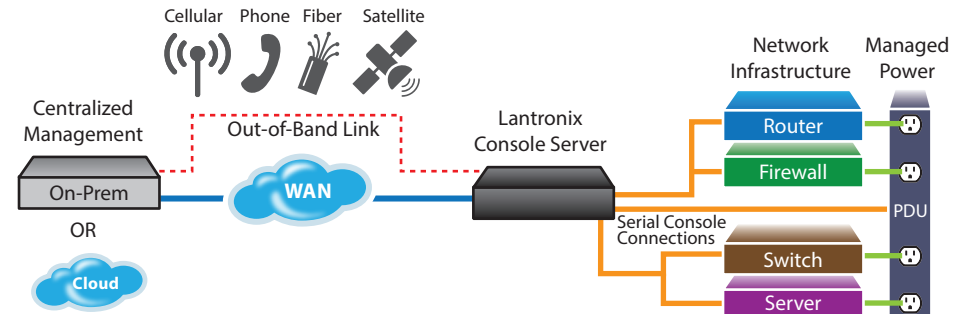


LANTRONIX® *Out-of-Band Management Battlecard for Healthcare Networks*

What is Out-of-Band Management?

Traditional management tools connect to network devices over the very network they create. This means if the network is down or degraded, these tools are useless. Out-of-band (OOB) console servers deploy onsite in the rack with network infrastructure to provide network admins with serial console connections for remote access that work whether the network is up or down.

ELEVATOR PITCH: Lantronix has a robust portfolio of out-of-band management solutions designed to securely manage distributed enterprise networks and devices by providing access, resiliency, and tools for daily management tasks AND to the save the day when a disruption occurs.



With Lantronix, choose between traditional remote console access and AI-driven out-of-band (OOB) management – an expert system using rules-based AI to recover and mitigate network infrastructure securely, reliably, and automatically.

Spotting Opportunities for Out-of-Band in Healthcare

Key Considerations in Healthcare Networks



Uptime | 24x7 operations with literally life or death requirements for network access to EHR (Electronic Health Records) systems, connected medical devices like CT and MRI scanners, and telehealth means the network needs to work as designed, always.



Compliance | The HIPAA (Health Information Portability and Accountability Act) Security Rule directs healthcare entities to not only protect patients' ePHI (Electronic Protected Health Information), but also be able to document compliance of IT and network requirements.



Security | In the protection of ePHI and operations, locking down the network is a key component of all healthcare organizations' requirements, including disabling network ports, encrypting management traffic, and using multi-factor authentication.



Managing Distributed Networks | Many healthcare organizations have multiple sites, large campuses, and network gear in restricted areas that are managed by small teams. Remote management and automation is critical for ensuring teams can scale their efforts and time.



Healthcare Case Study Brooklyn Hospital

This independent community hospital provides health services, education and research to millions of New Yorkers via its 464-bed hospital in Brooklyn as well as family health centers, medical practices, and ambulatory care sites in Brooklyn, Manhattan, Staten Island and Queens. The hospital chose Lantronix's out-of-band solution for:

- Centralized, out-of-band network management
- Easier remote deployment of Cisco networking gear
- Locally-stored configuration files
- Reduced need to physically visit remote sites

