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Intel Unite® Solution Boosts Innovation at Cerner

With wire-free convenience and real-time idea sharing, a healthcare IT leader enhances collaboration and productivity in the conference room and beyond

At a Glance:

Associates at Cerner can focus on the next breakthrough innovation in healthcare:

- More secure, wire-free content sharing allows more meetings to start on time.
- Implementation of mobile carts allows for ad hoc collaboration.

Cerner

"Of all the available options, the Intel® Unite solution provided the simplest user experience. Associates walk in, launch the app, type in a PIN, and they're connected to the display."

—Ben Crosier
Technology Architect, Cerner

Cerner is a healthcare innovation leader. The company's tagline is, "Healthcare is too important to stay the same." Its newest campus is named *Innovations*. Forbes ranks it the eighth most-innovative tech company in the United States.[1]

Cerner deployed mini PCs powered by the Intel® Core™ vPro™ processor with the Intel Unite® solution to improve meeting-room productivity—but company leaders say the solution also enhances global collaboration and innovation in ways that help keep Cerner and its customers on the leading edge.

Challenge

Like employees everywhere, Cerner associates experienced hassles, lost productivity, and meeting delays when trying to connect display systems and user devices in the conference room. With a greenfield opportunity to choose wireless display technologies for its newest campus, Cerner sought an affordable solution that would enable easy, reliable content sharing across its mixed-client environment.

Solution

After surveying and testing the available product offerings, Cerner chose the Intel Unite solution as the simplest, most cost-effective, and most robust option for seamless connectivity and real-time collaboration, and even piloted the solution with top executives. Based on their enthusiasm and a strong value proposition, Cerner deployed hundreds of units throughout the new facility and in executive suites, and is planning wider global adoption.

Connectivity Hassles Impede Productivity and Innovation

Cerner is passionate about delivering the benefits of technology advancements to its associates as well as its clients. As the company's technology leaders started planning for the new Innovations campus, they envisioned a wire-free workplace along with a better approach to conference room productivity and real-time content sharing. They wanted to get rid of display adapters and other connectivity hassles, allowing meetings to start promptly, whether they take place in a conference room or in new, flexible collaboration areas.

In keeping with broader plans for the campus, which features themed workspaces, gourmet chefs, and an on-site health club, IT visionaries also wanted conference room technologies that would reinforce the perception of Cerner as an industry-leading innovator that hires the best and brightest and empowers them to work at their highest potential.

"Specifically, we wanted to eliminate any delay preventing the timely start of a meeting, where you're losing a lot of productivity trying to share content," said Lance Alsup, Cerner's senior manager of enterprise architecture. "The problem is that physical display ports require matching cables or adapters to function properly. This approach creates several unnecessary points of failure that wireless technologies eliminate. Our approach for enabling the desired associate experience was to simplify the external display connectivity across multiple platforms and devices. To allow for redundancy for display connectivity, our mantra was, 'One cable at the table.' We want to make it as easy for associates to connect as possible."

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>
> **—Lance Alsup**
> Senior Manager of Enterprise Architecture, Cerner

Intel Unite® Solution: Enabling Real-Time Collaboration

Cerner chose the Intel Unite solution for its power, cost effectiveness, and simplicity. "Of all the available options, [the Intel] Unite [solution] provided the simplest user experience," explained Ben Crosier, a Cerner technology architect. "Associates walk in, launch the app, type in a PIN, and they're connected to the display."

Users can connect immediately to panels or projectors—without cables. The PIN code protects meeting access, and Secure Sockets Layer encryption helps keep meeting data safe. Because the Intel Unite solution works with Windows* DirectAccess*, associates who access the company's enterprise network can also join the collaboration environment, regardless of their physical location. Crosier said the Intel Unite® tool was also the only one that smoothly handled the company's diverse base of Windows and macOS* clients.

Once connected, associates gain powerful collaboration capabilities. "We were focused on the wireless display benefits, but we gained so much more," Alsup said. "We can share multiple screens at once, have several associates annotate within the same session, and many other things. We were pleased by the extended value above just replacing multiple display cables and adapters. We're getting these other collaboration features."

Innovation Beyond the Meeting Room

Confident in the solution's ease of use and reliability, Cerner deployed it first to the executive suite and the Innovations campus—the home base for many product design and engineering teams. Now, not only do meetings start on time, but the solution's collaboration and connectivity capabilities are improving the productivity of teams driving the company's next-generation products.

Executives have been strong advocates, and user demand is growing organically. "This is not driven by IT pushing out a new technology—IT has introduced it, and our global organizations are requesting it," said Alsup. "Once associates experience it, they're asking, 'How quickly can you get this to us?'"

While ramping up conference room deployments, Cerner is also incorporating the Intel Unite solution into new use cases that advance its workspace modernization and productivity strategies. For example, the company is creating mobile collaboration carts that use the Intel Unite solution to enhance ad hoc meetings and flexible work areas. This approach helps improve productivity, collaboration, and even safety by eliminating the tripping hazards that display cables can cause. Alsup and Crosier also expect to deploy the Intel Unite solution to users who work in extended cubicle spaces and to provide a consistent experience for associates who work at multiple locations.

Cerner is cost-sensitive in its technology purchases, but the value of the Intel Unite solution was clear. "We knew that meeting delays related to display cabling were a problem," Crosier said. "We focused on the associate experience and ease of use introduced with wireless display—and our chief operating officer and chief information officer were very strong advocates."

Find the right collaboration solution for your organization. Contact your Intel representative or visit **intel.com/unite**.

Spotlight on Cerner

Named after the Latin word meaning "to discern," Cerner is the largest publicly traded health IT company providing solutions and services for healthcare organizations around the world. Cerner's intelligent solutions connect people and systems at more than 25,000 facilities, helping organizations of every size meet their clinical, financial, and operational needs. The company is headquartered in Kansas City, Kansas, and has 24,000 associates. For more information, visit: **cerner.com**.