

# WELCOME TO THE NEW WORLD OF BLACKBERRY SOFTWARE



# The “New” BlackBerry

We are the **secure mobile app platform** to grow your business... and run your business ... on mobile.

# Why BlackBerry

## BlackBerry – USP

- Security - NOC based Global secure communication Infrastructure
- Scalability – 25k Devices per server
- Less Hardware requirements for On-Premise deployment
- Robust Architecture – Easier to manage & secure (Single outbound port through firewall)
- Highest level of security certifications and approvals
- Integrated EFSS management with EMM suite
- Best In Class user experience via Good Work, Launcher
- Richest portfolio & ecosystem of secured enterprise apps

# Industry Recognized Leadership



**#1**  
**in Fortune 500**

Most **widely deployed**  
EMM in Fortune 500



**#1**  
**in Security**

**Only EMM** with  
Common Criteria EAL-  
4+ certification on iOS,  
Android, and BB



**#1**  
**in Apps**

**2,500+ Good**  
**Dynamics** ISV and  
custom built apps

**BLACKBERRY**

**BlackBerry**

ENTERPRISE PARTNER  
PROGRAM



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# Analysts Recognize BlackBerry Software Leadership

**19.2%**

**Worldwide EMM  
Software 2014  
(June 2015)**



**Highest  
Score**

**In 6 out of 6 Use Cases**  
Critical Capabilities for High  
Security Mobility Management  
(July 2015)

**Gartner®**

**Leader**

**The Forrester Wave™**  
Enterprise Mobile Management  
(December 2015)  
Enterprise File Sync And Share  
Platforms, Hybrid Solutions,  
(April 2016)

**FORRESTER®**

Source: Worldwide Enterprise Mobility Management Software Market Share, 2014 (June 2015); The Forrester Wave: Enterprise Mobility Management, Q4 2015 (December, 2015), Critical Capabilities for High-Secure Mobility Management (July 2015)

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# Unmatched Security Certifications on iOS and Android

## Certifications & Accreditations

Common Criteria EAL-4+

U.S. NIST FIPS 140-2

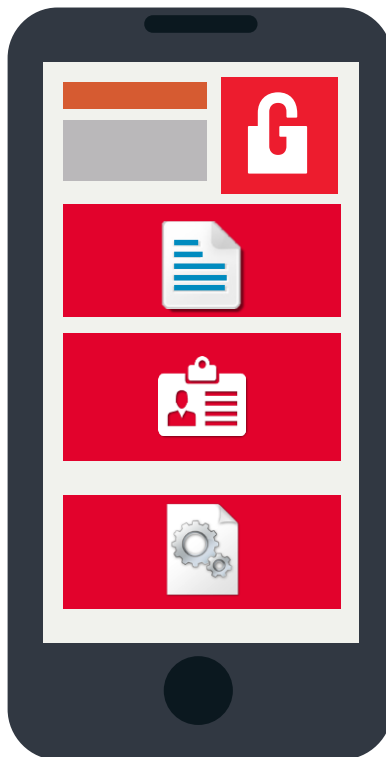
Guidance for UK CESG

Australia Defense Signals  
Directorate EPL 4

U.S. Department of Defense Android  
and iOS STIG

U.S. Army Certificate of  
Networthiness (CON)

