecurity Management, was unphased by the request. "As soon as I heard their requirements, I knew the only platform that conforms is Accellion."

A previous experience with Accellion cemented Williams's confidence. Prior to joining Hartmann, Williams conducted red team and penetration testing services. One of his clients had Accellion installed on a Windows system and, while he was able to get into Windows, he was unable to get through the Accellion content firewall or the data stored inside.

"I told our procurement office, 'I know there are solutions in the marketplace that provide some encryption capabilities, but they're missing a key requirement – encryption of data at rest. Accellion is literally the only company I know that protects data on all three layers – in motion, at rest, and in use.'"

Williams suspected there were other use cases. For example, he knew business partners within Hartmann shared sensitive data sets with contractors and other external specialists. The data must be made viewable in order to get work done, but it shouldn't be downloadable. This distinction was important for protecting intellectual property and patient privacy, but also for demonstrating compliance with GDPR. Secondly, Hartmann is a global company and therefore has unique data sovereignty requirements. Some Accellion competitors only had data centers in the US or in countries where Hartmann didn't operate. Because the Accellion content firewall lets customers define locations and assign servers and storage, data sovereignty requirements would be a non-issue.

Employees Increase Visibility by Integrating Security into Daily Workflows

Williams has noticed several benefits since deploying the Accellion platform on private cloud.

Business partners across Hartmann utilize the Accellion content firewall to share sensitive data internally and externally. If one of Hartmann's customers treats a patient for a wound and wants a second opinion on proper treatment, he can securely upload images and notes to Hartmann product specialists. For one department, Williams

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>
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> *Senior Manager of Cybersecurity Management*

CUSTOMER STATS

- Est. 1818
- 11,000 employees
- Headquartered in Heidenheim, Germany
- Products available in over 100 countries

leveraged Accellion's APIs to design email templates for specific use cases involving sensitive information. Now, that department knows every email they send and receive is compliant with internal and external regulations.

Williams is pleased with the adoption rate and notes it has occurred organically or, as he puts it, "grown wings." While he's quick to recommend Accellion when someone approaches him with an appropriate use case, he argues there's greater value when he can tell an employee Accellion does lots of other things too. When end users discover just how good the platform is, they're more inclined to share the benefits with others. Naturally, word-of-mouth marketing is more effective than trying to force a new tool down people's throats.

This organic growth has led one business leader to promote Accellion over SharePoint for enhanced security and visibility of all file activity. It's led another business leader to install the Accellion Salesforce plugin to protect the customer data in Salesforce as well as reduce their Salesforce spend. And another business manager now receives a daily report that details what information stored in a critical, frequently used application has been accessed, downloaded, or shared.

Hartmann Fuels Cybersecurity Framework Adoption with Security and Privacy by Design

Concurrent with the Accellion deployment, Williams embarked on rebuilding Hartmann's security program using the NIST Cybersecurity Framework (CSF) as a baseline. Once Williams and his team set up policies, standards, guidelines, and control mechanisms, they then created a security plan around every application developed and deployed to ensure they were in total alignment with their policies and procedures.

"With respect to secure communications, I said we're using the Accellion platform to send sensitive information out to our customers. It's a system that shares sensitive information securely and protects customer privacy. So now we have a system security plan around sensitive information exchange. In fact, I'm calling it a system security and privacy by design plan."

In addition, Williams mapped Hartmann to every international security and privacy requirement so whether the company is doing business in Germany, California, or Australia, every destination is built into the framework and maps to all of the international requirements like GDPR, CCPA, FDPA, and others. With the reception the Accellion enterprise content firewall has received, Williams hopes to triple the number of Accellion users this year and eventually provide access to every Hartmann employee. "I would recommend Accellion to any CISO who is looking for something that helps with secure communications internally but especially between internal employees and external parties."

KEY BENEFITS

- Provides visibility into what, when, and by whom sensitive information is being shared
- Meets numerous data privacy requirements, including GDPR
- Protects customer data in Salesforce

QUICK FACTS

- Deployed 2019
- # of users: 1,000 licenses
- Protects intellectual property and patient privacy
- Demonstrates GDPR compliance

KEY BENEFIT

Compliance with GDPR – not just for Hartmann – but for Hartmann's customers and business partners.

COOL USE CASE

Department employees share sensitive information securely with customized email templates, based on specific use cases and different classifications of data.

STAND-OUT FUNCTIONALITY

Allows contractors and other third parties to see sensitive information but not download it, ensuring intellectual property and patient data remain protected.