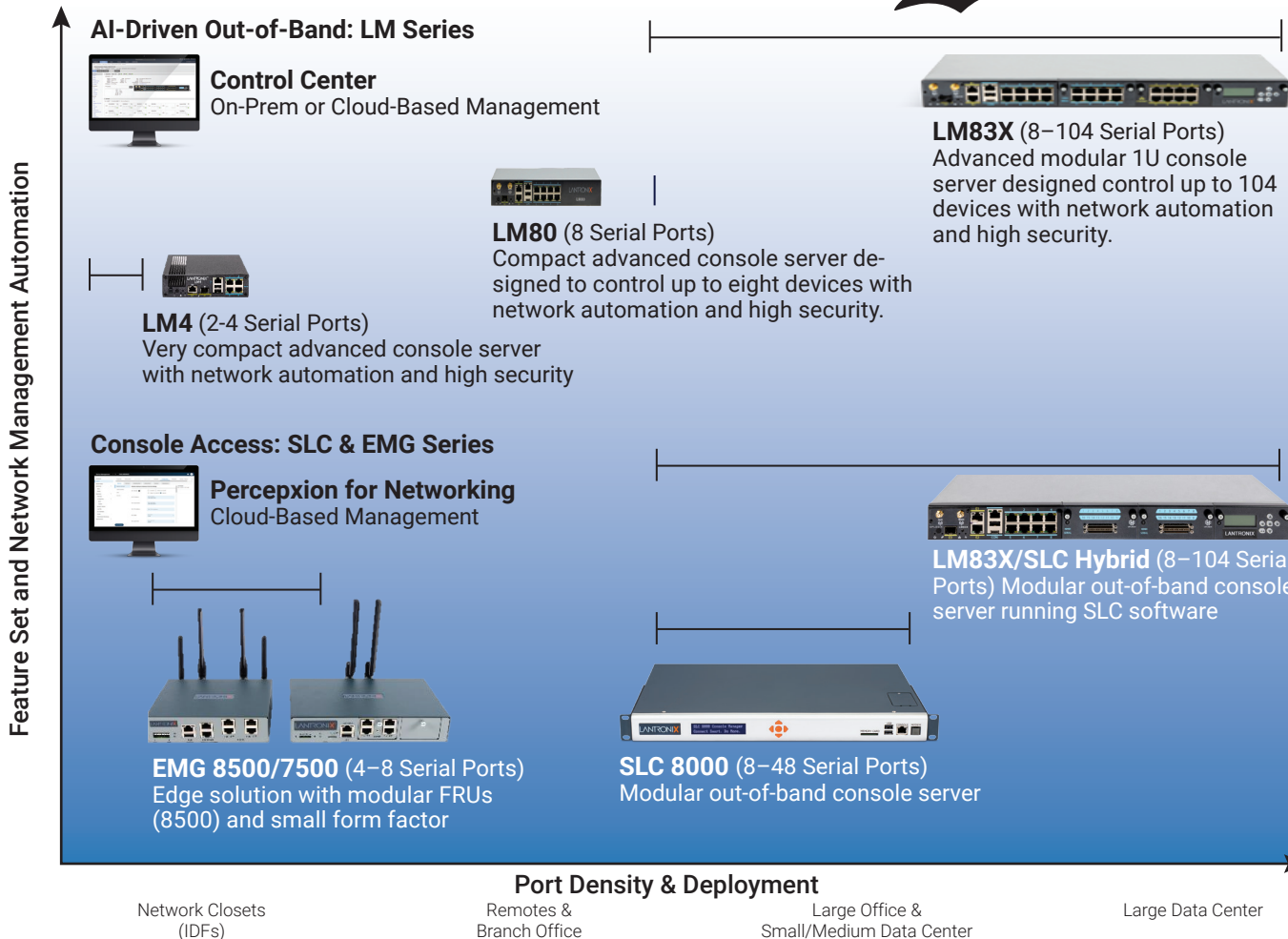
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Why Lantronix for Out-of-Band?

Lantronix's full portfolio of out-of-band solutions is proven in some of the most secure and mission-critical networks on the planet. So whether you just want to access remote gear for troubleshooting, or you are looking for enterprise level AI-Driven network management automation and the highest levels of security, we have the right out-of-band solution to help you put out-of-band everywhere.



Product Portfolio (for full details, see product briefs)



New Opportunity Drivers

Keep an eye out for these situations, they might be a good target to bring up out-of-band solutions:

- Ransomware attacks on healthcare have risen 300% since 2015. IT groups are looking to lock down all operations including the network.
- Enterprise network expansions, refreshes, and upgrades
- Consolidations due to acquisitions
- New hospital and clinic construction projects are at the highest rates in a decade. Get involved early in the technology planning stages.

Lantronix Technical Services

With the deep engineering experience in out-of-band, including design, automation, and cellular deployments, Lantronix can get your out-of-band management up and running faster and with fewer headaches.

Serving as a trusted technical advisor, Level Technical Services includes extended limited lifetime warranties, advanced hardware replacement, software updates, configuration assistance, an online technical resource center, and 24/7 experts ready to help by phone or email.



For more info, visit lantronix.com/OOBM