Authority to Operate (ATO) in  
multiple US DoD branches



## Enable Compliance with:

HIPAA, HITECH

FISMA

GLBA, FINRA

FFIEC, BITS

SOX

PCI

ISO 27001/2

US DoD Directive 8100.2

**BLACKBERRY**

**BlackBerry.**



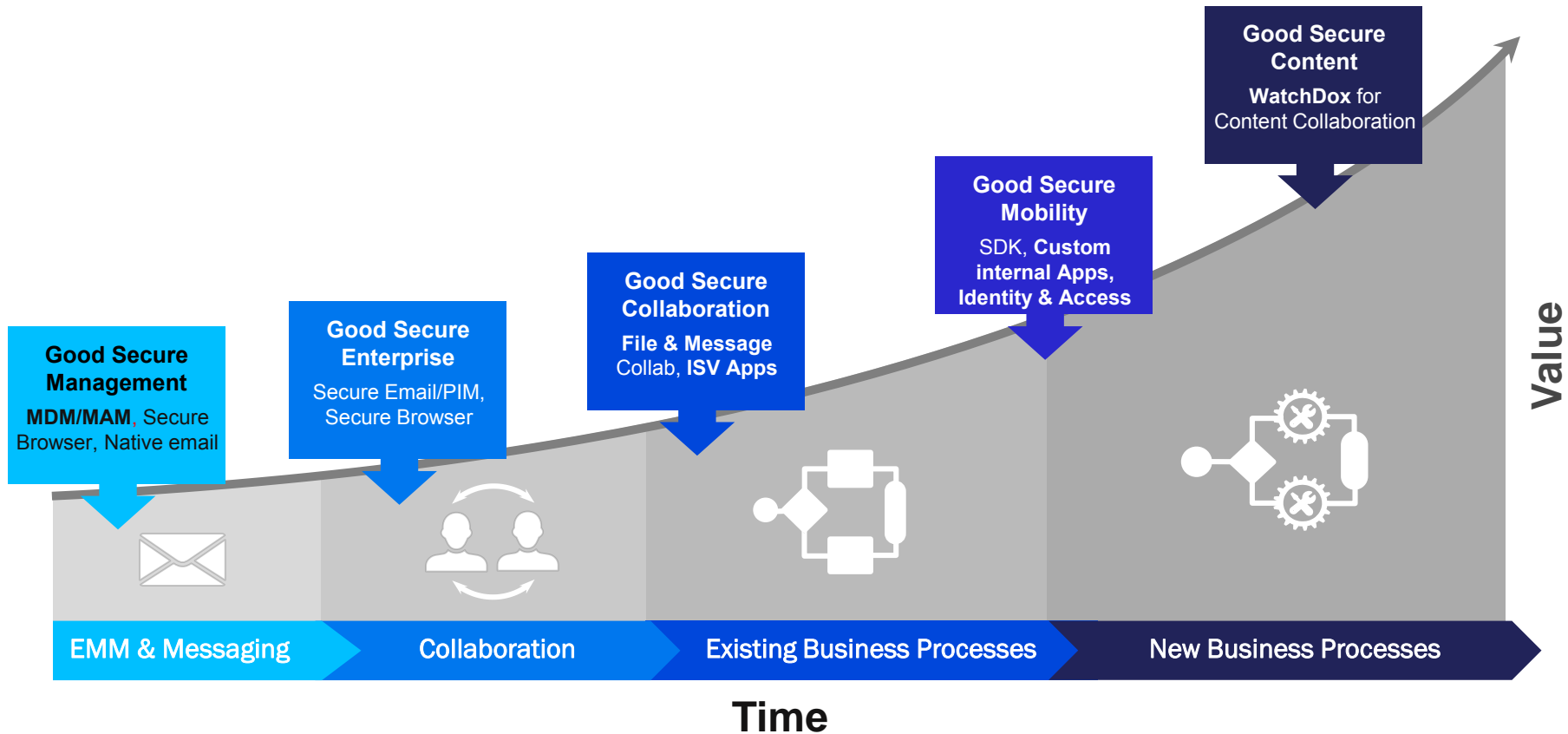
# Ensuring Customer Success



We are the **secure mobile app platform** to grow your business – and to run your business on mobile

- **BEST IN CLASS ROI:** Our mobile solutions, app & ecosystem deliver higher value than competition
- **BEST IN CLASS SECURITY:** Protect you with the best end-to-end security and personal privacy
- **BEST IN CLASS APPS:** Industry's widest portfolio and ecosystem enables highest productivity and ROI
- **BEST IN CLASS MDM/EMM:** Fulllest support of MDM/MAM including DEP, PKI, AfW, KNOX
- **BEST IN CLASS NETWORK:** Global support and network connectivity that you can depend on





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| Good Secure Management Suite  | Good Secure Enterprise Suite  | Good Secure Collaboration Suite  | Good Secure Mobility Suite  | Good Secure Content Suite  |
|---|---|--|---|--|
| <p><b>Core Starter Package:</b></p> <ul style="list-style-type: none"> <li>Mobile Device Management (MDM)</li> <li>Mobile App Management (MAM)</li> <li>Secure Browser</li> </ul> | <p><b>Management Suite plus:</b></p> <ul style="list-style-type: none"> <li>All-in-One Secure Email, Calendar, Contacts and Files**</li> <li>Unified Good Launcher Navigation</li> <li>Advanced Business-Class Productivity</li> <li>Advanced DLP &amp; End-to-End Data Encryption</li> </ul> | <p><b>Enterprise Suite plus:</b></p> <ul style="list-style-type: none"> <li>Secure SharePoint &amp; File Shares</li> <li>Secure Enterprise IM</li> <li>Secure Doc Editing</li> <li>Unlimited ISV App Deployment</li> <li>Secure Connectivity for Apps</li> </ul> | <p><b>Collaboration Suite plus:</b></p> <ul style="list-style-type: none"> <li>Secure SDK &amp; Open APIs</li> <li>Unlimited Custom App Deployment</li> <li>Secure Single SignOn (SAML, Kerberos)</li> <li>Secure Multifactor Authentication</li> </ul> | <p><b>Mobility Suite plus:</b></p> <ul style="list-style-type: none"> <li>Secure Enterprise File Sync &amp; Share (EFSS)</li> <li>Document Rights Management (DRM)</li> <li>File-level security</li> </ul> |
| iOS, Android, Win10, Android for Work, BB10 Balance, Samsung KNOX Standard  | iOS, Android, Win10, Android for Work, BB10 Balance, Samsung KNOX Standard  | iOS, Android, Win10, Android for Work, BB10 Regulated, Samsung KNOX Workspace  | iOS, Android, Win10, Android for Work, BB10 Regulated, Samsung KNOX Workspace   | iOS, Android, Win10, Android for Work, BB10 Regulated, Samsung KNOX Workspace  |

Professional Services Packages and Additional Options available for All Suites

\*Pricing is in USD and subject to change

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# Where to get trail licenses

BES 12

<https://store.blackberry.com>

Good Dynamics

<https://www1.good.com/forms/good-work-free-trial.html>

WatchDox

Please engage your local HCL BDM

Athoc

Please engage your local HCL BDM

Thank You