



## ISG Technology helps MTM pursue disruptive innovation with Citrix solutions

Citrix Workspace ensures a flexible, scalable and secure operational environment – enabling U.S. brokerage firm to champion new approaches to patient transport.

MTM  
and Citrix

Citrix partner



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**“Citrix has transformed our business by allowing us to have a very flexible workspace and a flexible relationship with our business partners. Citrix is the crux of our operations.”**

– **Chris Hoffner**  
Senior Director  
IT architecture  
infrastructure and security  
MTM

Medical Transportation Management (MTM, Inc.) is a vital, if unseen, link in the U.S. healthcare chain. As a brokerage firm, working with 3,000 transport providers to get patients to non-emergency healthcare appointments, the organization faces several ongoing challenges. It needs to be consistent in its service, every time. It needs to be secure in the way it manages data. To win big new contracts, it needs the agility to scale quickly. And its 1,000+ call center agents need to be able to work anywhere, any time.

“When Hurricane Sandy hit, one of our call centers went down. This highlighted the direct need to be able to work anywhere, any time; to be able to spin up a new call center immediately,” explains Chris Hoffner, Senior Director, IT architecture, infrastructure and security, MTM.

MTM reached out to long term partner, ISG Technology, to find a solution that would help the company transform the way it was operating. With over 30 years’ experience in delivering enterprise network connectivity, ISG has worked closely with Citrix in the past and recognized a good fit with MTM’s requirements. ISG arranged for MTM to attend a Citrix executive briefing center (EBC) to analyze its requirements and find the best possible solution.

“We had a great opportunity to speak at a high level with ISG and Citrix, but also dive into the different technology stacks. Throughout the day, we got to see how the technology was going to operate, and that was a game-changer for us,” explains Hoffner.

After ISG executed an initial proof of concept (POC) and small pilot, MTM quickly determined the Citrix Workspace solution provided the security, scalability and ease of management it was looking for.

“We’re a non-emergency medical transportation brokerage, so we’re dealing with healthcare data, HIPAA-controlled data on a daily basis. Citrix and the entire suite of products provided a true roadmap for allowing people to work with flexibility, while also securing that data in the best way possible,” says Hoffner.

The engagement with Citrix, adds Hoffner, frees MTM to pursue transformative innovation. “We work in a very traditional environment, where vehicles need to take people from A to B, but the sector is ready for disruption. We aim to be a leader of that change.”

#### **The scale to accommodate continued growth**

MTM has doubled in size in recent years. Hoffner says, thanks to ISG’s support and Citrix’s technology, the business is geared to accommodate continued growth.

“With Citrix, we can spin up a new business very quickly. The second we sign a new contract, we expect to be operational the next day. With ISG’s support, we can have staff in clients’ offices, working off the clients’ hardware, with secure access to our internal applications.”

The business, he continues, is now more dynamic and flexible. “Our workloads are moving to Citrix Cloud, with all the benefits of scale and speed that entails. As we continue to acquire new technologies that allow us to transform transport services, we’ll continue to favor a cloud approach.”

## The solution

- Citrix Workspace with Citrix ADC provides a secure, scalable, virtual environment.

### More effective frontline staff

MTM is also more effective at the front end. Contact center staff now have consistent access to the latest patient, transport and operational data from any location. “MTM works with a lot of very sensitive healthcare data, and we’re able to give our partners access to that data in a very controlled environment,” says Hoffner. “Employees can work from any device, without having to worry about the data they have access to.”

Workplace flexibility is not only beneficial when it comes to disaster recovery, it is also helping to create a more content workforce, adds Hoffner. “We’re using workspace services to provide easy, secure access to internal systems, allowing our staff to work from anywhere in the country. One of the best ways of retaining staff is enabling them to work from home and we have that option with Citrix.”

### Operational certainty in a changing world

By working with Citrix and ISG, visiting the EBC in Fort Lauderdale, and running a POC and pilot, Hoffner says MTM has a better idea of what a future workplace might look like. This provides a crucial advantage as the healthcare sector transforms.

“Three years from now, MTM is not going to be operating the same way that MTM operates today,” says Hoffner. “With Citrix and ISG, I’m confident every change we make will be easy to deliver.”

Citrix partner



ISG Technology leads the market with a comprehensive range of services for the design, deployment and management of enterprise network connectivity with over 30 years of experience. It specializes in rapid mass deployment with specific expertise in the retail, automotive, hospitality, quick service restaurant and ICT and telecoms sectors, supporting companies that have large multiple site operations with hundreds and sometimes even thousands of sites.

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